

2024

# Business Portfolio

**INSIGNIA**  
TILES | BATHROOMS | KITCHENS

# RANCON GROUP HISTORY

Insignia is a concern of the RANCON Group.

RANCON Group started its glorious journey in 1979 and is now a trusted name amongst Bangladeshi conglomerates. The prominence of RANCON Group, combined with the domain expertise of our professionals, offers a substantial force that addresses the growing need of people to lead a life of raised standards.

The journey gets more exciting with the footprint in electronics industry with RANGS Industries Limited in 1985. Then moved to the property business in 1990 with RANGS Properties Limited and formed companies targeting different market segments in the same industry. Eventually RANCON has become the exclusive host of world-class brands like Mercedes-Benz by RANCON Motors Limited since 2002, Shell Lubricants by RANKS Petroleum Limited since 2004, Suzuki Motorbikes by RANCON Motorbikes Limited since 2012.

Till date RANCON is holding 34+ Strategic Business Units and is about to launch more with diversified products and services focusing on manufacturing products for mass market along with serving premium country with customer international segments of brands



# RANCON BUSINESS DIVISIONS AND COMPANIES

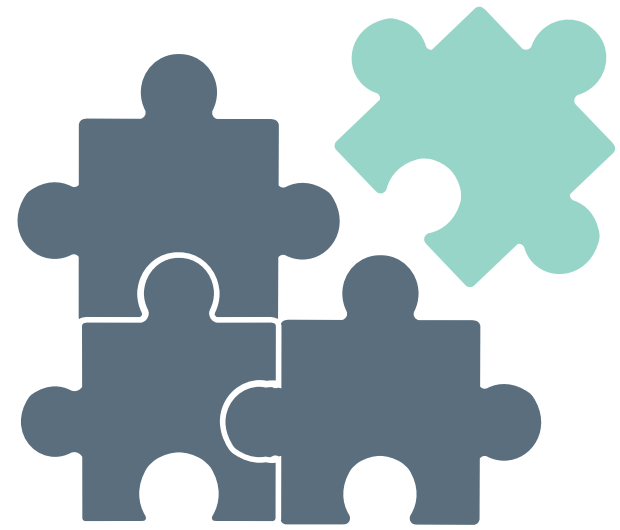
Rancon group has diversified business activities in various sectors. RANCON is divided into 7 Division to manage all business efficiently. It had started its business with one company and now it is a group of more than 36 companies.



# ABOUT US

WE ARE WHAT YOU DREAM OF

We are part of the art and science of understanding people's behavior to create functional spaces within a certain level of aesthetics in their desired homes, office or even an outdoor fancy. It's like a puzzle in which the solution lies in determining what it should like.



INSIGNIA, a RANCON company, helps you to find the pieces and provides a wholistic solution in filling up your interior pace. It fits into your modern, contemporary, mid-century and even electric-interior design outlay.



