



# Introduction

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For over 20 years, Whitemark has focused on making and selling products that inspire people to be more productive, effective and creative when communicating visually. Whether it is the ecologically intelligent e<sup>3</sup> environmental ceramicsteel writing boards, eno interactive boards or a host of other products sourced from across the globe, Whitemark has an unparalleled track record in the visual communication market.

Whitemark chooses and makes products keeping in mind the following three basic principles :

- Support Existing Work Practices :

We provide solutions that fit how you work, combined with the ability to use and leverage the tools you know best.

- Provide a Walk-Up and Use Experience : We carefully choose products that simplify the use of visual communication equipment for everyone; no pre-planning or set-up required; just walk-up and use.
- First Use Must Inspire Future Use : To inspire users through their first experience with a Whitemark product;

Whitemark believes that sustainability is important in today's global economy.

In line with this belief, we strive to encourage continuous improvement in all areas - responsible use of raw materials and natural resources, design processes and operation of all facilities - to reduce the impact of our activities on the environment. Our production and supply chain teams continuously evaluate alternate sources and process improvements for our existing and new products. This cycle of constant improvement enables us to capitalize on technology and material efficiency to reduce our environmental footprint while developing products that advance human health, social responsibility and economic success.

## About Us

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### Fast Facts

- Founded in 1990
- Headquartered in New Delhi, India
- Manufacturing Location: Village Neemka, District Mewat, Haryana
- Sales and support offices at New Delhi, Gurgaon & Bangalore.

- Whitemark, headquartered in New Delhi, India, employs more than 100 people in its offices and manufacturing facility in India.
- Our products are available at more than 120 dealer locations across the country.

## Production & Storage Facilities

Whitemark's manufacturing facilities are dedicated to producing the best quality products with the fastest response time and highest level of flexibility.

It is located about 100 kms from New Delhi on the Delhi Agra Highway on a 3 acre plot of land.



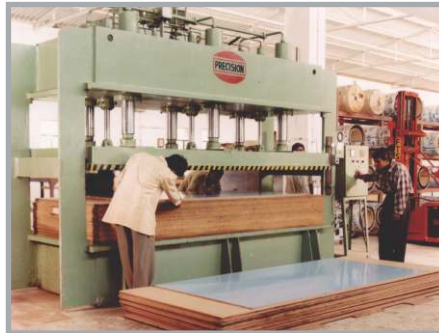
The manufacturing facility spread over 15000 sq. ft is committed to production of finished writing boards for education and commercial markets.



The warehousing facility covering over 12000 sq. ft. is used to store finished products and other items sourced from across the globe before distribution in the local markets.

# Manufacturing

Whitemark's manufacturing facility is deeply rooted in the development and production of our ceramicsteel writing boards, the core of our product portfolio. Offering the utmost in flexibility, e<sup>3</sup> environmental ceramicsteel marker boards and chalkboards are produced here in a variety of colours and always guarantee the optimal characteristics that are appreciated by our customers around the country.





## Administration Center

Whitemark's administration centre at New Delhi, provides optimum support to our customers. The administration center is the first point of contact for any customer enquiries; monitoring orders and product availability on a continual basis.

Customers can always feel secure in the fact that their Whitemark support team is ready to handle any service needs or special requests.



## Products and Markets

Whitemark is pleased to provide e<sup>3</sup> environmental ceramicsteel writing boards to customers all over India. Our products are an integral part of educational environments, businesses, government, military and para military settings around the country.

Our customers vary in size, type of equipment and in the products they buy but they each have one common characteristic-they all choose to work with Whitemark.

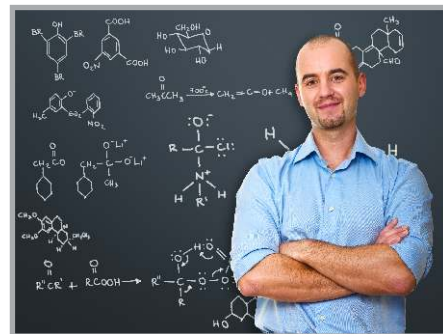
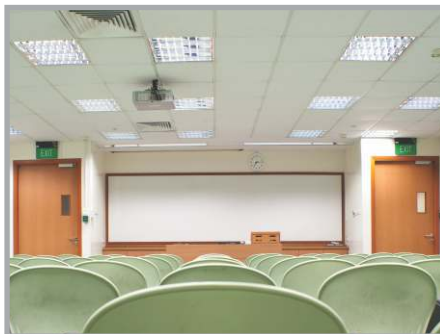


# Applications

## Education

Whitemark is the largest producer of ceramicsteel writing boards for the education market in India, supplying the majority of boards that teachers and students use every day.

Polyvision e<sup>3</sup> environmental ceramicsteel surfaces, that have graced the walls of classrooms around the world for over 50 years, are integrated into our marker and chalk boards offering exceptional style plus the durability to withstand the rigours of any learning environment.





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## Commercial

Whitemark's ceramicsteel whiteboards are the preferred choice for commercial applications, offering a variety of colour selections and silkscreen printing to match the aesthetics of any commercial environment. e<sup>3</sup> environmental ceramicsteel is warranted so the surface will never ghost, stain, or scratch, keeping your ideas looking great year after year.



# Applications

## Technology and Finished Product

Through user-centered observation and research, Whitemark has created a family of technology and finished products that allow people to create, collaborate, and communicate visual information simply and effectively. This approach to choosing products, in keeping with the principles, ensures a high rate of adoption by our customers for technology products and results in powerful visual communication tools that serve the needs of every type of user.



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