



## MARKET

It's easy to see why the tiles and ceramics industry is becoming a huge business as people are looking for more variety and ideas to make their homes unique and beautiful.

Shabbir Tiles & Ceramics Limited has brought the concept of ceramic tiles to Pakistan and in less than three decades has taken credit for beautifying thousands of homes and commercial ventures. It is a pioneer in the ceramic tiles industry as it was the first venture of its kind in Pakistan. In the seventies, the market of ceramic tiles was based on limited quantity imports from Spain and Italy, affordable only by the elite. Shabbir Tiles & Ceramics Limited, under its brand 'Stile', played a major role in expanding market size by making tiles affordable for middle income groups thus making them a necessary element for all bathrooms and kitchens. In turn, Stile has gained the leading position in the tile industry in Pakistan.

In the last decade, the market size for ceramic tiles has expanded exponentially from 9 million square meters to 36 million square meters per annum. There are now five other domestic players in the market, while sizeable quantities are being imported from abroad. However, Stile still enjoys the leading position in the market.

## ACHIEVEMENTS

Shabbir Tiles & Ceramics Limited belongs to the House of Habib, the most respected and dynamic business group in Pakistan. At House of Habib the motto is: "Consider the customer first, give full measure and deliver more than promised."



Laminated Wooden Flooring  
Made in Austria

Step into the world of luxury with STILE



SHABBIR TILES & CERAMICS LTD.  
Website: www.stile.com.pk UAN no:111-000-039

The Company has acquired the unique position of being the only company in Pakistan that offers a complete range of building materials, including wall and floor tiles, installation materials, laminated wood floorings, sanitary wares and sanitary fittings.

Stile enjoys the leading position in ceramic tiles and allied building material products in Pakistan. It has the first mover advantage in most of the categories and maintains its focus on growth in business and innovative ideas for all its functions. The Company is the largest manufacturer of ceramic tiles and its production capacity has risen to 6 million square meters per annum, employing state-of-the-art machinery from Italy and Germany, an increase of almost 600% since its initiation.

Stile has achieved tremendous success in launching joint brands in collaboration with American, European and Chinese Companies of international repute. The Company was the first to introduce installation materials in Pakistan way back in October 1999 under a joint marketing agreement with one of the world's largest manufacturers, M/s. Laticrete Inc. U.S.A., under a joint brand called Stile-Laticrete. The Company has achieved tremendous success in expanding the market for installation material and, despite several competing brands, Stile-Laticrete enjoys the leading position in installation materials in Pakistan.

The Company was among the top 25 companies in Pakistan awarded by the Karachi Stock Exchange in recognition of its performance, and is the proud recipient of the prestigious Certificate of Corporate Excellence Award from the Management Association of Pakistan. Stile is the only brand in the ceramic and tile industry of

Pakistan that has been awarded Superbrand status by the Brand Council for the year 2008-2009.

It has also obtained the latest version of Certification of Quality Management System under ISO 9001:2000 from Lloyd Register Quality Assurance.

## HISTORY

A venture of the most respected dynamic business group, House of Habib, Shabbir Tiles & Ceramics Limited was established as a public limited company in 1979 in technical collaboration with renowned German Company, M/s. Agrob Anlagenbau GmbH West Germany, for the manufacturing, marketing and sale of ceramic wall and floor tiles as well as other allied building materials. The company was the first venture of its kind in the private sector in Pakistan.

It has continually been expanding its production capacity, and has consistently been endeavouring to use the latest technology, machinery and

processes for producing ceramic tiles of international quality. With changes in the technology and trends in customers' needs, this industry has now attained the position of being a fashion industry. The company has consistently been keeping its pace of product development to satisfy its customers. It undertook various phases of modernisation and expansion of its production facility to meet customers' expectations. Apart from making tiles in various designs and colours, the Company was the first to produce larger sizes of tiles in Pakistan.

Over the years, the company has been a trendsetter and has introduced many categories of installation materials to the market under the joint marketing agreement with one of the world's largest manufacturers, Laticrete International Inc. USA, under the joint brand "Stile-Laticrete", which is the leader in its product line. The Company has also launched joint brands with European and Asian companies for laminated wood flooring. Yet another joint brand was launched in collaboration with one of the largest manufacturers of international repute for sanitary ware.