# The Founders



**FARHANA KARIM**

Managing Director  
of Insignia



**Romo Rouf Chowdhury**

Group Managing  
Director of Rancon



**SAJID KARIM**

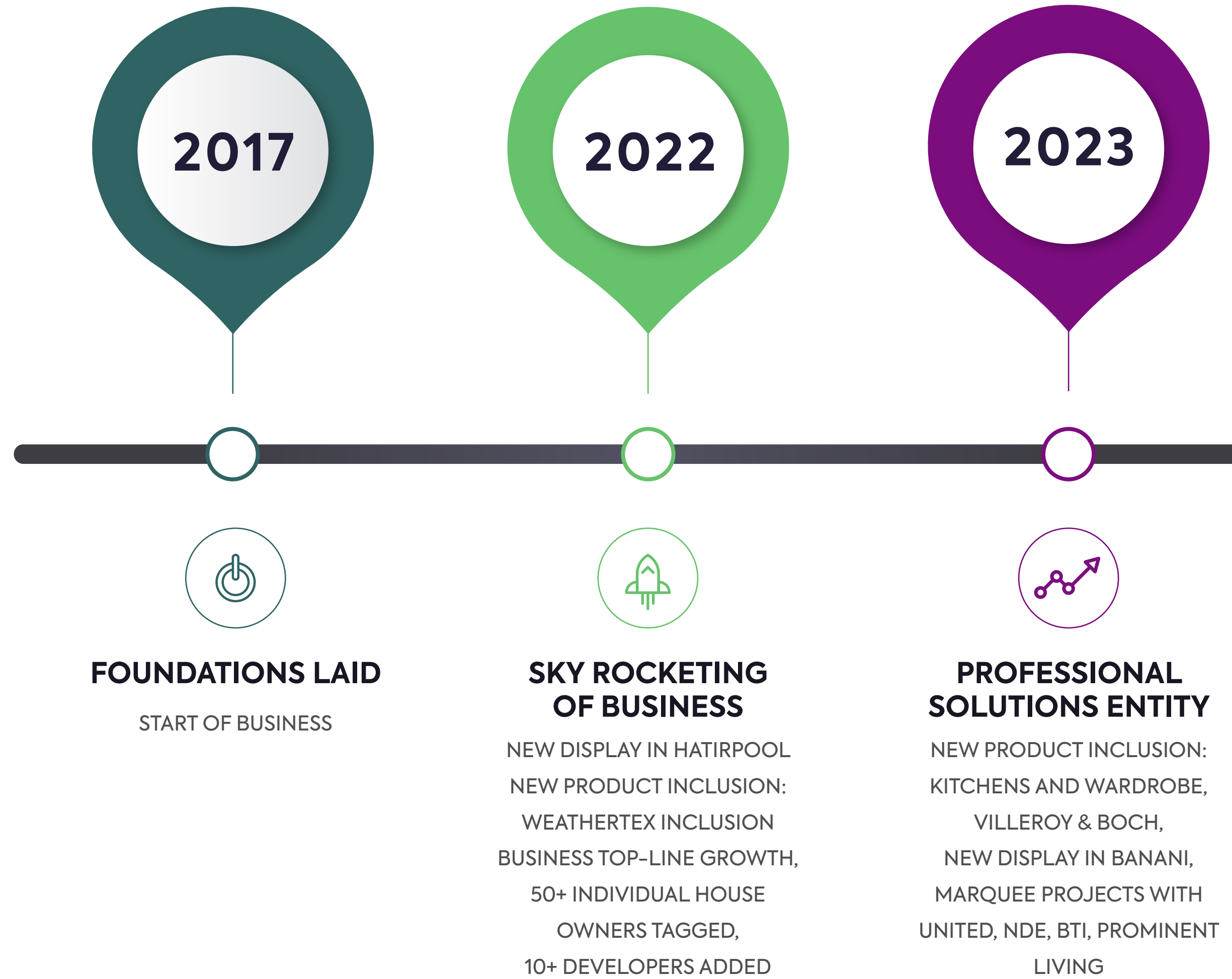
Chairman of  
Insignia



**ZIYAD KARIM**

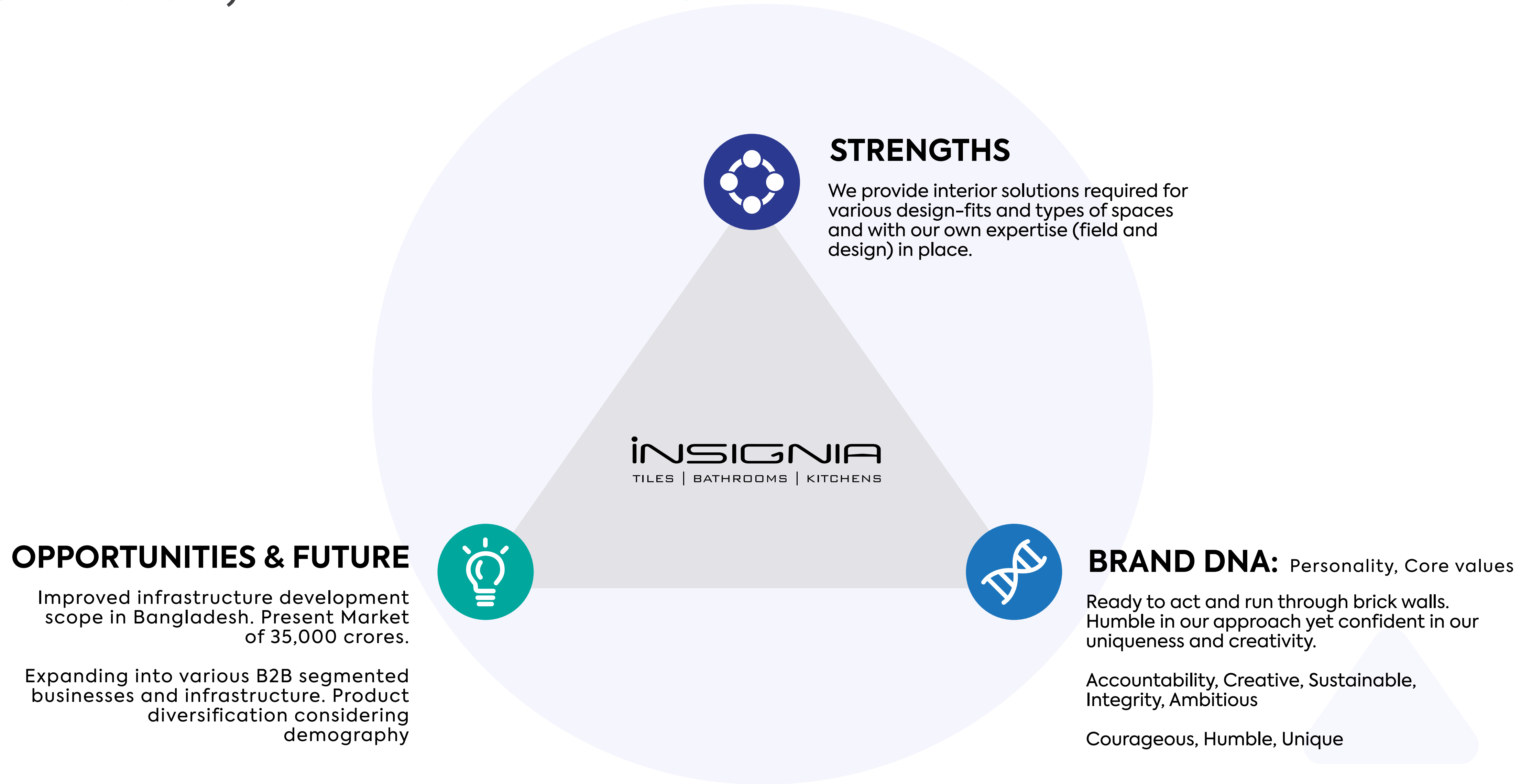
Director of  
Insignia

# The History



# Brand Triangle:

## OUR VISION, MISSION AND VALUES

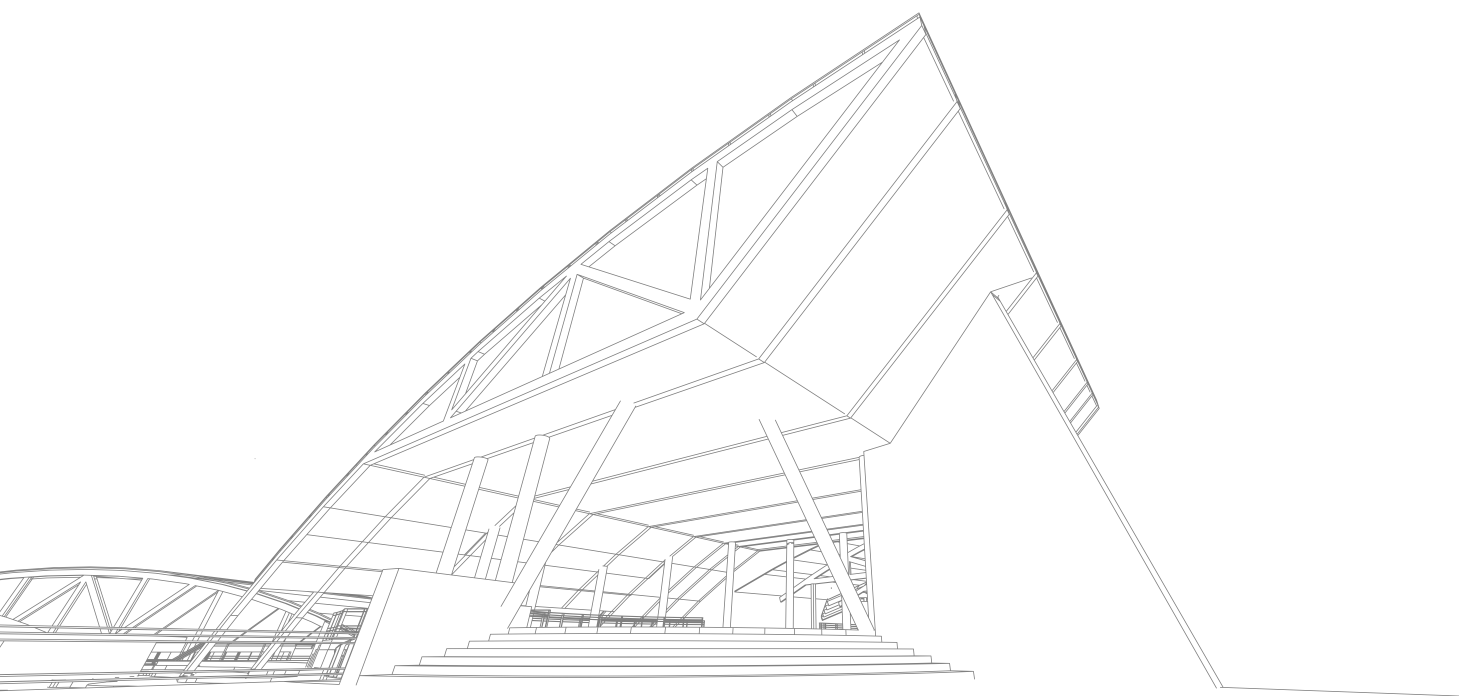


# Company Overview

Founded in 2017, **INSIGNIA** was setup primarily as an interior solutions provider through various selected brands imported from China and other parts of the world.

It partakes in providing tiles, sanitaryware, faucets, CP Fittings and kitchenware more recently.

The solutions have reached out to various well-known projects around the country and to individual homes.





# Our Goals & Objectives

- + Be the market leader of providing for mid to high-end homes or setups.
- + Create a marketplace with **INSIGNIA** for various brands and product ranges.
- + Setup a wide range of solutions for sanitaryware, tiles and kitchens & wardrobes.
- + Setup a technical assistance to help with various projects.



# Core values



# Organization



**SYED NAYEEM ABDULLAH**  
DIVISIONAL DIRECTOR

An Industry Stalwart, A Man Held In  
High Regard And Respect



**HASNAT NOOR CHOWDHURY**  
HEAD OF BUSINESS OPERATIONS



**KAZI MOSHIUR RAHMAN**  
HEAD OF SALES

20+ Years Experience In The Industry



**AVIJIT SARKER**  
HEAD OF SUPPLY CHAIN

7 Years Experience In The Industry

# Products and Services

INSIGNIA's interior solutions includes partnering with different multi-national brands to provide products for interiors such as tiles, sanitaryware, kitchens, faucets and cp fittings.

