

# Encraft: Making an Impact

Encraft India Pvt Ltd designs and manufactures high-quality uPVC windows and is known for its innovativeness, superior quality, precision, and customer service. Encraft windows enhance the aesthetics of homes and offices without compromising on safety and security, avers **Avanish Singh, CEO, Encraft India.**

## How has the Indian market for European-style windows evolved over the years?

Like all other aspects of society, the new fenestration systems in India also had a great impact on architecture and design of buildings. 10 years ago, we had the usual casement and slider series in uPVC windows, but, today, the normal casement is coming in the most modern European designs, with the Tilt & Turn seeing the highest demand. The slider has upgraded to Fold & Slide, Tilt & Slide, and Lift & Slide types, all of which are being widely accepted. The Parallel window is also becoming popular. All these uPVC window solutions are

finding favour with home owners, architects, designers and real estate developers.

## What type of windows are the most suitable for India's tropical climate and different weather conditions?

Since everyone is moving towards greener products with a lifespan as that of the building envelop, we find that the uPVC window is the most suitable as it offers benefits like UV protection, is sound proof, saves energy, is fire retardant, of low maintenance, provides thermal insulation, and is aesthetically strong. While fabricating the windows, the uPVC



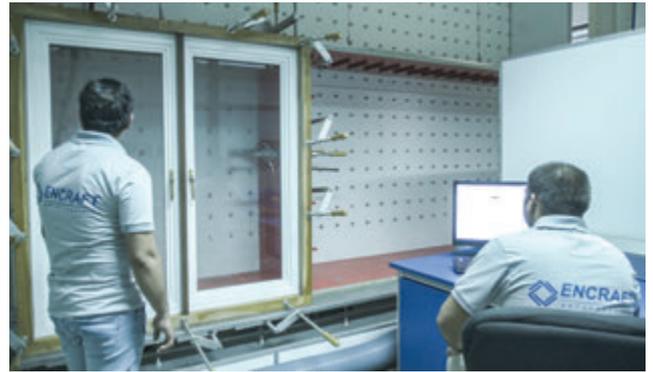
Twin Sash Window





Choosing the right company and services in installing doors and windows is important with respect to safety as well as aesthetics

**Avanish Singh, CEO**



*Test Rig*

formulation needs to be specially designed and tested as per Indian climatic conditions, and this is what Encraft is an expert at.

### What gives Encraft windows an edge over its competitors?

Encraft has almost six decades of experience in the Indian Polymer Extrusion Industry. We have a close understanding of the Indian market's needs, based on which we design our window systems. We have invested in the latest machineries as well testing equipment such as the Test Rig for testing the quality and training of people, which, I think, none of our competitors have.

All Encraft profiles are designed with a large reinforcement chamber; the steel reinforcement is of 3-mm, and all the screws go inside the steel. Our specially designed and secured butt hinges and strikers are the main differentiators. We have a sound technical knowledge of the window industry, the advanced technology, high-tech machinery, and a strong local presence, all of which instil confidence in our customers. All the windows are manufactured in our state-of-the-art facility, which helps us achieve a high-end finish.

Encraft is well accepted across all sectors (residential, commercial, hospitality and institutions), due to its wide range of innovative designs, variety of colors and patterns, and assured customer service. From traditional to trendy, all kinds of designs are available to suit the needs of every client. Since our windows are delivered at their doorstep, our clients do not have to worry about transportation and only authorized fabricators install these windows at site.

### What new offerings is Encraft coming up with?

Doors and Windows contribute 30-45% of energy loss in a building and buyers are looking for solutions that save energy, are sound proof, low in maintenance, fire retardant, attractive, and have a long life. Encraft R&D team continuously works on developing innovative products by considering the end-users' requirements and environmental sustainability. Our new offerings are undergoing tests and the Indian market will soon experience the most modern and smart windows and solutions. **MGSA**



*Heavy Duty Patio Door*