

SHEELA GROUP



COMFORT COMES
WITH PEACE OF MIND

SHEELA FOAM LTD.

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About Us

A leader in Polyurethane (PU) Foam, Sheela Group is a multi-billion rupee entity. It has a nationwide presence in manufacturing PU Foam with a global marketing perspective and an impeccable track record, since 1971. Sheela Group is committed to a one-point programme that of bringing comfort, convenience and luxury to redefine modern living.

The winning brands of Sheela Group include:

Sleepwell – The flagship brand for Mattresses, Comfort Accessories and Furniture Cushioning.

Feather Foam – A pure PU Foam range.

Lamiflex – Superior quality polyether/polyester foam for lamination.





Our Vision

We will continue to be recognised

- As a leading organisation in quality comfort products
- While practicing values of integrity, reliability, pro-activity & transparency
- To do business with a smile for customer delight
- And a commitment to society


Rahul Gautam



Our Quality Policy

"We are committed to provide complete Customer Satisfaction through Continual Improvement by Consistent Adherence to our Quality System and Standards."

Rahul Gautam
Rahul Gautam
The Sheela Group
ISO 9001 Certified

Quality And Innovation

Being one of Asia's biggest Poly Urethane Foam Manufacturer, we have over 45 years of extensive experience of making quality products backed by our state-of-the-art Research & Development labs.

1. Foaming

Sheela Foam has 5 Foaming plants in India and 5 in Australia. We use HENNECKE Foaming machines capable for foaming both Polyester and Polyether foams.

Pioneers in Variable Pressure Vertical Foaming (VPF) – World's most environmentally responsible foam manufacturing. Exceeds most stringent environmental regulations worldwide. No use of Auxiliary blowing agents & VOC.

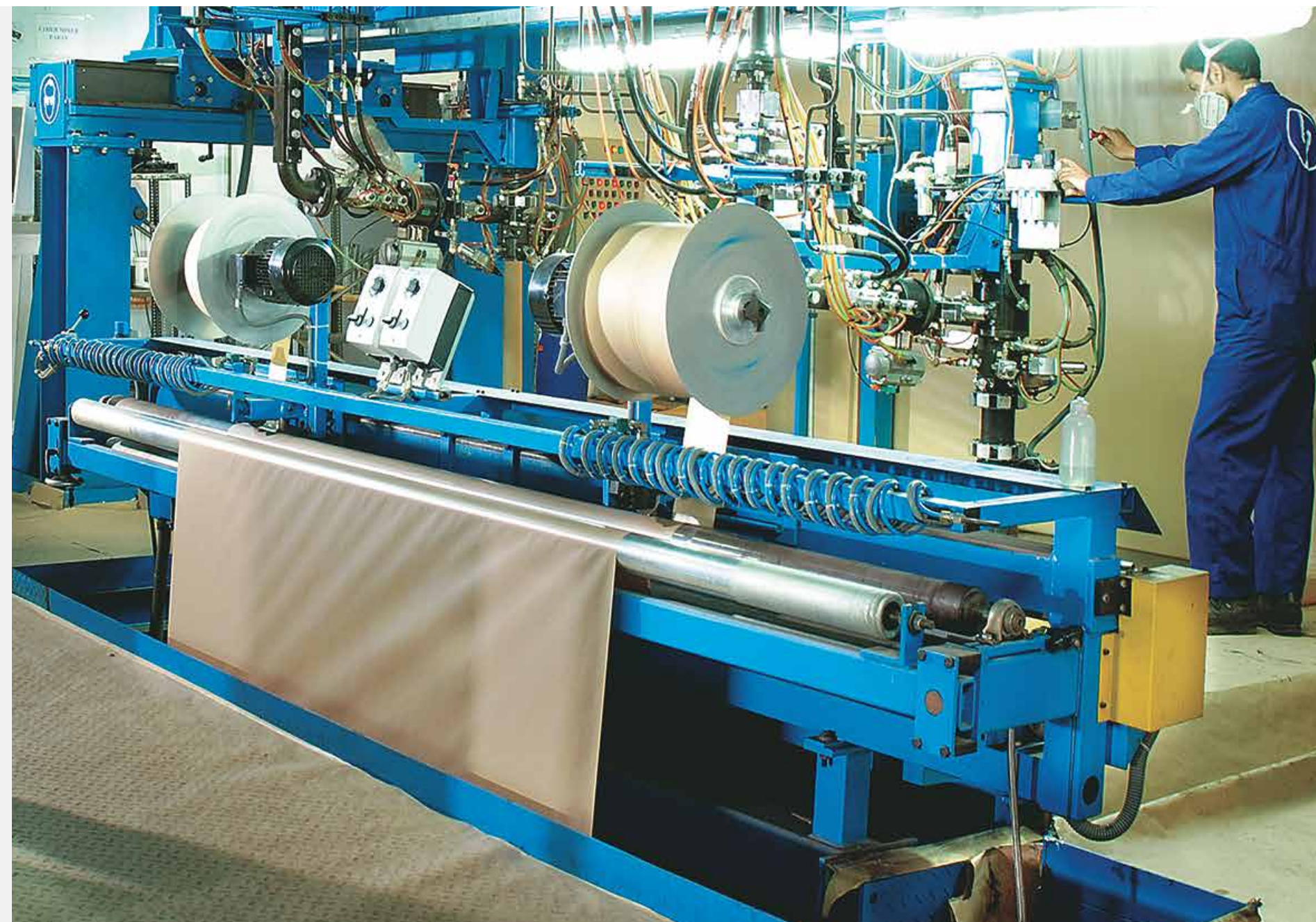
Our dedicated team of foaming experts work relentlessly to produce high quality of foam under stringent quality measures that control the foam rise profile, yield, porosity and the desired physical properties.