The products are based out of Europe and Asia and will look to cater to the high, mid and low-mid market segment.

INSIGNIA aims to create a marketplace and will be able to provide solutions for interior design and décor down the line.



# Brands

## TILES & CLADDING

**OVERLAND**



## SANITARYWARE

**EAGO**

## FAUCETS & CP FITTINGS

**HÄFELE**

**ilife<sup>®</sup>**

## KITCHENS & CABINETS

**Vivian**

# Cladding

## INTERIOR AND EXTERIOR



Australian owned and manufactured with a better than zero carbon footprint, Weathertex's external timber cladding is the ideal solution for any builder, architect or designer in search for environmentally conscious and high-quality material.

**INSIGNIA** delivers weathertex products with a complete solution package – which includes installation and greasing/lubrication. A couple of marquee projects have been taken up in Artistic in Gulshan-2 and Unimart in Gulshan-1.



# Cladding WEATHERTEX USP

BETTER THAN ZERO



CARBON FOOTPRINT

MOST TRUSTED



BRAND WINNER

UP TO



WARRANTY

NO ADDED



NASTY CHEMICALS

AUSTRALIAN



MADE & OWNED

TESTED & PROVEN



OVER 50 YEARS

AUSTRALIAN



HARDWOOD

TERMITE



RESISTANT

BAL 19



FIRE RATING

HIGH SOUND



ABSORPTION

COMPLIANT



FIRE RESISTANCE

NEGLIGIBLE



VOC LEVELS

NO WALL



SEEPAGE EFFECT

QUICK HASSLE FREE



INSTALLATION

# Cladding

## INTERIOR AND EXTERIOR



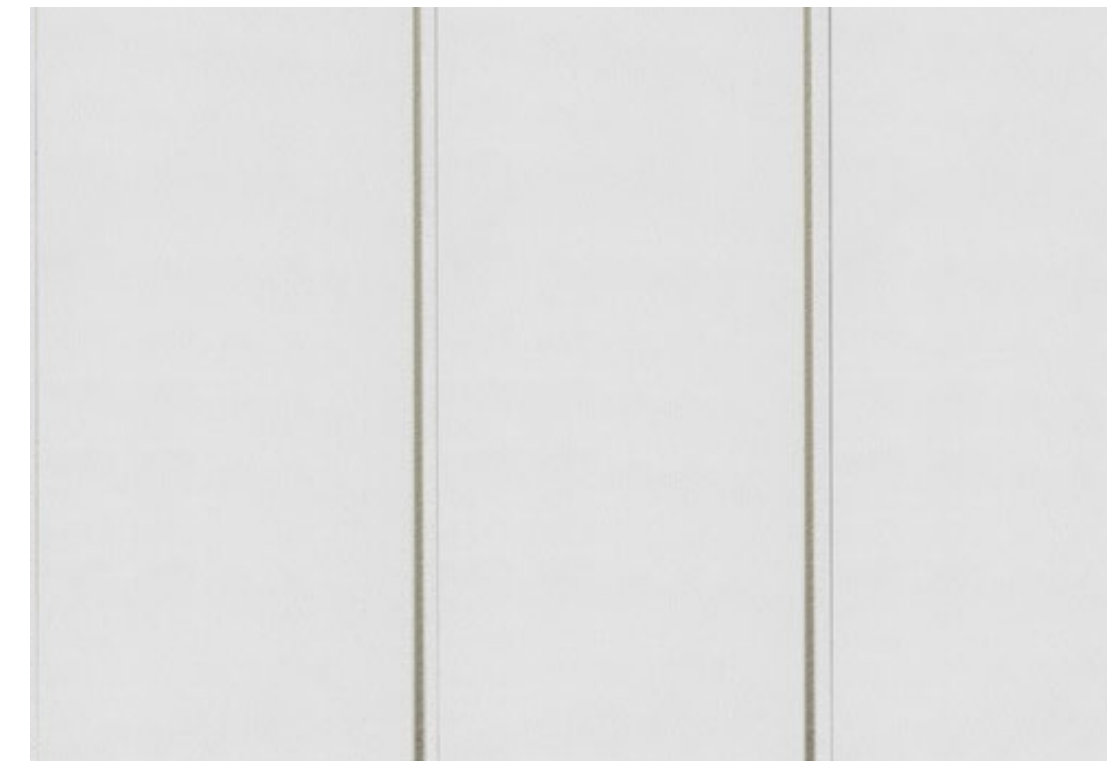
All Weathertex products are made in Australia from, PEFC certified state forest or private hardwoods with no added silica, glues, resins or formaldehydes. Weathertex Weatherboards are guaranteed not to rot, split or crack for up to 25 years.



