



The Action Group, one of India's largest business house came into existence in the early 1970s, under the aegis of Shri Mange Ram Aggarwal - a leader, a visionary and a philanthropist.

The Group began its operations by stepping into the footwear industry with Action Shoes which soon became a household selling name. Propelled by the spirit of constant growth and innovation, backed by commitment to excellence, the Group is today a multi dimensional company with a strong presence in sectors as diverse as -

- Footwear
- Real Estate
- Chemicals
- Mealthcare
- Steel & Power
- Flex Manufacturing
- Coal Mining
- **MDF & Particle Boards**
- # HDHMR & Boilo Boards

about action TESA

The Action Group is a 52 year old Conglomerate with a leading presence in the Footwear, Steel & Power, Chemicals, Real Estate, Health Care & Electronics. Now the group has forayed into manufacture of Engineering Panels under the brand name - Action ΤΈ 5 Δ



Action TESA has many milestones to

redit. It has installed the first thin MDF / HDF plant in the country as well as the largest Particle Board plant. The company has also introduced to the country DOME Technology unique to its products. It is also the first company in India to manufacture True HDF based Laminate Wooden Flooring. Action ΤΈς Δ offers a host of value added products that include MDF & Particle Boards, HDDHMR, Boilo, Ornamatte, Door Skin, Embossed HDF, High Gloss UV and Acrylic Boards.

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about laminate flooring

Laminate Flooring is a floating glue less click locked & sealed flooring similar to a jigsaw puzzle. In this method, the individual planks are locked on to each other by means of clicking together, but do not attach to the sub-floor on which it is being installed. Laminated Flooring is generally a HDF based tongue and groove interlocking flooring system that rest on top of the existing substrate like ~ concrete slab, hard wood flooring or virtually any other flat hard surface that is suitable for installation.

Laminate Flooring is popular due to its ease of installation & its simple maintenance, easy cleaning methods, resistance to stains & a very durable surface due to the "WEAR RESISTANT LAYER".

The construction of Laminate Flooring has essentially four layers:

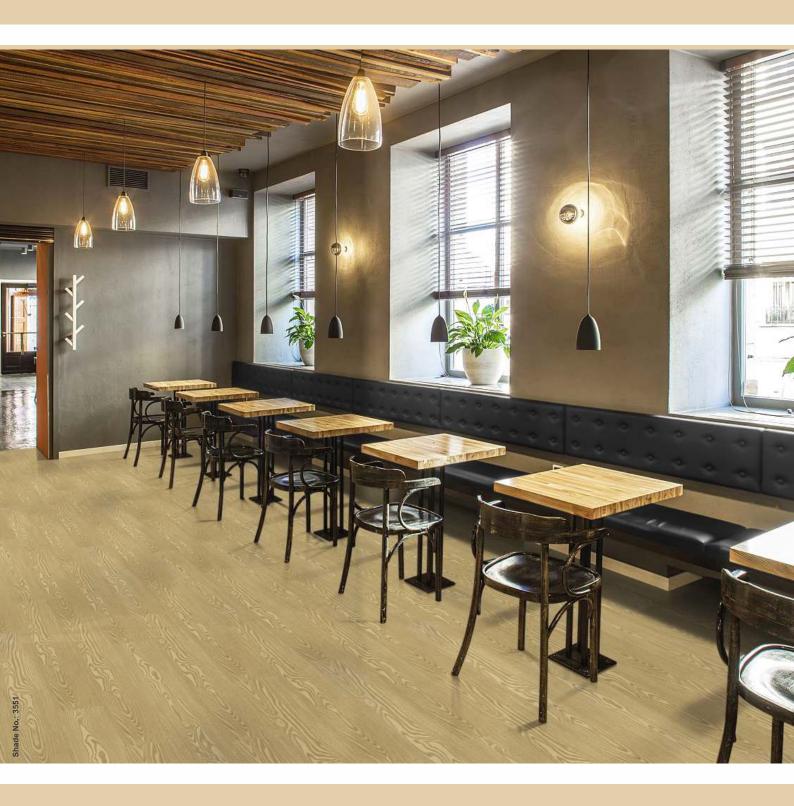
 A wear resistant SURFACE LAYER – Consisting of a Aluminum Oxide coated tissue to make the flooring surface resistant to impact, scratches, burns & stains.