2. Research and Development

Our highly committed team of Engineers and Scientists strive continuously to add value to our existing foam products, developing new foam materials and controlling quality of our wide range of products.

Our advanced technologies have led to the introduction of innovative and pathbreaking products like Comfort Cells, My Mattress, Responsive Memory Foam, Back Support Mattress, proprietary Quiltec Foam and special Health Fresh™ Treatment, all under our Sleepwell brand of mattresses.

This continual research has led to a deeper understanding about the individual sleeping needs of our consumers. Our futuristic technologies enable us to craft mattresses that offer personalised sleep solutions for our discerning customers.



Sheela Foam, a pioneer in innovation & consumer trust for over 40 years.

With more than 3500 employees, 11 factories, a nationwide network of over 100 distributors, 6500 dealers and exports to over 25 countries, the name Sheela Foam and its flagship brands Sleepwell and Feather Foam have become synonymous with comfort, good sleep and top of the line technical applications.

Today, Sheela Group is a leader in the flexible P.U. Foam market in India and Australia.





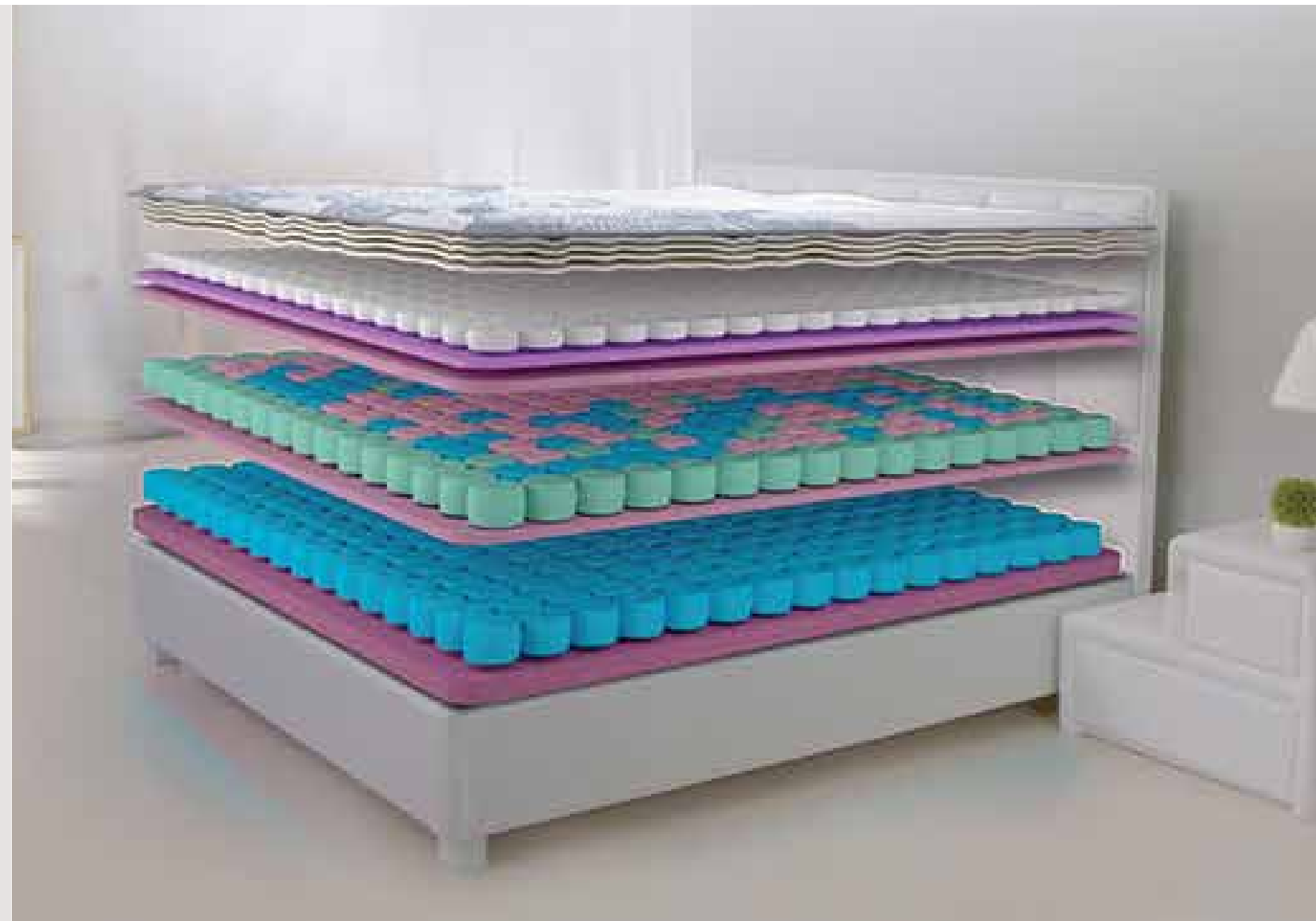
Sleepwell is a Flagship Brand of Sheela Group that stands for “Personalised Comfort”, a value which we endeavour to build and provide in every product or service, we extend to our esteemed customers. At Sleepwell, every product that we make, standards for the highest Standard of Quality and Workmanship.

All our products go through a rigorous process of Quality Check to ensure only the best products reach you. Our Products are also backed by a warranty policy, ensuring complete peace of mind and a delightful ownership experience. Our unmatched knowledge of your Sleep requirements supported by our use of “Best in Class” materials and finishing, ensure that you get cutting-edge technology Comfort Solutions.