Natural



Weatherboards



Architectural Panels



# Faucets and Fittings

# HÄFELE

Founded in 1923 and headquartered in Nagold, Germany, Häfele mainly serves real estate developers, furniture industry, architects, cabinet manufacturers and distributors, etc. Its products cover furniture hardware, architectural hardware and electronic access control systems. There are 38 subsidiaries and 10 sales offices in the world. The product sales network covers more than 150 countries and regions in the world, and the total number of employees reaches more than 8,100.



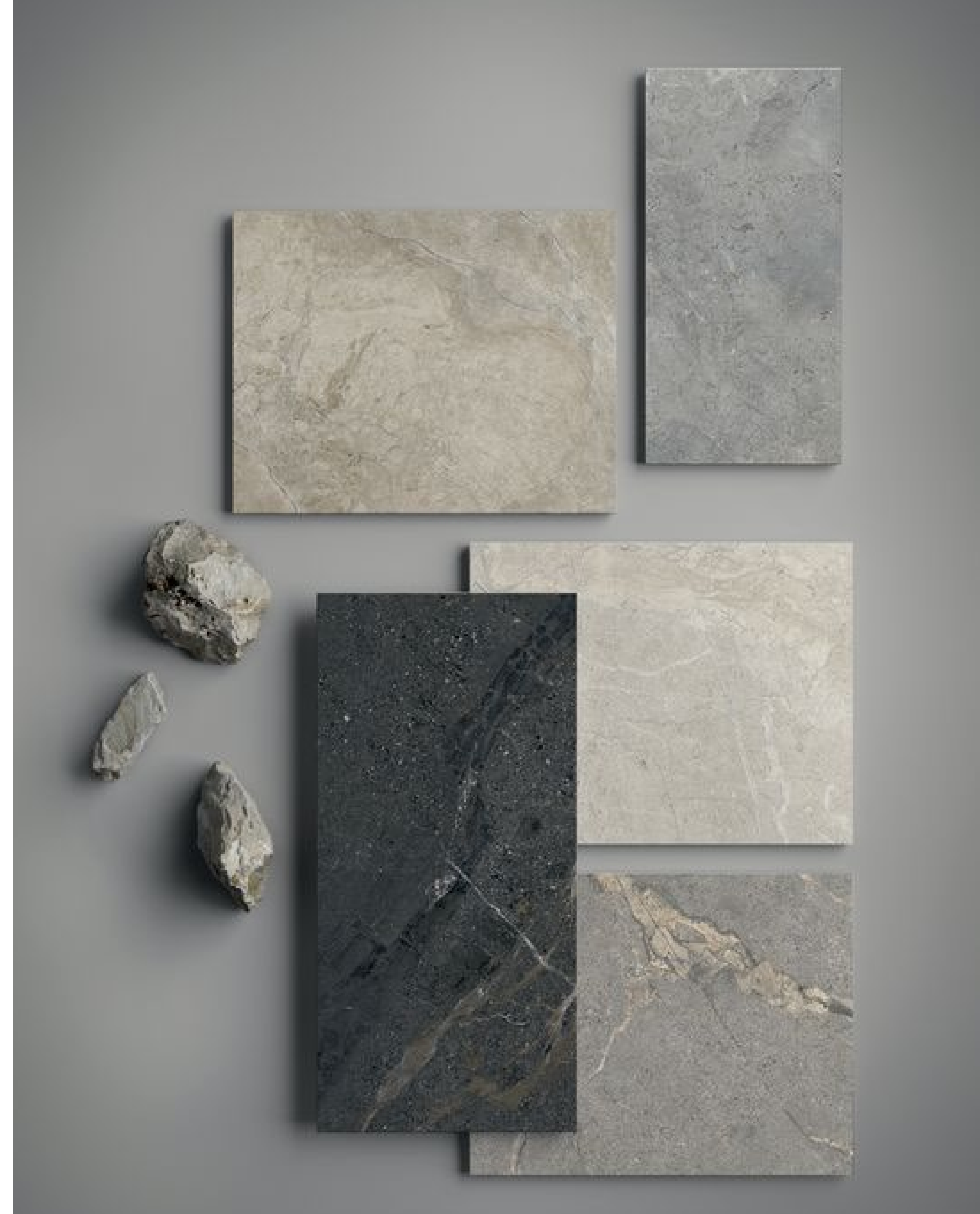
# Tiles

## OVERLAND

OVERLAND, Founded in 1999 and located in Foshan, Guangdong, is a large-scale ceramic tile enterprise integrating design, R & D, manufacturing and marketing, one of the top brands of the high-end porcelain and quartz stone in China, contributes itself to supply simple, fashionable products in the style of neutral color.

In the process of internationalization, OVERLAND has already been exporting its high quality products to more than 120 countries, like European, USA, Canada, Australia, Russia and so on. Overland is an international brand.

**In Bangladesh, Overland tiles has made its way into key projects with top-notch firms such as RANCON Group, BTI, Asset Development, GEMCON, Bay and others.**



## 1

### Manufacturing Country:

OVERLAND, Founded in 1999 and located in Foshan, Guangdong, is a large-scale ceramic tile enterprise integrating design, R & D, manufacturing and marketing, one of the top brands of the high-end porcelain and quartz stone in China, contributes itself to supply simple, fashionable products in the style of neutral color. In 2019, OVERLAND invested to the second production bases in Johor, Malaysia, in order to improve our supply and logistic chain, to help our clients to save purchase cost and to gain the same high quality products.