(THIS LAYER DEFINES THE LIFE OF LAMINATE FLOORING)

- 2. A Printed Decorative paper layer which gives the decor of wood grain or patterns.
- 3. The Core Comprising of HDF 8mm & 12mm
- 4. The balancing paper that lends balance to the construction preventing warpage.

composition layers







why action TESA flooring



Uniquely designed locking profile with easy CLICK to a perfect fit.

The locking profiles are sealed with a **coat of molten wax on all the 4 side of flooring plank.** to prevent any effect of moisture seepage. Most of the laminate flooring come without wax coating which create the problem of swelling from edges & weakening of joint.



Manufactured by State of the Art plant machinery imbibing the best that technology has to offer, A Laminate Flooring with "TRUE HIGH DENSITY FIBRE BOARD INSIDE", made with backward Integrating Action TESA HDF with consistency in quality & durability advantage of manufacturing the basic input in laminate flooring – HDF.



HDHMR Accessories - India's first & exclusive prelaminated HDHMR Accessories



A **Genuine AC3**, **AC4** & **AC5** Laminate Flooring with quality abrasion resistant/wear resistant Al₂O₃ layer meeting European Standards specified for Abrasion Resistance. We meet the **European standard EN 13329**.



Ideal for the Tropical Climate of the sub continent with lower water absorption & better dimensional stability. Also as it is produced indigenously so, all the shades are readily available in stock to meet any future requirement of the same shade.



Equipped with a **6 Cylindered Direct Pressure Laminating (DPL)** Press to ensure perfect bonding of the Wear layer & the Decorative surface with the **HDF substrate**, ensuring "**Zero Bubble Lamination**".



Action T ∈ S △ Flooring is anti bacterially treated for better hygiene and is resistant to fungal growth.



Easy to Maintain & Quick to Install. Support at your doorstep by technically trained "Field Support Team". A "HASSLE FREE FLOORING".



Action **T** is **S** A HDF based Laminate Flooring comes with the revolutionary **DOME Technology** which makes it dimensionally stable.



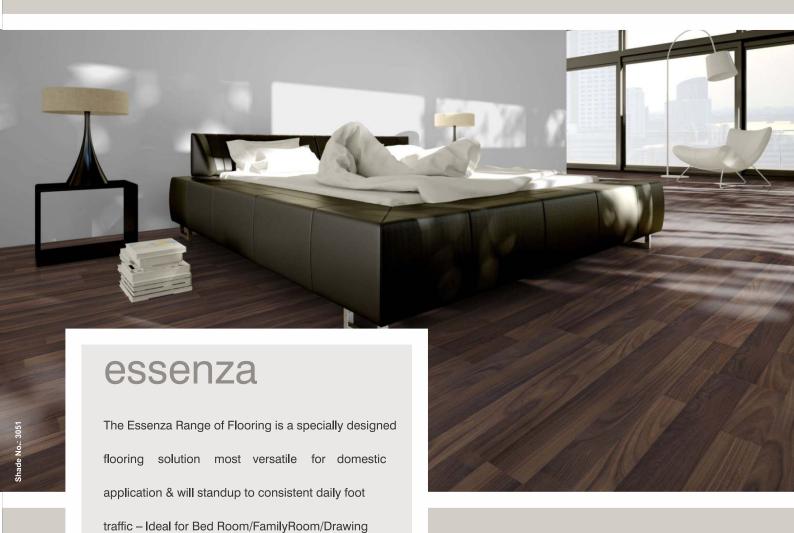
State of the art in house **GLUE KITCHEN** ensuring the best Glue compositions with high solid content. With 10% more Glue content which ensures consistency of Glue with High Internal Bond.



Action T ∈ S A Flooring Team - Technically qualified, hands on experience, dedicated.