We have introduced many pioneering concepts in India like “Comfort Cell “and “My Mattress” making us the first Mattress Manufacturer to give you a choice of different feels as per your preference and all at the same price.

We have endeavoured to bring in a world class technology “Perfect Match” to India. It will revolutionize the process of choosing the right mattress by empowering you to be a co-creator in the process of building a mattress that is personalised just for you.

Standing true to our core value of “Customer First”, we are committed to investing in technologies that enhance customer value in our products and services.





Comfort Accessories

Discover the ultimate sleeping experience with innovative range of Sleepwell Comfort Accessories.

Contour Memory Pillow

Orthopedically designed Contour Memory Pillow, adapts to your head, neck & shoulder contours for optimal support. State of the art Moulded Memory Foam eliminates pressure points and enhances blood circulation.

It has Dual Height contours for both side and back sleeping positions. Its unique side fabric enhances air circulation keeping the pillow fresh.

Mattress Protectors

Superior technology, superlative quality and soothing designs make Sleepwell Mattress Protectors ideal for those who do not want to compromise on their comfort and hygiene.

Bolsters and Back Cushions

Sleepwell Bolsters and Back Cushions are specially designed to offer the essential back support and desired comfort while seating.



Furniture Cushioning

One of the most important part of your sofa is cushioning. Better the cushioning greater the comfort. But in most cases, this cushioning bit is not given attention. In reality it's the cushioning that decides the shelf life of your furniture, and how comfortable the seating arrangement is going to be. Bad cushioning can ruin your furniture like you have never imagined !

Sleepwell presents an innovative range of Furniture Cushioning products that promise lasting comfort, support & durability. Our quality cushions not only enhance comfort & durability but also enrich the aesthetics and look of your furniture.

They are treated with world class technologies like Health Fresh™ which prevents breeding of dust mites & bacteria, while SANtech™, an advanced technology, enhances firmness & breathability to give the best -in-class comfort & support.

Hospital Range

Sleepwell Medcare range is designed specially to offer a comfortable, hygienic and healing experience to the patients. These speciality mattresses and pillows incorporate scientifically developed cores and treatments for various comfort, support and hygiene requirements specially needed for patients.

– Mattresses

- Mattress Topper
- Pressure Ease Mattress
- Cool Max Mattress
- Clinicare Mattress
- Standard Hospital Mattress

– Pillows

- Fibre Pillow
- PUF Pillow
- Memory Pillow
- Wedge Support for Head Raise



Hospitality Range

Sleepwell Hospitality Range is designed to offer comforts, hygienic and age-tested products for all segments of Hospitality Industry.

– Mattresses

- Pocket Spring Range
- Duet Range
- Comfort Cell Range

– Bed Bases

- Platform type beds
- Spring type beds
- Roll away beds
- Murphy beds

– Comforters

- Winters
- All seasons

– Bed Sheets

- Cotton bed sheets
- Bed skirts

– Blankets

- Entry level range
- Premium range

– Pillows

- PUF Pillows
- Micro fibre pillows
- Curved pillows





Feather Foam has emerged as the most trusted name in the furniture cushioning in India. Its excellent mechanical properties, hardness, hand feel, resilience and strong cell struts differentiates Feather Foam from the rest.

It offers Equicell, the only pinhole free technology, which gives Feather Foam sheets and cushions extra bounce, durability and increased Air Flow for comfort and support. With the assurance of being 100% pure Feather Foam Sheets and Cushions stay in shape for years.

Extra scientific input give narrow cell size distribution, perfectly built cell structures and proper ellipsoidal cell orientation in all Feather Foam products. Additionally, Feather Foam is made with excellent balance between the open and close cell characteristics that work against the compression set and hardness loss during the use of the foam in comparison to other Polyurethane foam available in the market. Addition of eco-friendly antimicrobial agent to the raw materials before polymerization has made Feather Foam resistant to dust-mites, fungi and bacteria; thereby providing the desired levels of hygiene furniture.

Feather Foam sheets and cushions are available in a range of densities from 23 Kg/m³ – 50Kg/m³.