## 2

### Manufacturing Process:

Porcelain and ceramic tiles differ in raw materials and manufacturing processes. Ceramic tiles use natural clay, while porcelain tiles incorporate specific clay with sand and feldspar. Porcelain tiles are fired at higher temperatures, making them denser and more durable. Both involve milling and pressing, with porcelain tiles fired at 1180-1220 °C for added durability.

## 3

### Composition:

Water and raw materials mix together until a sand-like consistency is reached. Recipes vary slightly however feldspar, clay, silica sand and other materials are included in the mixture.

## 4

### Functionality:

Overland Invest more than 1.1 billion for "R & D" base. They already set up long term strategic cooperation relationship with top Italy Design company (Technographic, Newton, Digital Design). They already achieve 29 international patents & 72 domestic patents and lots product selected into the china Torch program. Torch program means- Promote the development of the country with science & Technology.

## 5

### Installation type:

- Use on walls depending on weight
- Commercial properties – hotels, offices, retail outlets.
- Areas with very high moisture levels such as wet rooms, bathroom, kitchen.
- High foot traffic areas.
- Outside.

## 6

### Warranty:

- We are so confident in the quality of our craftsmanship that we are pleased to provide a limited warranty of 10 years.
- WARRANTY TERMS & CONDITIONS APPLY

## 7

### Speciality:

The company combining the concept of design R & D manufacturing & marketing. The provide simple, fashion & natural color tiles to all the customers. Overland became benchmark of the china porcelain tiles for "Modern Rustic Tiles". In 2016 they are first introducing the big size tile concept of "900X188 mm" in the world. Overland Tiles is high durability, affordability, and their ability to be customized.

## 8

### Certification:

- Cleaner Production Certificate
- High Enterprise Certificate.
- Green Guard Gold-01 Certificate.
- NSF Certificate.
- AEO Certificate
- SGS Certificate
- Environment Management System Certificate.

## 9

### Projects:

- Singapore Airport, Singapore.
- American Stanford University.
- Japan Osaka Commercial University.
- Australia David Johns Super Mall.
- The United Arab Emirates National Tower Building.

## 10

### History:

OVERLAND, founded in 1999 and located in Foshan, Guangdong, is a large-scale ceramic tile enterprise integrating design, R & D, manufacturing and marketing, one of the top brands of the high-end porcelain and quartz stone in China, contributes itself to supply simple, fashionable products in the style of neutral color. Overland Exporting tiles and stone product 120+ countries, such as-USA, Canada, Europe, Australia, Russia, Thailand & Mexico etc.

## 11

### Manufacturing Plants:

- Overland has 2 large production bases, 7 production line are ensuing world-wide supply & fast delivery. Two large production bases
- Foshan, China - 1999
  - Johor, Malaysia - 2019

## 12

### Size of Tiles:

- 297X600 mm
- 600X600 mm
- 450X900 mm
- 197X1200 mm
- 900X900 mm
- 600X1200 mm
- 900X1800 mm
- 800X800 mm

## 13

### Finish of type tiles:

- Polished Tiles
- Matt with Dry Glazed
- Anti Slippery Glaze
- Semi Polished
- Matt Finished

## 15

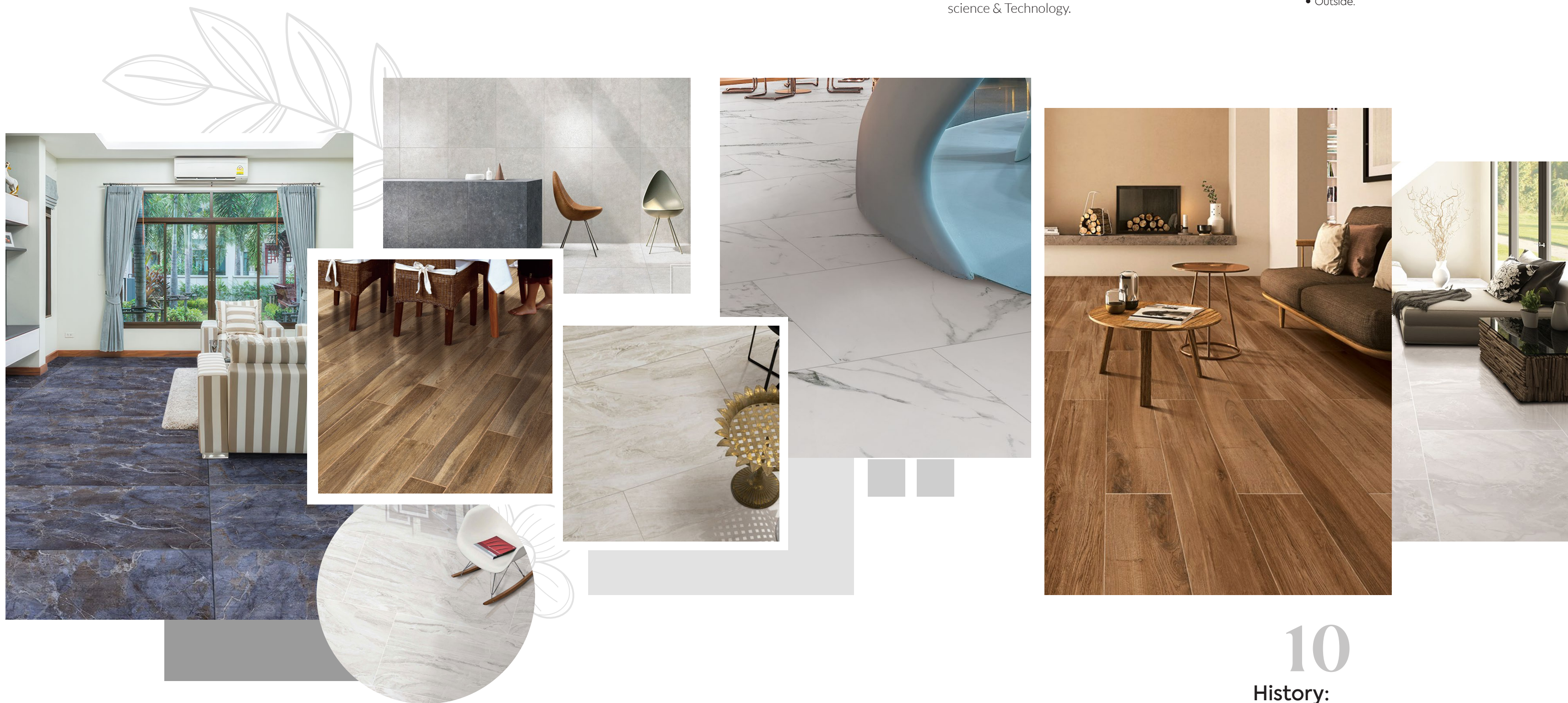
### Advantage:

- Fast Delivery.
- Professional R & D.
- One stop solution.
- High Quality.
- Company will provide the best solution within 24 hours received any mail.