Speedy delivery of any shade within a very short period of time.



8MM AC-3

Room/Hotel Rooms. It is classified as AC3.

Sizes available - 193mm(W) x 1214mm(L)

Our AC3 flooring range passes 2000 RC

Abrasion Test as per EN 13329

Walnut Plank (MT) 3051



Cambridge Oak (DD)





Golden Oak (WT) 3055



Chocolate Oak (WT) 3056



Oak Cherry (WT) 3058



Antique Oak (DD) 3066



American Sequoia (WT) 3075



Medoc Walnut (DD) 3090



Honey Oak (DD) 3381

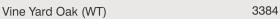


Rift Oak (WT) 3382

essenza 8MM AC-3









Royal Oak (WT) 3562



3564

Northland Grey Oak (WT)



Natural Walnut (WT)

3565

essenza 8MM AC-3









Elegant Sand Oak (WT) 3568



Burn Oak (DD) 3570



Liberty Oak (DD) 3573



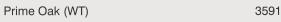
Everest Oak (WT) 3576



Moonlight Oak (DD) 3577





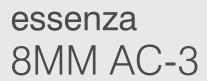




Vintage Oak (WT) & (CT)* 3593*



HICKORY WALNUT (WT) 3594





*MOQ - 3000 sqft

New Arrival







Spiced Oak (IG) 3602



Warm White Oak (IG) 3603



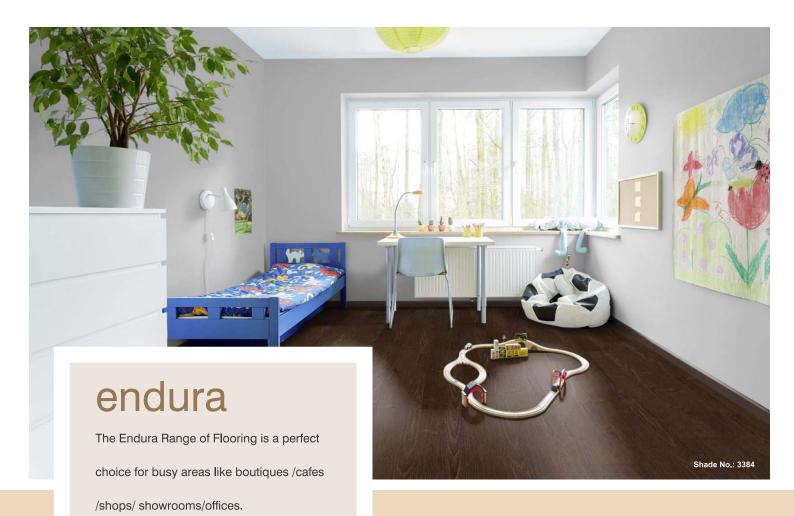
Harmony Walnut (IG) 3604



Lumber Walnut (IG)



English Walnut (IG)



Sizes available – 193mm(W) x 1214mm(L)

Our AC4 flooring range passes 4000 RC Abrasion Test as per EN 13329

8MM AC-4



Golden Rustic Oak (WT)

3063



Olive Ash (MT)



Elegant Oak (DD)

3064





Ovengakol (DD) 3069



Real Wood (DD) 3070



Silver Stricks (WT) 3563



Dark Walnut Oak (DD) 3574



European Oak (WT) 3575



Sizes available – 193mm(W) x 1214mm(L)



Magical Oak (CT) 3595



Natural Burn Wood (CT) 3597



White Wood Ruff (CT) 3599



Russet Brown Teak (CT)



Fossil Grey Walnut (CT)



Hash Brown Teak (CT)

3600

3596



advantages of action T ≤ 5 △ 12mm flooring over solid wood flooring

- Uniform pattern of knots and grains Being an engineered product the design patterns are uniform and can be customised, whereas in real wood floor these patterns are natural, hence random.
- More strength than wooden flooring: The laminate flooring is made using HDF as substrate having more density and compactness hence better compressive strength and can withstand heavy traffic with neglizeble dents on the surface whereas real wood flooring having lesser density & compactness is prone to more dents whenever it come across heavy traffic. This is precisely the reason why laminate flooring is used for areas with high foot fall.
- Resistance to house hold accidents: The surface of Action
 12mm laminate flooring provided with Aluminum Oxide coated tissue paper
 which protects it from any accidental damage such as cigarette burns, spilling
 bleach etc. which is missing in real wood flooring.