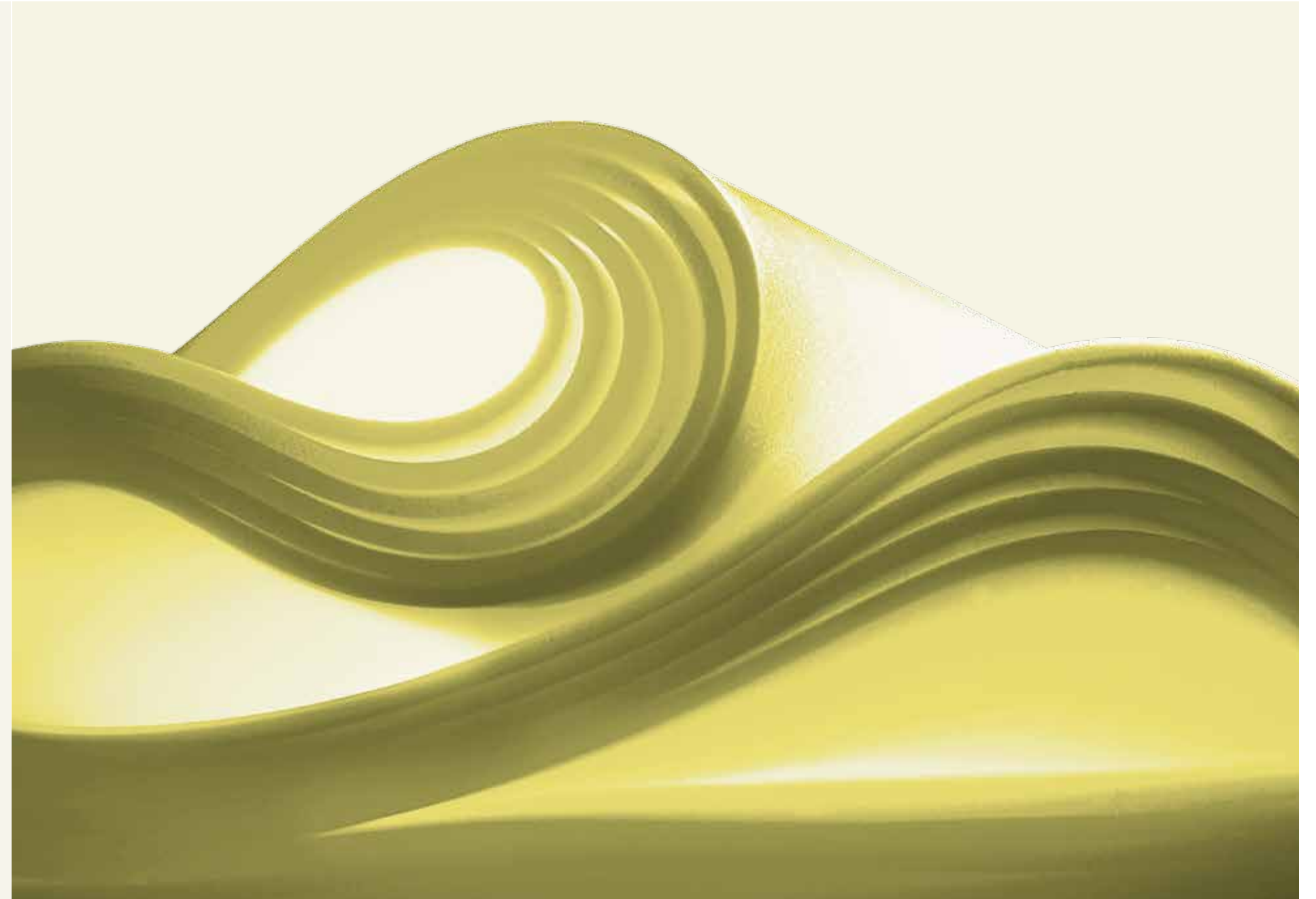


Lamiflex

Lamiflex foam from Sheela Group is available in standard Ether and Ester grade. These foams are thermoformable for flame lamination. Flame lamination is used to produce laminates by bonding foam with fabric while passing the foam over an open flame. Exposure to the flame creates a thin layer of molten polymer on the foam surface, which is then brought into contact with the fabric layer under pressure to develop a bond at the fabric-foam interface. Composite material created through flame lamination have different applications such as automotive headliner, seating, and door panel applications, orthopaedic braces, sound attenuation materials, footwear components etc.

Our ether grade Lamiflex foam have special additive to reduce the thickness loss after flame lamination. A different additive is also used to increase the bonding strength between the fabric and the foam. Some of our ether grade Lamiflex foam are treated with Health-Fresh™ antimicrobial technology for the application in Jackets, helmet, gloves, cricket pad, seat covers, laptop bag etc. Ether grade Lamiflex foam is also used in sound proofing upholstered wall track systems.

A flame retardant is added to the polyester grade Lamiflex so that the foam passes FMVSS-302 test. The major application of polyester grade Lamiflex is in the automotive sector.



Grades & Products manufacturing

Moulded Foam Special:

Grade: CCHR 35/A- 75 mm (thickness), Dia 95 mm/6,2,8

Comfort cell:

Grade: CCHR42/2- 38 mm(thickness), Colours: Pink, red, blue, yellow, green etc.

- Memory foam mattresses
- Pillows
- HR Foam mattresses

Moulded foam

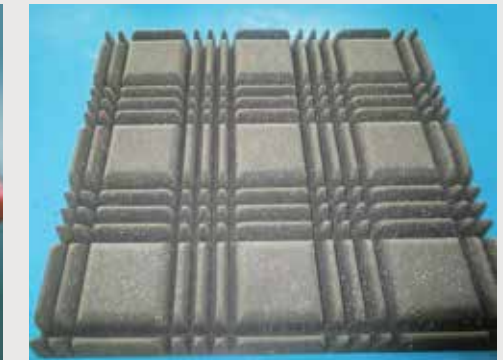
We have installed highly advanced fully automatic machineries at our premises for moulded foam to accomplish any kind of objective. Our facility is headed by highly skilled and knowledgeable professionals.

We are using both the Continuous block foaming and Discontinuous block foaming with an approximate capacity of 15 moulds/4minutes.

CNC Cutting Machine

We have world class CNC Cutting German machine which is fully automated sensor based with full safety features. Its capacity to run for 24 hours continuously. The instrument/blade rotates 360 degree and cuts the block/sheet with customize programmed 2D designed.

It is used for circular, rectangular, square and multi shaped cutting - Pillows, bolster, cushion, mattress, Pyramid, Badges, wall corner, wall panel, profile mattress, chair pad, helmet foam design, Acoustic as per customer requirement.