## 14

### Feature:

- Simple Neutral Color
- Smooth Surface.
- Delicate Texture
- Extremely low water absorption rate of less than 0.1%, ensuring long lasting quality.
- High hardness and density, resistance against wear and tear.
- Anti-slip features for added safety and peace of mind
- Moisture and humidity resistant, keeping your spaces dry and hygienic
- Easy to clean, scratch and stain-resistant.
- Tile thickness 9-12 mm generally.
- Overland is also available in the 20 mm extra thickness for outdoor design.

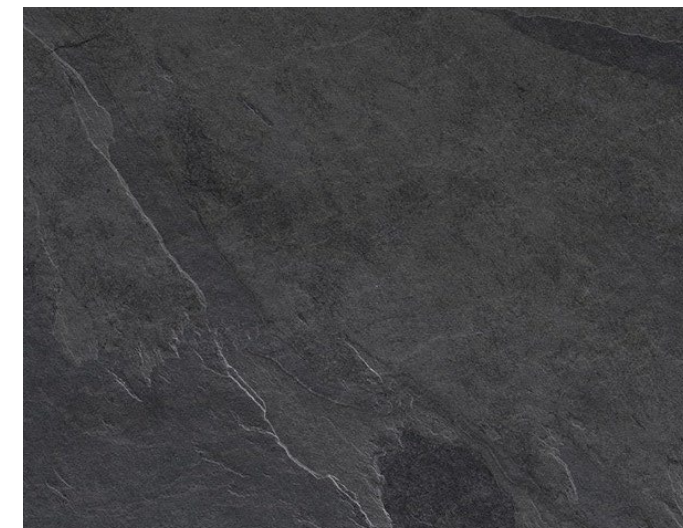
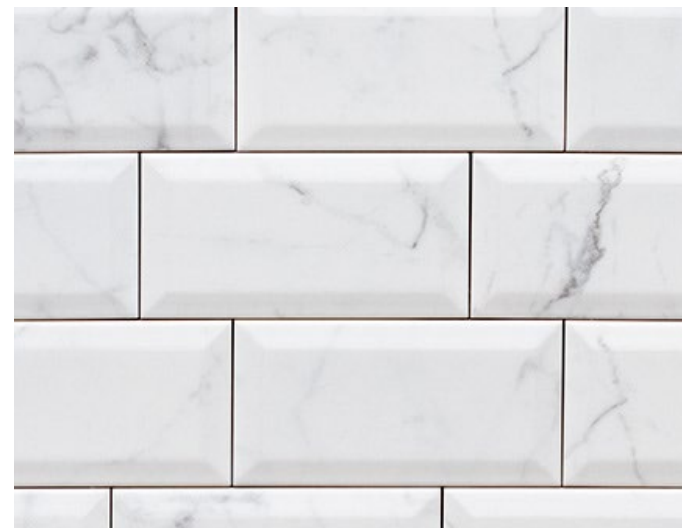


# Tiles

## OVERLAND

Overland offers tiles of various sizes, shades and finishes to suit different interior setups and demography's

Wall	Floor	Kitchen	Outdoors	Decor
300 x 600 mm 200 x 1200 mm 300 x 900 mm 600 x 1200 mm	600 x 600 mm 800 x 800 mm 600 x 1200 mm 750 x 1500 mm	300 x 600 mm 600 x 600 mm 600 x 1200 mm	100 x 100 mm 200 x 200 mm 300 x 300 mm 300 x 450 mm	Wooden tiles 300 x 600 mm 600 x 600 mm 600 x 1200 mm
Beige, White, Grey, Wooden Matt, Polish, Glossy, Rustic	Beige, White, Grey, Wooden Matt, Polish, Glossy, Rustic	Beige, White, Grey, Wooden Matt, Polish, Glossy, Rustic	Beige, White, Grey, Wooden Matt, Polish, Glossy, Rustic	Beige, White, Grey, Wooden Matt, Polish, Glossy, Rustic



Sanitaryware

# EAGO

Eago Sanitary Ware Company Limited, founded in 1996, with 19 years professional experience in the field, has become a large scale sanitary ware manufacturer with more than 400 concept stores and distribution centers in the world.

Located in the ceramic supply chain center of Foshan City, equipped by state-of-art facilities, the EAGO manufacturing base covers an area over 300000 square meters.

Eago specializes in the R&D and manufacturing the full range of bathroom products including ceramic sanitary wares, shower rooms, steam shower rooms, bathtubs, massage bathtubs, bathroom furniture and hardware.



# 1

## EAGO Origin/heritage

EAGO sanitary ware co. Ltd. was established in 2002.

The branded bathrooms are from EAGO Deutschland- a subsidiary of Lesso Group Holdings since 1996, which has continued to uphold its effectiveness by serving over 200 countries around Europe, America, Oceania, Africa and Asia. With a factory of around 3 lacs square meters, EAGO is popular for Jacuzzi, Shower Jets & Enclosures.

# 2

## EAGO Manufacturing Plant

Foshan, Guangdong, China.

Our manufacturing base is in Foshan, Guangdong, China, covering 250,000 sq. meters. Our primary products are leisure sanitary ware, ceramic sanitary ware, bathroom cabinets, metal faucets, and related accessories. Leisure sanitary ware includes Jacuzzi bathtubs, regular bathtubs, saunas, shower rooms, etc. Ceramic sanitary ware includes intelligent toilets, urinals, basins, and more. Metal faucets and accessories comprise shower heads, faucets, water tanks, and more.

# 3

## Availability

EAGO products are selling well in more than 50 countries and areas in Europe, America, Africa, Oceania, and Asia.

Also have established cooperation with over 200 customers in domestic market, under support of over 500 sales outlets.

# 4

## Warranty

5 year limited warranty on all porcelain parts against fading/staining of the glaze and 1 Year on all parts.

# 5

## Manufacturing Process

Sanitary ware Manufacturing/Production process consist of 10 steps from Body preparation to Packing.

### 1. Body Preparation

Sanitary ware manufacturing starts with Tri-axial body mix: Ball clay, Silica, China clay, and feldspar. Includes Body former, Filler, and flux.