Value for Money

14, 15

argentum 12 MM - AC-3

Sizes available – 193mm (W) x 1214mm(L) Our AC3 flooring range passes 2000 RC Abrasion Test as per EN 13329 The Argentum range of flooring is exquisitely crafted flooring solution which is suitable not only for medium to heavy foot fall areas but also an excellent options for homes where high strength and durability is needed. It is classified as AC 3 and available in 12mm.

New Arrival



Country Oak (IG)

3601



Warm White Oak (IG)

3603

3605



Lumber Walnut (IG)

Spiced Oak (IG)

3602



Harmony Walnut (IG)

3604



English Walnut (IG)



Melbourne Acacia (WT)







Sizes available – 193mm(W) x 1214mm(L)

Our AC4 flooring range passes 4000 RC Abrasion Test as per EN 13329

12 MM - AC-4



Wild Oak (MT)

3083



Rustic Oak (WT)

3085



African Red Wood (MT)

8MM & 12MM AC-4

Sizes available - 141mm(W) x 1214mm(L)

French Bleed is a beautiful staining technique intended to give the look of aged wood with dark, contrasting edges. This style works well in many décors but is often blended harmoniously with rustic & country cottage styles!





Bleached Walnut (DD)

3581



Silver Wood (DD)

3582



Havana Wood (DD)

3583



Ollie Wood (DD)

3584



Harvest Chest (DD)

3585



Brandy (DD)





high gloss flooring

Action TESA High gloss laminate flooring is a great choice. It can bring a modern and beautiful aesthetic to your room. TESA laminate flooring suitable for both domestic and commercial areas. It is classified as AC4 and available in 8mm & 12mm.

Sizes available – 193mm(W) x 1214mm(L) 8mm and 12mm (AC4)

Colors - Shade Available 3058, 3061, 3384, 3086, 3090 & 3096

8MM & 12MM AC-4



Oak Cherry (HG)

3058

3061



Olive Ash (HG)



African Red Wood (HG)



3086



Medoc Walnut (DD)









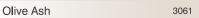
3P WEAVE PATTERN



BRICK PATTERN









Ovengakol 3069



Real Wood 3070



American Sequoia

3075

3086



Medoc Walnut 3090



Melbourne Acacia 3081



African Red Wood



Northland Grey Oak



Natural Walnut 3565

herringbone flooring

A floor with Herringbone pattern gives your floor a distinct look. Action T ≤ S △ laminate flooring specializes in Herringbone flooring enabling you to select your own surface, width, length and colours giving your home an authentic look. Herringbone floor have rich history as a traditional floor pattern. It can be installed in several configurations. Each plank has a tongue and groove locking system.

Sizes available – 99mm(W) x 600mm(L) 8mm (AC4)