Trade Brands

Sheela Foam offers the following range of Flexible PU foam for various furniture cushioning applications:

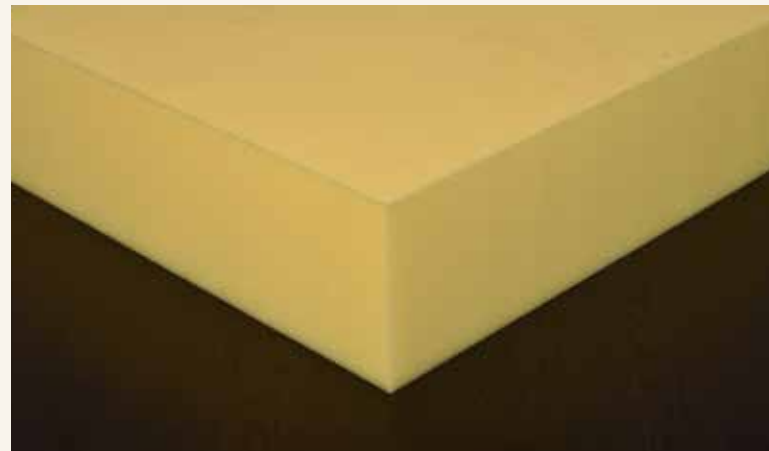
- Deluxe Grade: Mystic and Splash,
- Standard Grade: FlexiTuf, Restwell, Indigo PUF, Rainbow and Champion
- Commercial Grade: Classic, Magic and Surya Premium

Deluxe Grade Foams

These foams have medium hardness range and are available in different densities and colours.

Major Applications

Used in upholstered furniture, ottoman, chairs, benches etc.

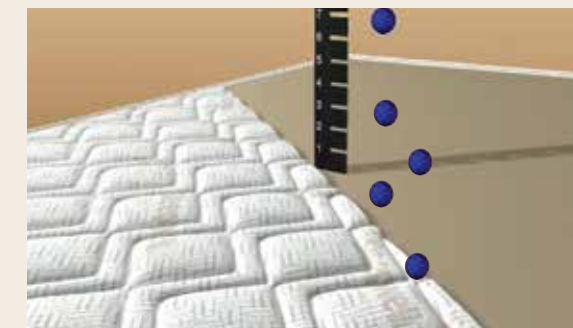
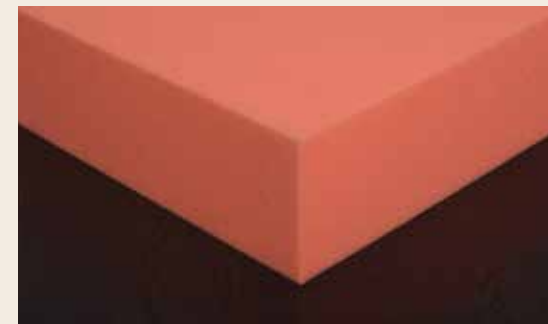


High Resilience Foam

Our range of high resilience foam have resilience greater than 50% for good recovery and even pressure distribution, reducing pressure points for ultimate comfort. Our High Resilience-cushioning foam have all the qualities of Natural Latex with applications to produce quality bedding and furniture.

Major Applications

- Mattresses • Sofa-sets • Upholstery • Medical Wedges • Sports Jumping Pits



Memory Foam SF

Visco-Elastic Temperature Sensitive Material (Memory Foam)

Our Visco-Elastic Temperature Sensitive Material or LR foam has an open-cell structure that reacts to body heat and weight by sensing and shaping itself to the body, helps relieving the pressure points and prevents pressure sores.

Major Applications

- Mattresses
- Sofa-sets
- Upholstery
- Quilting
- Rugs
- Shoe



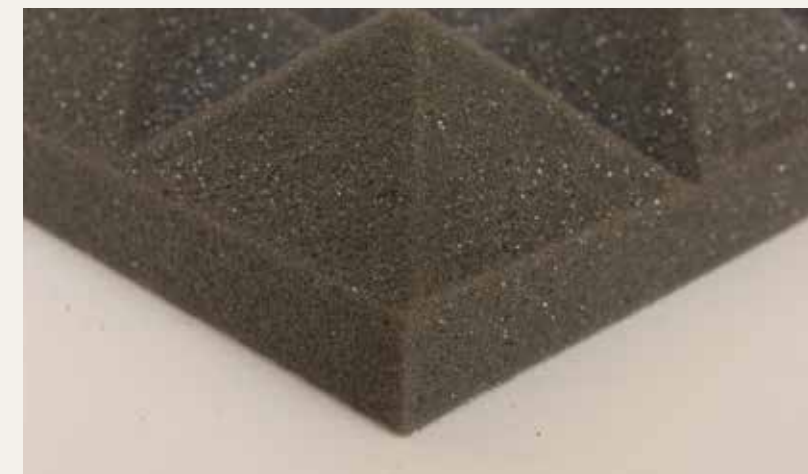


Sound Absorption Foam

This light weight PU Foam acts as a high performance sound barrier and meets self extinguishing fire rating as per UL-94. The different product combinations efficiently handle low, mild and high frequency range of sound energy. It is convoluted in various shapes (Profile Cutting) to attain higher efficiency levels. Wide range of Noise Reduction Coefficient (NCR) options are available depending upon the desired application. This foam is known for noise Absorption, Sound Damping, Flame Retardant properties. It has triple Effect of Thermal Insulation + Noise Absorption + Flame Retardant, when Laminated with Aluminium Foil.