### 2. Glaze Preparation

In sanitary ware manufacturing, glaze preparation parallels body preparation. Different glaze colors are made using materials like zircon, feldspar, quartz, calcite, china clay, and zinc oxide.

### 3. Molding/Mold Preparation

In sanitary ware molding, plaster case molds shape and size. Plaster of Paris mixed with water (typically 4:3 ratio) forms molds, adjusted for quality and strength.

### 4. Casting

In sanitary ware manufacturing, different casting methods like bench, battery, beam, low-pressure, and high-pressure casting are used. The process is consistent: pour slip into the mold, let it form a layer, drain excess slip, and allow the casted ware to dry.

### 5. Drying

The moisture content of greenware after drier will be varying from 1.5% to 0.5%. The drying process will take from 6.5 hours to 12 hrs.

### 6. Control & Spraying

In the inspection phase, defects are identified using kerosene, and defective items are repaired or rejected. The ware is then sent for glaze spraying, either manually or with robots, with a thickness of 0.8mm to 1.6mm. After spraying, it dries briefly before the logo is printed.

### 7. Firing

The sanitary ware kiln has three zones: preheating removes water, firing fuses materials, and cooling creates a glossy finish. After firing, products are sorted.

### 8. Sorting

Kiln-fired wares are checked for defects. Perfect ones are packed. Minor issues are fixed, some items are re-fired for glazing or waviness, while cracks lead to rejection. Random samples undergo flush, smoke, leak, and load tests for quality.

### 9. Repair/Rework

Repairable wares get minor fixes in the rework section. After re-firing, they're checked and sorted. If they meet standards, they're packed; otherwise, they may need further repair in the re-fire section. Major issues lead to rejection.

### 10. Packing

It is the final stage of the sanitary ware manufacturing/production process. All Sanitary wares that are passed quality standards are packed and dispatched to the warehouse.



# 6

## Recognition

Since its foundation, EAGO Sanitary Ware Co., Ltd has won a lot of honors and certificates

- "Top 10 Ceramic Sanitaryware Company"
- "Top 10 Export Company"
- "Top 10 Sanitary Ware Company"
- "Most Growth Enterprise Company"
- "Top 100 Kitchen & Bathroom Company"
- "10 Best Sanitary Ware Brands 2007"
- "Designers' Favorite Construction Material Brand"
- "Water-Saving Product"
- "ETL, UPC, CUPC, TUV-CE, ISO9001-2000, CE of EU, Certificate"

# 7

## Features for WC

1. High Efficiency WaterSense Certified Eco-Friendly 1.28 Gallons Per Flush.
2. Dual Flush. So simple yet so genius. One botton for solid waste (1.28 gpf) and one button for liquid waste (0.8 gpf). If only saving fuel was this simple...
3. One Piece Toilet. Enjoy a sleek solid European design. Not only does it look so much better than your old toilet, it also works a whole lot better.
4. Siphonic WDI Flushing System. New tower based mechanism. There is no chain to snap, and no flapper to partially close leaving your toilet running.
5. Fully Glazed inside & out. The trap ways of EAGO toilets are perfectly glazed just as they are on the outer surface. Keeping your toilet flushing like new for years.
6. Water Saving. This environmentally friendly toilet will save a family of four an average of 10,000 gallons of water per year!
7. Soft Closing Toilet Seat & Lid Included. Never be startled again by the loud crash of a slamming toilet seat. The soft drop seat has an innovative hinge system that will gently guide the toilet seat down with out a sound.
8. 54mm enlarge trap. Waterline trap diameter 2.3 inch.
9. 1280 degree Celsius firing.
10. Comfortable seating.

# 8

## Speciality Of Water Closet

1. Stainless & Scratchless.
2. Wide water surface.
3. Balanced water distribution.
4. Ultra Slim Tank Lid.
5. Big Jet Hole.
6. Only One Flush. The Most Advanced Flushing System.
7. Nano glaze surface.
8. Stain & Dirt Resistant.
9. Anti-bacteria.
10. Tested Flushing Power: 25 sponge stripes. 90 polypropylene balls.

# EAGO

# 9

## Types of Water Closet

1. One piece/ Two piece
2. Rim/Rimless
3. Seat Cover- PP with heater, UF(ultra fiber) , PP(plastic)
4. Flush- Z flush, Siphonic, Tornado, Washdown

# 10

## Product Variation

1. Basin
2. Urinal

## References/ Uses

1. Shahjalal International Airport (Urinal)
2. Shanshad Bhaban ( Water Closet, Basin)
3. Dhanmondi, Orchard Point (Water Closet)

# Sanitaryware

# EAGO

Eago specializes in the R&D and manufacturing the full range of bathroom products including:

- Ceramic Sanitary Wares
- Shower Rooms
- Steam Shower Rooms
- Bathtubs
- Massage Bathtubs
- Bathroom Furniture and Hardware



# Faucets and Fittings

## ilife<sup>®</sup>

The ilife business began in 2000 when the founder commenced selling toilet suites products from the back of his truck. Today, ilife operates out of a fully owned warehouse and head office located in Lidcombe, Sydney. ilife is a major supplier of toilet suites, tapware and bathroom accessories ilife is shaking up the bathroom industry by providing high quality products at wholesale prices.





# Cabinetry

## Vivian

INSIGNIA is entering the cabinetry market with Vivian, in line with its ambition to expand its portfolio with value-added products and services.

Vivian specializes in high-end and luxurious designs, constructed with the assistance of a state-of-the-art sister facility that collaborates with design studios under the same ownership umbrella, as well as others.