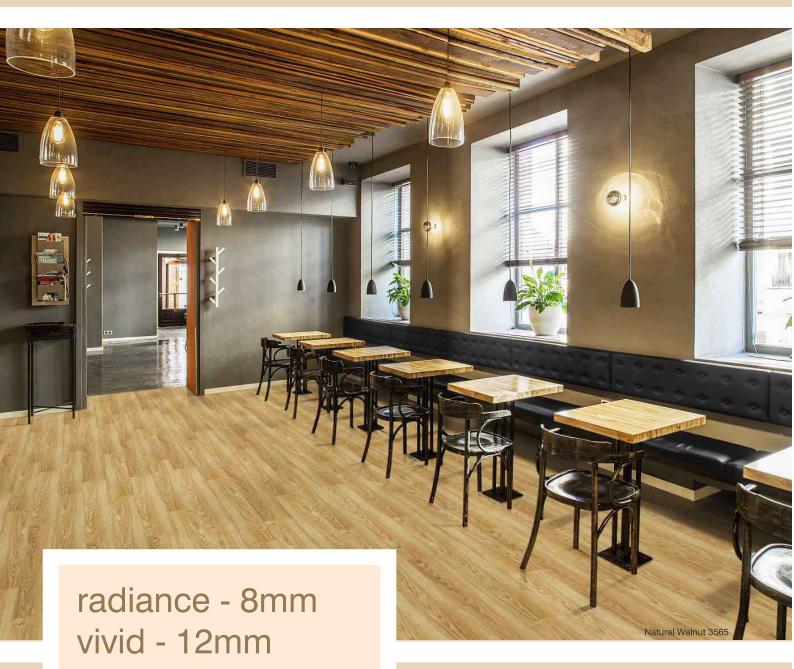
Texture - DD



Edges - V-Grove







Action TESA takes pride of being India's 1st and only manufacturer of AC5 HDF Laminate flooring. AC5 HDF Laminate flooring is best suited for commercial use with heavy traffic. Action TESA HDF Laminate Flooring meets the European standard EN 13329 guidelines. AC 5 range is tested at 6000

rotation cycles.

Sizes available - 193mm (W) x 1214mm(L)

AC-5



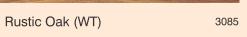




Olive Ash (MT)

3061









Rift Oak (WT) 3382





Royal Oak (WT) 3562





CORE MATERIAL HDHMR BOARD

Our client can avail from us a wide variety of accessories which are available in matching colors/designs and specifications. These are commonly used to enhance and change the looks of any room. These are produced using advance technology. These are highly stain resistant and require very little routine care and maintenance.

•Beading •Skirting •T Profile • Profile • Stair Nose

Beading: It is used to hide the expansion gap left along the walls during installation.

Size: 18mm (Thickness) x 18mm (W)

 $\textbf{Skirting:} \ \text{For covering expansion gap on the edges and along wall.}$

Size: 15(Thickness) X 75(W), 18mm (Thickness) x 60mm(W), 18mm(Thickness) x 100mm(W),

Special Sizes like 18MM(Thickness)X75MM, 18MM (Thickness)X 125MM will available as per MOQ and as per special conditions.

T Profile: For transition between the same levels.

Profile: For covering the expansion gap between the laminate flooring & another flooring.

Size:15mm (Thickness) x 50mm (W)

Stair Nose: It is used to cater the edge of a stair tread or step.

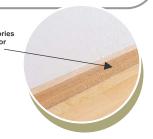
Size:18mm (Thickness) x60mm (w)

ADVANTAGES

- Core Material HDHMR Board
- Hot Pressed Product
- Thermo Setting Adhesive
- High Abrasion Resistance
- Water Resistance
- Borer Resistance
- Termite Resistance
- 8 feet Length
- Highly Durable
- Advance Technology –
 Heavy Duty Six Head Planer
- Uniform Thickness and Profiling







technical ratings & foot fall load factors

The various classes according to usage are given below:

- Class 31: Moderate loads, ideal for hotel room, meeting rooms, residences etc.
- Class 32: General Loads, ideal for Offices, Showrooms, Stores, waiting rooms etc.
- Class 33: Heavy loads, ideal for Large Offices, Shops and Public Buildings.

Heads	Commercial Segment				
neaus	Moderate	General	Heavy		
Load Bearing Class	31	32	33		
Abrasion Class	AC3	AC4	AC5		
Combination of Load & Abrasion Class	moderate	general	heavy		

Hardness & Ratings are explained below:

 $AC\ a brasion\ ratings\ are\ a\ standardized\ measures\ adopted\ by\ the\ Association\ of\ the\ European\ producers\ of\ laminated\ flooring\ (EPFL).$

The AC measures the combined abrasion resistance, impact resistance, resistance to staining, cigarette burns & thickness swelling along the edges.

AC3 can be applied to more varied locations such as domestic flooring & in small offices & other light commercial locations.