Major Applications

- Canopy for DG Sets and Air Compressors
- Theaters, Auditoriums and Indoor Stadiums
- Broadcasting and Commentary Rooms
- Automobile Industry
- Electronic Industry
- Electronic Data Processing Units
- Engine Testing Rooms



Flame Retardant Foam

Our special Flame Retardant foams not only slow down the fire but also get self-extinguished. These foams can be made using polyether polyol or polyester polyol. FR foams are available to meet following specifications:

(1) UL 94 HF 1 (2) FMVSS 302 (3) CA 117 & (4) BS 5852

Major Applications

- Building and construction, automotives and transportation,
- Furniture & bedding Acoustics applications such as walls of Ballroom, Cinema hall, Conference hall, Recording studio etc
- Canopy for Gensets & Compressors
- Automotive Roof-Liner, Sun Visor, Side wall and Seat Cover
- Sofa-set with BS 5852 requirement
- Silentech

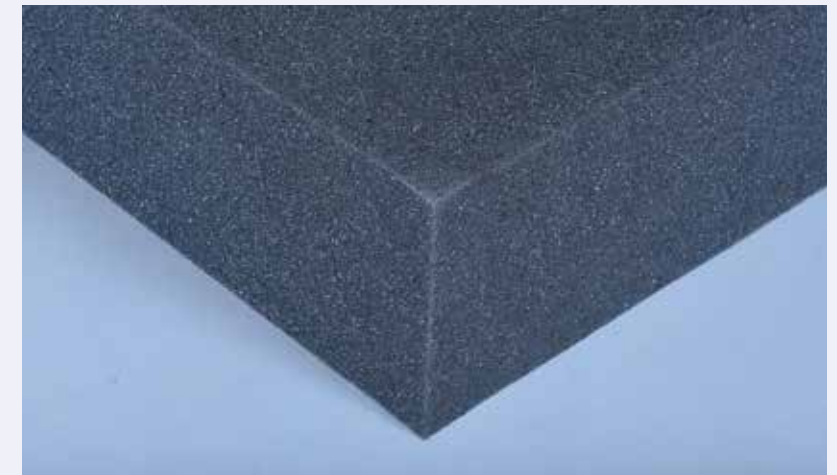


Silentech Foam

SILENTECH is a light weight ester based PU FR foam, which incorporates the innovative MEP technology, developed after extensive R&D. Siletech's unique composition and self structure is scientifically designed to achieve excellent NRC (Noise Reduction coeffecient) values with lower sheet thickness while maintianng the flammability parameters.

Major Applications

- Canopy for DG Sets and Air Compressors
- Theaters. Auditoria and Indoor Stadium
- Broadcasting Rooms and Recording Studios
- Industrial Silencers
- Automobiles
- Acoustic Enclosures
- Engine Testing Rooms
- Anechoic Chambers
- Underdeck and Overdeck Insulation



Reticulated Foam

Reticulated Polyester and Polyether Foams have 100% open cell structure and are made using thermal reticulation process. These are used in a variety of applications.

Available in two types Ester and Ether based Reticulated Foam:

- » The Reticulated Polyether Foam are not hydrolyzed by water and thereby are widely used in water filtration applications.
- » The Reticulated Polyester Foam are stable against organic chemicals, possess improved hardness, tear and abrasion resistance properties. They are widely used in vacuum cleaners as dust filter, paint roller, filter application of organic chemicals and petroleum products.

Major Applications

- Filtration and Pre-Filtration of Air, Oil and Water
- Ceramic Foam Filters
- Outdoor Furniture
- Micro Phones, Head Phones & Speakers
- Fuel Tanks
- Ink Cartridges



UV Stable Foam

UV stability plays a very important role, where paling (Yellowing) is detrimental to the product quality, outlook and life. The paling is a natural process caused due to oxidation which is a result of combined action of oxygen and light, specially UV light. It has a high stability to light, obtained by means of special additives and meets RoHS and REACH standards. The most critical aspects of UV Stable Foam are Hydrolysis Test and Sun Test (Colour Fading). Resistance to light is evaluated on a Weather-o-meter and is expressed in terms of number of hours of exposure under Xenon lamp that is considered necessary to reach a certain degradation or colour fading and is measured on Grey Scale Index of 1 to 5 depending upon the product and customer requirements.

Major Applications

- Sports Shoes
- Innerwear & Lingerie
- Clothing



Thermo-Formable Foam

This speciality Foam is produced to provide superior thermo formability and colourfastness to light (AATCC 16), burnt gas fumes (AATCC 23) and ozone (AATCC 109-) stability. The macromolecular design of the foam has been made in such a way that it gives comfortable, soft and cool feeling. The foam is environment friendly, delayed yellowing in nature and meets RoHS and REACH standards. This Foam has no chlorofluorocarbon or any other auxiliary blowing agents, which makes the Foam usable in various kinds of undergarments without harming human body. It is lightweight and can be easily installed in automotive interior

Major Applications

- Lingerie
- Swim Suits
- Automobiles



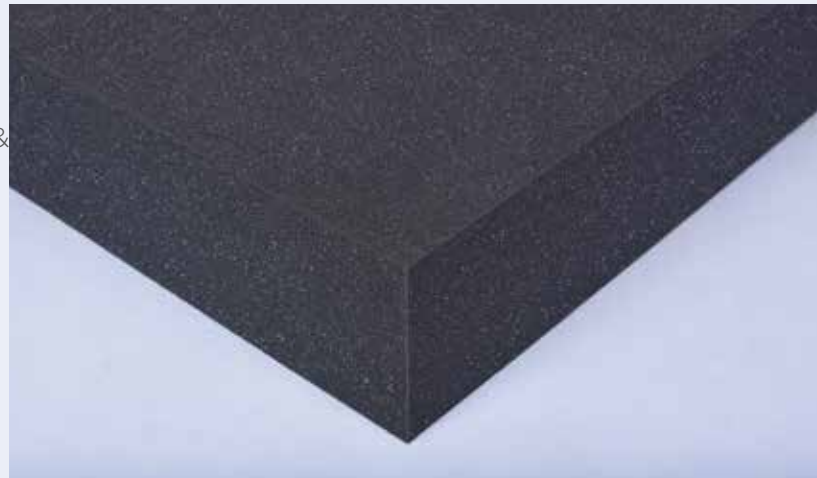
PU foam for Shoe Industry

For In Sole application, PU Foam is designed for better performance with better comfort and load bearing properties.