A strong marketing and sales network supports the brand throughout Pakistan with over 350 authorised sales outlets spread all over the country. It maintains its sales offices in Karachi, Lahore, Islamabad, Faisalabad, Multan and Peshawar.

## THE PRODUCT

Stile has been in the ceramic wall tiles business since 1979 and it continues to satisfy the changing trends of customers' needs. Stile provides a vast variety of sizes ranging from 8"x8" to 13"x20", and offers international standard quality tiles in various designs and colour schemes. It also offers decorative ceramic and resin borders to complement and enhance its aesthetic aspect.

Stile is marketing the latest designs in high quality ceramic floor tiles and porcelain floor tiles in collaboration with international partners in various varieties and colours. These have gained considerable response from customers.

Stile has brought yet another leading international brand into Pakistan by joining hands with the world's largest manufacturer of laminated wood flooring. This demonstrates our commitment to our customers, who thrive for elegance and comfort in their everyday lives.

Stile brings the best choice of globally proven and professionally endorsed products that deliver end-to-end tile and stone installation systems from



STILE to meet your lifestyle



Laticrete USA, the world's leader in installation materials. Stile Bond has tremendous bond strength and it is most cost- and time-effective and provides hassle free installation of tile and stone both on walls and floors.

Stile sanitary fittings and sanitary wares are of international standards that have received an encouraging response. Customer demand for these products is growing rapidly.

Aqua-Jet is another product through which floors and walls can be converted into a piece of art. It can be tailor made with no limitations on size or design. It is functional and economical and is unique in providing various options for architectural décor applications.

## RECENT DEVELOPMENTS

Stile has become synonymous with being a trendsetter in the tiles and ceramic industry. Under its umbrella brand, Stile strives to raise the overall industry standard by bringing it on par with the international market. Through value addition it provides more satisfaction to the customer. In collaboration with international partners, it has achieved considerable success in providing innovative high quality valued allied building material products such as installation materials, laminated wood floorings, sanitary ware and

sanitary fittings. It continues to offer innovative value products and has recently launched Laser Cut ceramic wall tiles to satisfy the changing market trend for products of higher aesthetic value.

## PROMOTION

Stile is promoted both through traditional and non-traditional media. It is regularly advertised in popular magazines and newspapers. Apart from this Stile promotes and maintains a family club known as 'Stile

Family', which comprises of the many brand partners, associates and regular customers. The members of Stile Family include prominent architects, interior designers, dealers, employees of dealers, builders and company employees.

Various events are arranged where Stile Family members can get together socially and exchange views both formally and informally. Our dealers and their employees are a valuable source of information for us to have feedback from the consumers of our products. With the aim of imparting product knowledge and attributes of our products, events are held for dealers' employees and for tile layers and masons.

Our marketing staff maintains very close relationship with our dealers and helps them with the design and decor of their outlets. They provide them customised sign boards, point of sales material, leaflets and product display sliders, keeping them regularly updated with respect to our products.

## BRAND VALUES

Stile maintains its leading position in the market and continues to delight its customers in the field of ceramic tiles and allied building material products by offering the best quality and innovative products at competitive prices. It maintains and nurtures the Stile Family concept and highly values the interest of all its stakeholders.

www.stile.com.pk

## THINGS YOU DIDN'T KNOW ABOUT STILE

- Stile was the first venture of its kind in the private sector.
- Stile was the first to introduce larger sized ceramic tiles measuring 10"x13", 13"x20" and 12"x18".
- Stile was the first to introduce installation material in Pakistan.
- Stile was the first to introduce 4-layers High Density Fibre Laminated Wood Flooring.
- Stile was the first to introduce artistic Aqua-Jet designs in Pakistan.
- Stile was the first to introduce Laser Cut Ceramic Tiles in Pakistan.
- Stile has the largest number of authorised sales outlets in the ceramic industry of Pakistan.
- Stile was the first to introduce water saving technology in sanitary wares.
- Currently approximately 12 m<sup>2</sup> of Stile tiles are installed every minute at different places of Pakistan.



Tiles & Stone Installation Materials  
STILE it on your own



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