AC4 can be installed in higher traffic commercial areas such as boutiques, busy offices & restaurants.

AC5 radiance and vivid range of flooring is the highest rated laminate flooring best suited for heavy foot traffic in commercial properties. It is classified as AC5



technical specifications

S. N0.	PRODUCT FEATURE	TEST STANDARD	ESSENZA/ARGENTUM	ENDURA/PLATINA	RADIANCE/VIVID	
1	Abrasion Class	EN 13329: 2016	AC 3	AC 4	AC 5	
2	Abrasion Resistance	EN 13329: 2016	2000 RC	4000 RC	6000 RC	
3	Decorative Panel GSM		>75 GSM	>75 GSM	>75 GSM	
4	Overlay Paper GSM		45 GSM	55 GSM	66 GSM	
5	Edges Sealed		Molted Wax	Molted Wax	Molted Wax	
6	Impact Resistance	EN 13329: 2016	IC1	IC2	IC3	
7	Stain Resistance	EN 438	Group 5	Group 5	Group 5	
8	Cigarette Burns	EN 438	Class 5	Class 5	Class 5	
9	Light Fastness	EN 20105-A02	Class 7	Class 7	Class 7	
10	Furniture Legs	EN424	No Damage	No Damage	No Damage	
11	Chair Castor (Soft Roll)	EN425	No Damage	No Damage	No Damage	
12	Thickness Swelling	EN 13329: 2016	≤ 18%	≤ 18%	≤ 18%	
13	Static Indentation	EN 433-1994	≤ 0.05 mm	≤ 0.05 mm	≤ 0.05 mm	
14	Flame Resistance	EN13501	CFL-S1	CFL-S1	CFL-S1	
15	Impact Sound Resolution (12mm)	ISO 712-2	20-22 DB	20-22 DB	20-22 DB	
16	Surface Soundness	EN 13329: 2016	≥ 1.00 N/mm²	≥ 1.25 N/mm ²	≥ 1.25 N/mm ²	
17	Slip Resistance	EN 14041	Class DS	s DS Class DS		
18	Density - Thickness 8mm 900 \pm 3% kg/m³, and 12mm 880 \pm 3% kg/m³					

Packing & Box Details:

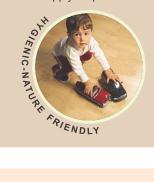
Type of Flooring	Thickness in mm	Grade	Width in mm	Length in mm	Texture	No of plank in Box	Sq feet in one Box	Sq Meter in one Box
Normal	8	AC-3, AC-4, AC5	193	1214	MT,DD, WT	8	20.1760	1.8744
Normal	12	AC-3, AC-4, AC5	193	1214	MT,DD, WT	6	15.1320	1.4058
Herringbone	8	AC-4	99	600	DD	8	5.1150	0.4752
Handscrapped	12	AC-4	193	1214	HS	6	15.1320	1.4058
Synchronized	8	AC-4	195.5	1217	SE	8	20.4879	1.9033
Synchronized	12	AC-4	195.5	1217	SE	6	15.3659	1.4275
French Bleed	8	AC-3, AC-4	141	1214	DD	10	18.4250	1.7117
French Bleed	12	AC-3, AC-4	141	1214	DD	6	11.055	1.0270
High Gloss	8	AC-4	193	1214	HG	8	20.1760	1.8744
High Gloss	12	AC-4	193	1214	HG	6	15.1320	1.4058
Midas	8	AC-4	193	1214	СТ	8	20.1760	1.8744



cleaning and maintenance guide for action TESA laminate flooring

The after care that laminate flooring requires is very little and extremely simple. Cleaning laminate flooring, if carried out regularly, can keep your floor looking like new for many years to come.

- A simply brush over with a soft headed brush or a very slightly damp mop, is all that is needed when cleaning laminate flooring. You can use a vacuum cleaner around the edges of the room.
- Special cleaning pads are available which look very much like a mop, and have replaceable wipes that wrap around the pad which attracts the dust, etc. and these make cleaning laminate flooring even easier.
- For stain removal, do not use a strong detergent. Use a mild, non-abrasive cleaner.
- For large cleaning of stains, etc. on laminate flooring, use a mop with a mixture of water.
- When cleaning laminate flooring do not use steel wool, sand paper, or scouring powder on the laminate surface, and also never try to sand, wax, or apply lacquer to the laminate flooring.