We have cost effective new foam grades suited for shoe industry. These grades offer benefits such as Light Weight, Breathability and can offer a competitive advantage to shoe products.

Major Foam Grades/Products

- V - Sole (Memory) : For comfort properties
- I - Sole : For better load bearing properties
- H - Sole : For highly resilient & cushioning properties
- Airlite : For light weighing properties



Major Applications

Majorly used in the shoe parts like upper, in-soles, collar and tongue.

Brands associated with us

- | | |
|-----------|------------|
| • Liberty | • Action |
| • Bata | • Adidas |
| • Lakhani | • Puma |
| • Relaxo | • Woodland |
| • VKC | • Khadim |
| • Lancer | • Red Tape |

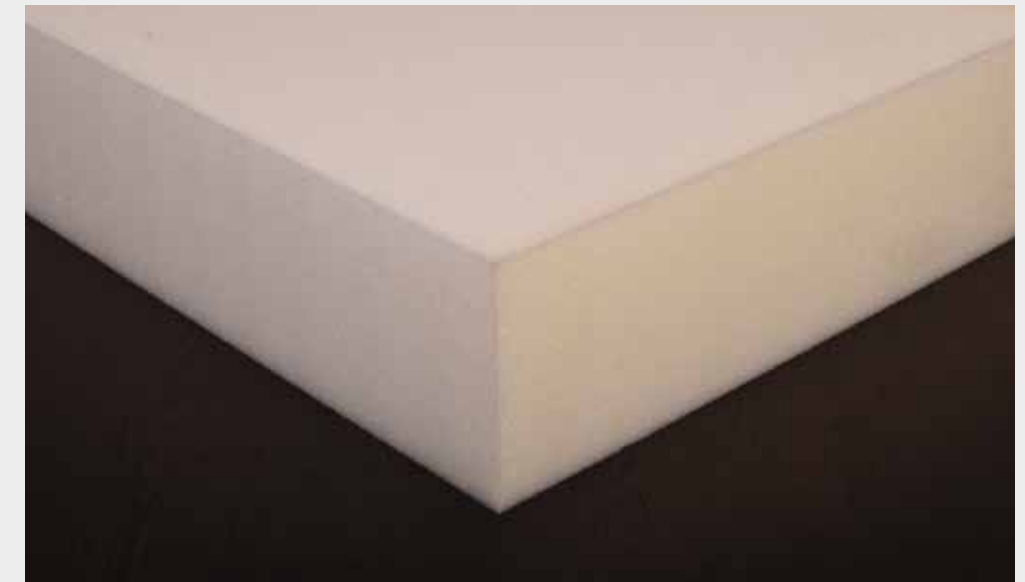


Soft Foam

These are polyether based Polyurethane foam made with extra softness for specific comfort applications. Soft foams are available in low to medium density range (15-30 Kg/m³). Soft foams are used for all quilting needs, mattress overlay, top lining in sofas, pillows etc. Fabric laminated soft foam is used in car seat and interior components of automobiles such as roof liners, dashboards etc; upholstered soft surface such as upholstered headboards, upholstered walls etc; mattress padding; shoes; office bags; baby carrier bags; jackets and leisure apparel; hiking clothes; hats; helmets; gloves; toys etc.

Major Applications

- Quilting needs
- Upholstery soft surface



Hard Foam

These are polyether based Polyurethane foam made with an increased hardness range and are ideal for application in area where additional support and higher load bearing is required. The foam can be die-cut, milled and laminated with other fabrics. Hard foam are used widely in upper, mid and bottom part of the shoe. Hard foams are also used in various automotive parts, carpet industry, saddles and riding apparel, Knee Pads etc. Additionally, we have observed that our 40 Hard foam has good acoustic damping properties, therefore can be used for high KVA gensets and refrigeration equipments.

Major Applications

- Shoe • Automotive Sector • Saddles

Automotive Foam

Polyester as well as Poly Ether Foam has a regular and fine cell structure. It has a high mechanical strength and is not affected by organic solvents and petroleum products. This foam complies of FMVSS-302 Standards.

This foam is a perfect medium for flame and glue laminations with various normal and technical textiles or leather. It is easily printable - Spray, Flexo and Screen, which makes it suitable for decoration, gift wrapping / packing and display.

Major Application

- Seat Covers • Sound and Vibration Absorption • Sun Visors
- Headliners • Door Trims • Lamination with Fabric/scrim
- Lamination with vinyl • Lamination with leather/synthetic leather



