



Market

The Sri Lankan market for PVC – or Poly Vinyl Chloride – pipes and fittings that supply drinking water has grown at a reasonable pace in recent years. PVC pipes are used in all types of plumbing, from water delivery, to sewage for residential and industrial purposes, and also in agriculture. They are also used as conduits for electrical and telecommunications applications.

But economic turmoil and inflation have affected major players like Anton and its competitors – S-Lon, National, Duro and KML. They are all fighting to maintain market share in the face of an influx of low-priced, non-standard brands. Even though Anton commands a market share of 35% in PVC pipes and fittings, the prevailing economic climate is compelling some consumers to choose between quality and price.

The Central Bank's 2005 Annual Report states that only 39% of Sri Lankan households have access to pipe-borne water. Add to this the impact of the 2004 tsunami which destroyed many lives and properties along the coastal belt of Sri Lanka. There has been, as a consequence, a surge in housing development in these areas. Statistics confirm that 15,000 houses are built every year, but the impact of this is not necessarily as one would expect. The reason: most villages rely only on water drawn from wells and other sources.

Anton's clients include state institutions, local contractors and international agencies.

Achievements

Anton stands tall as Sri Lanka's pioneering brand of PVC pipes and fittings. It is an innovative manufacturer – one that has adapted to meet the emerging needs of the country.

The pioneering initiative has been instrumental in making Anton the brand with the widest range of products in the market. It is now responsible for fulfilling a variety of water-supply requirements. The rich, innovative spirit of Anton has enabled it to achieve firsts in many areas. These include being the first to

manufacture PVC injection-moulded fittings, rain-water gutters with fittings and UPVC drainage fittings.

Its success story and rapid expansion are a result of its ability to recognise consumer needs and business trends well in advance. Anton's advertising tag line – 'We lead where it matters' – defines the brand's leadership position in a highly competitive industry.

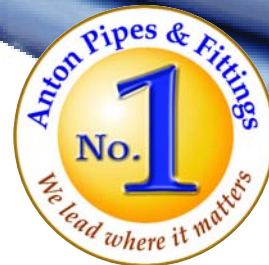
And the brand's strength has helped it venture into international markets. Today, Anton is exported and very well accepted in many foreign markets, including the Maldives, Bangladesh and South Africa.

History

Anton's history spans several decades from when its founder, Deshamanya A. Y. S. Gnanam, started a second-hand hardware and scrap-iron business on a small scale during the second world war. The fledgling business gradually grew to become the largest building-materials importer in the country.

With the government banning imports of all goods in the early 1970s to stimulate local industry, Gnanam invested in a factory to produce wire nails and many other hardware products. Eventually, he expanded the company's operations to manufacture PVC pipes and fittings under the brand name Anton, to facilitate the transportation of drinking water.

Today, the Anton brand is the flagship of the St. Anthony's Industries Group, with Gnanam's eldest son, Arul, being its Managing Director.



Product

Anton pipes and fittings are highly regarded, both locally and internationally. They carry the Sri Lanka Standards Institution's mark of quality, and it has gained ISO 9001:2001 certification. Anton products have been tested to meet the drinking-water quality guidelines of the World Health Organization.

Apart from standard pipes and fittings, Anton also manufactures a range of products that includes the recently launched Deluxe rainwater gutter, which has a versatile design and is configured to the latest architectural designs in the modern housing industry. This novel product, which carries patent rights for its



design, is reasonably priced. Improved performance and durability have made it most attractive to customers both locally and internationally.

Anton also serves the sewer and drainage category – with a range of pipes and fittings that have been developed by a team of experts in its research and development division. The Anton sewer range, which comes complete with a cleaning door, caters to the needs of today's housing sector, especially in relation to properties that have limited garden space.

Another novel idea from Anton is Bio-Cell, a sewer-filtering product that is ideal for areas where the ground-water level is low. It filters sewage and thereby limits the absorption of waste-water into the ground. This bio-cell product won the Architects' Awards in 2004 and 2005. Anton also produces water tanks under the brand name Dolphin & Netz, which is a brand of nets that can be utilised for different applications. The company also manufactures PVC doors under the brand name Shark.

Anton PVC products incorporate the latest in technological advances. It is trusted as a brand that keeps evolving to meet modern expectations and quality standards, which means that consumers can avail themselves of the highest quality that the market offers. It is a brand that keeps improving on its recognition for excellence, and it thrives on innovation. Quality, durability and performance combine to make Anton a trusted household name in PVC pipes and fittings.

Recent Developments

The company took a new path when it launched a variety of products under different sub-brands. This extended Anton's portfolio of products in keeping with its existing branding strategy.

And the company recently introduced a single-panel PVC door, Ultima, which is priced lower than the Classic range of doors – the idea being to provide quality PVC doors for consumers who seek economical options.

In heat insulation, another Anton product segment, it recently added Polar heat-insulation foil, which is used in ceilings to reduce the heat that is reflected downwards.

Promotion

Anton has established a lasting reputation through its carefully managed brand proposition: to be the most trusted PVC pipes-and-fittings

brand for quality and performance. Its corporate advertising campaign depicts a family that associates itself with Anton's entire range of products.

A below-the-line campaign with a totally new concept using a bright yellow colour was launched recently to depict Anton's youthful



character. This includes dealer boards, hoardings, street name-boards, vehicle branding and so on. Anton's latest advertising campaign – 'Anton, number one for PVC pipes and fittings' – reassures customers of the brand's value on TV, radio, the press and via outdoor signage.

Anton is also recognised as a socially responsible brand that provides training for students in the field of plumbing. These students are associated with private and government-run vocational training institutions, and Anton's training is provided at no cost.

The Anton Plumbers Circle is recognised by its members and the community for the service it renders to plumbers. This programme educates plumbers on the latest concepts of plumbing applications and disseminates the most recent product knowledge. This is in keeping with Anton's position of being the brand that's innovative and informative – the brand that introduces new concepts to its customers first.

At Anton's latest concept showroom, the layman can find helpful ideas for deciding what to buy and what to be concerned about when building a house.

Brand Values

Anton is the trusted brand in Sri Lanka for PVC pipes and fittings. It stands for durability and performance – and it lays claim to being the first in many fields.

Anton has introduced predominantly high-quality products to the local market for some 40 years. It has also made a name for itself for offering user-friendly products on the one hand and introducing innovative technology in its manufacturing processes on the other.

www.anton.lk

THINGS YOU DIDN'T KNOW ABOUT

ANTON

- > In 1960, Anton pioneered the production of UPVC pipes in Sri Lanka.
- > Anton was the first to manufacture sewerage fittings with a rubber-ring-joint system with cleaning doors.
- > Anton has the largest distributor network for PVC pipes and fittings in the country.
- > It has the widest range of PVC pipe fittings manufactured under one roof.