- 1) Place walk off mats at all exteriors entrances to capture most of the harmful dirt before it reaches the wooden floor to avoid scratches
- 2) Place floor protector pads or soft felt on the bottom of the legs of furniture
- 3) Keep high heel shoes in good repair, remember that cleats, sports shoes and high heels can dent a floor surface
- 4) Wipe up food and other spills immediately with a dry or slightly damp cloth or towel
- 5) Laminate floors are not termite proof like all other woods they require protection from termite, it is recommended you take annual maintenance service from a effective pest management company
- Never used oil soap, wax product or house hold cleaner containing lemon oil, tuning oil or ammonia
- 7) Do not use a excessive wet mob to clean the floor too much water can cause swelling, dullness of the surface and may leave a discoloring residue, vacuum or ordinary house old broom is enough for daily dirt removal if you want to use wet mob please ensure the mob is well wrung and only damp (not wet)
- While cleaning the floors with textured surface you should always follow the grains of the floor and clean it in the same direction



SOME OF OUR PRESTIGIOUS CUSTOMER

DEVELOPER PROJECTS













































HOSPITALITY PROJECTS













GOVT. CLIENTS: •AIIMS •BSNL •CPWD •DGMAP •DSIDC •EPIL •EIL •GAIL •HP •HSCC •IISER •IRCON •LIC • MCD • MDU • MTNL • NTPC • RITES • NBCC

essence of action TESA laminate flooring













































Application

Actual Site Photograph

TESA Flooring offers versatility beyond its primary use as flooring material. Its characteristics, such as durability, borer resistance, and aesthetic appeal, make it suitable for various applications. Repurposing TESA Flooring for different uses not only adds functionality but also allows for creative and unique design solutions in interior spaces. Whether it's for wall paneling, staircase covering, ceiling treatment, or furniture construction, Tesa Flooring can bring style and practicality to diverse projects.

Anytime Fitness Gym - Delhi





FARZI CAFE - Gurgaon (Cyber City)



Lemon Tree - Leisure Valley- Gurgaon



Godrej Frontier - Gurgaon



Flooring used in Bike Showroom Platforms





Flooring used in Wall Paneling in Hotel Room



Flooring used in Wall Paneling in Hotel Room



Flooring used in Dinning Table



Flooring used in stair case

Application Actual Site Photograph



Flooring used in Railway Mock-up room.

Flooring used in Railway Mock-up room.



Flooring used in Wardrobe



Flooring used in Wall Paneling



Flooring used in ceiling



Special Note: Product shades and pictures shown in the brochure may differ from the actual sample. So, please ask for an original plank sample for the actual color and design.

* Warranty of flooring stands only if Action TESA HDHMR Accessories are used with Action TESA Plank















TESA PRODUCT RANGE: • Pre-Laminated & Plain
Particle Board • Pre-Laminated & Plain MDF & HDHMR
Board • BOILO - BWP FR HDF Board • Abraze - Highly
Scratch Resistant Prelaminated MDF Board • HDHMR Door
• HDF Laminated Flooring • Embossed HDF Board
• OrnaMatte - Super Matte Finish Board • UV Coated
Board • High Gloss Acrylic Board • Door Skins

Balaji Action Buildwell Private Limited

Regd. Office: G-11, Udyog Nagar, Peeragarhi, New Rohtak Road, North West Delhi, Delhi - 110 041 Ph.: 011-41120000, 41120020 Plant: Plot No. C34, C34 (A) to (D), C3, C6 (A) to (C), Eldeco SIDCUL Industrial Park, Sitarganj, Distt. Udham Singh Nagar, Uttarakhand - 262405



CUSTOMER CARE SERVICE: 1800 309 07 07

customerser vices@action tesa.com



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