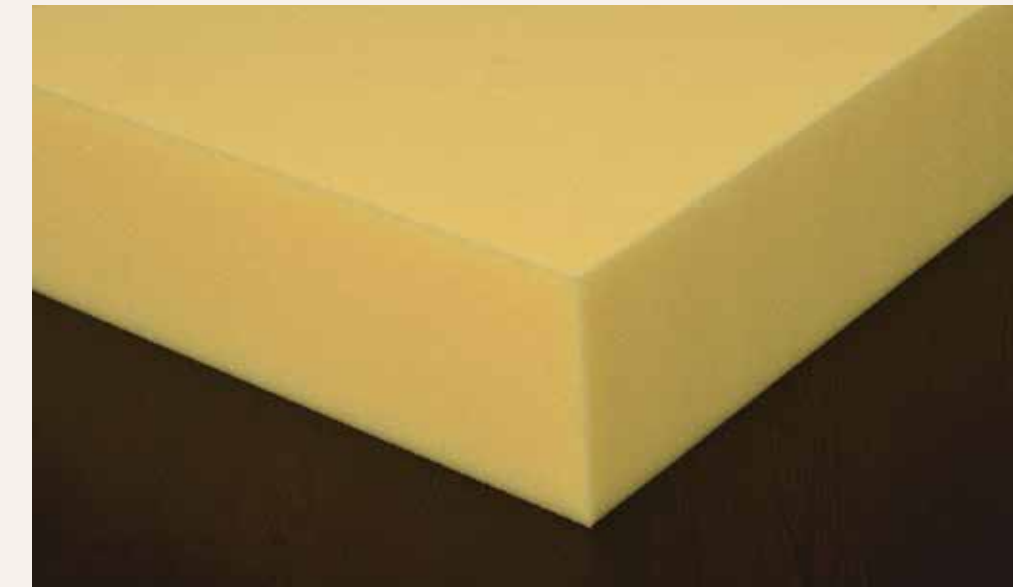


Pure Grade Foams

Our Pure Grade foams have excellent mechanical and tensile properties and are available in densities ranging from 10 kg/m³ to 60 kg/m³. These foams are available in various degrees of softness and hardness to make them suitable for a wide range of applications. Indentation Force Deflection hardness values of Pure Foams at 50% compression varies from 12-120 Kgf/cm². These can be hot moulded, die-cut or laminated as required.

Major Applications

- Sofa Sets and Upholstered Chairs
- Homes, Office Bags, Furniture and Comfort Accessories
- Packaging





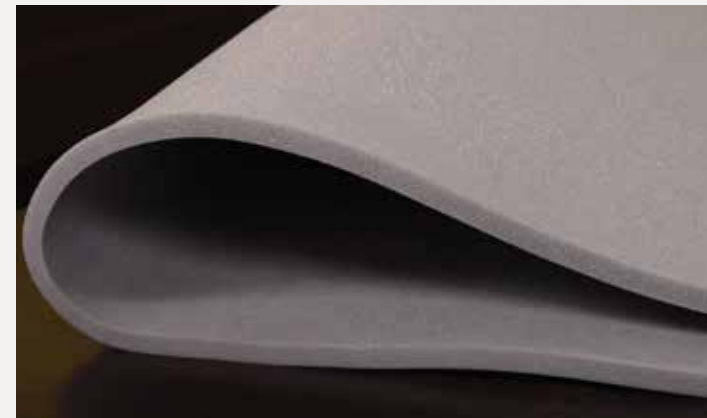
Lamination Grade Foams

Our polyether grade lamination foam is structurally tuned in such a way that the thickness loss after flame lamination is minimum and the composite will have maximum bonding strength. In order to do so, the cell structure, cell size distribution, cell orientation and the porosity of the foams is tuned properly. Also, our compressed roll is having minimum thickness loss during transportation.

Our FMVSS 302 grade polyester PU Foam has a regular and fine cell structure. It has higher mechanical strength and is not effected by organic solvents and petroleum products. This Foam is a perfect medium for flame and adhesive laminations with various technical textile or leather. The Foam is easily printable – Spray, Flexo and Screen, which makes it suitable for decoration, gift wrapping/packing and display.

Major Applications

- Seat Covers
- Sound and Vibration Absorption wall
- Sports Wear, Jackets, Helmet, Gloves, bags
- Padding such as cricket pad
- Ortho-Care Products
- Thermal insulation and packaging
- Automotive seating, Door Panel and Headliner



Rebonded Foams

Rebonded foams are made from a combination of multiple densities of foam which are broken down and re-bonded under mechanical pressure into new blocks of consistent High Density Rebonded Material, which are then cut into desired length and width.

The rebonding recycle process is carried out in the presence of special adhesives that makes it durable, strong and versatile.

Rebonded foam possesses high sound and shock absorption properties. Use of a scientific foam to adhesive ratio gives our Rebonded Foam high tensile strength, % elongation and tear resistance.

Major Applications

- Mattress segment
- Vibration sound dampening segment
- Flooring
- Sport mats
- Cushioning
- Packaging
- Carpet underlay
- NVH



Standard Grade Foams

These foams have medium hardness range and are available in different densities and colours. Standard grade foam uses small amount of nano-fillers to have efficient reinforcement.

Major Applications

- Used in upholstered furniture, ottoman, chairs, benches etc.

Commercial Grade Foam

These foams have been made to fulfill the need of cost-sensitive market. They are made with the use of filler to control the production cost.

As a result of this, the tensile strength, % elongation, tear strength, compression set and hardness loss values after shear fatigue of commercial grade foam are lower than that of Featherfoam or Standard Grade Foam.

However, with a strong R&D setup, we have come-up with a formulation that takes significant care of the above properties against any deterioration.

Major Applications

- Packaging
- Low cost upholstery



Anti-Static Foam

It assures adequate electrostatic discharge protection by making the Foam electrically conductive. It offers maximum protection against shock and vibration. It does not accumulate electrical charge to a high electricpotential. Also, it allows dissipation of generated charges

Major Applications

- Protective Packaging & Transportation of Electronic Goods
- Medical Beds
- Dental Chairs





Export Section

Sheela Foam's International Marketing operations are organized by a dedicated export division that manages a network of international distributors & OEM customers.

Our products are exported to all major continents like Middle East, South Asia, Europe, Russia, Australia and America.

We are well equipped with:

Major Applications

- Single source for a wide range of PU Foam products.
- In house R&D supported by a robust infrastructure.
- World's best Hennecke Foaming Plant.
- Foam roll available with joint at 60meter length.
- PU Foam Roll /block / sheet compression facility.
- Stringent quality assurance.
- Network of competitive logistic channels.
- 24 x 7 customer service.



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