# Projects: OUR CLIENTS



- Located in Gulshan-1
- Unimart top floor (Chef's Table)
- Weathertex cladding



...SINCE 1984

- Various projects selected
- EAGO sanitaryware



- Project for SEL
- EAGO sanitaryware



- Project at Gulshan-2
- EAGO sanitaryware



- Project at Gulshan-1
- Overland tiles



- Various projects selected
- EAGO sanitaryware



- Various projects selected
- EAGO sanitaryware

# Company Timelines and Future

**2023**

New Product Inclusion:  
Kitchens And Wardrobe,  
Villeroy & Boch, New  
Display In Banani, Marquee  
Projects With United, Nde,  
Bti, Prominent Living

**2024**

Majority Interior Solutions  
Provider, Top-line Growth  
By A Further 100%,  
Self-sustaining Business,  
Professional Organization,  
Automated Service

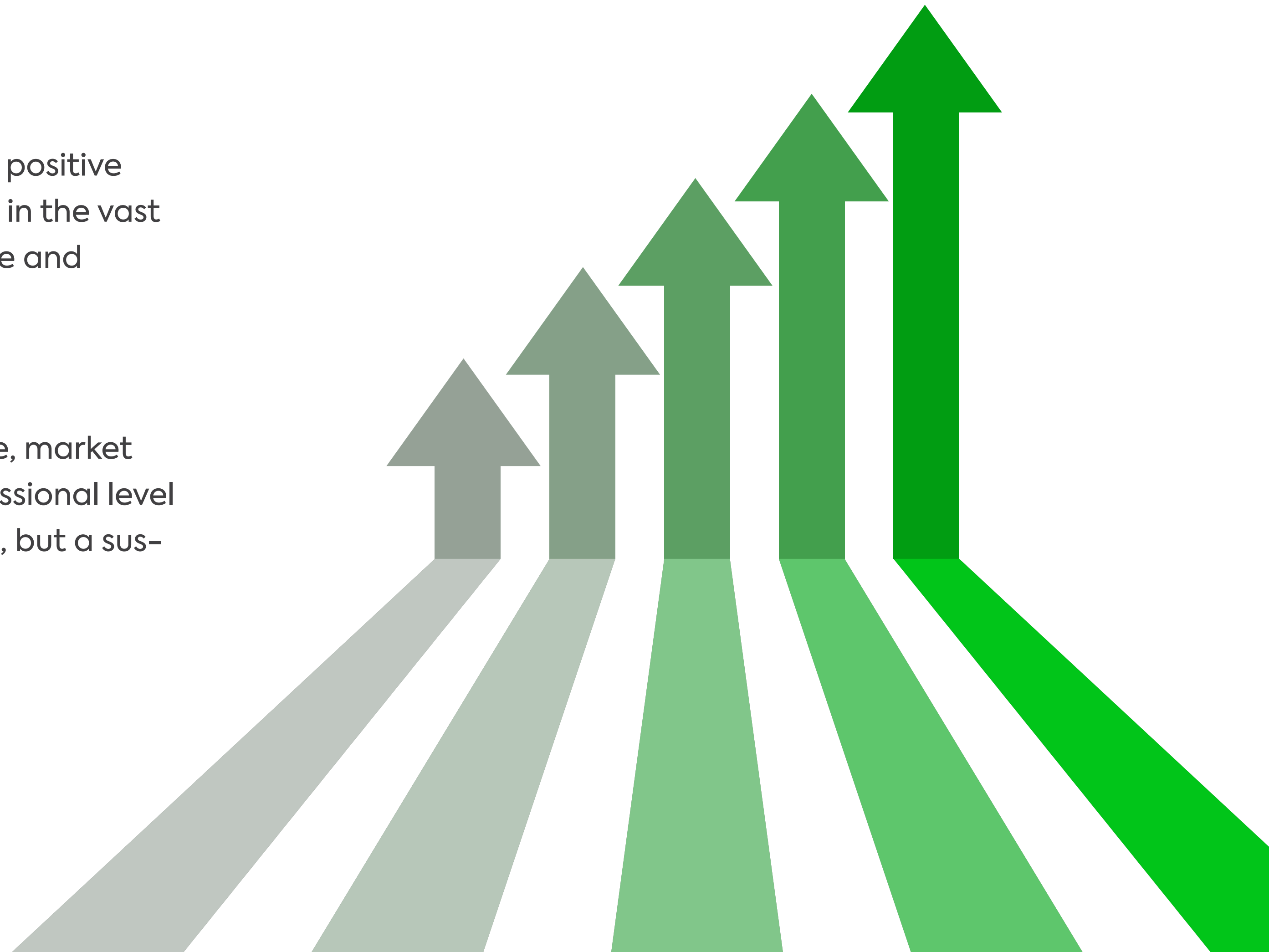
**2025**

Maintain Status Quo From  
2024

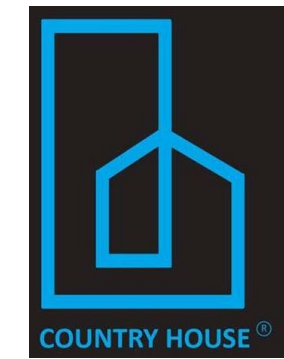
# Development and Growth

INSIGNIA's steady climb up the market ladder has resulted in a more positive vision for the future. Whilst the company fights to gain market share in the vast ceramics industry, it continues to maintain its reputation as a reliable and consistent solutions provider for interior materials.

INSIGNIA has grown in its key demographics: revenues, infrastructure, market outreach and service level. It is now working towards reaching professional level of its service. This will not necessitate in parallel growth of its market, but a sustainable business will prevail at the end of the day!



# Our Stakeholders



# Projects



**UNIMART LTD.,  
a concern of United Group**

Selflok Vgroove Natural 150mm flat paneled appearance is a fresh alternative to traditional lappe planks. Selflok CodeMark accredited weatherboards have the simplest unique horizontal tongued groove flush system, which allows every board to self gauge. The precise routing gives the product a beautiful and unique profile that makes it the first choice for many.

Unimart, Gulshan-1  
Selflok Vgroove Natural 150mm

# Projects

## Rancon Artisti Residences, Gulshan-2

Selflok Vgroove Natural 150mm

RANCON envisioned what the future might hold with an 8,450 SqFt flagship residence in Gulshan-II, one of Dhaka's most elite localities. Artisti, accordingly, was designed to extend a calibre of luxurious lifestyle afforded only beyond national borders.

The opulent, tranquil, and considerate features apparent in these living spaces embody the highest possible standards, constituting an intelligent design that exudes taste and class. A haven that captures the notion of the perfect luxurious neomodernist apartments, Artisti had been expressively designed in order to appeal to the unostentatious connoisseur who prefers all his/her servings full-bodied.



### ARTISTI RESIDENCES flagship residence in Gulshan-2

Selflok Vgroove Natural 150mm flat paneled appearance is a fresh alternative to traditional lapped planks. Selflok CodeMark accredited weatherboards have the simplest unique horizontal tongued groove flush system, which allows every board to self gauge. The precise routing gives the product a beautiful and unique profile that makes it the first choice for many.

# Our Outlets



## Gulshan Display

House: 24/A, Road: 10, Gulshan-1



## Hatirpool Showroom

Navana Zohura Square,  
2nd Floor, Shop No: 18, Bangla Motor



# Testimonial

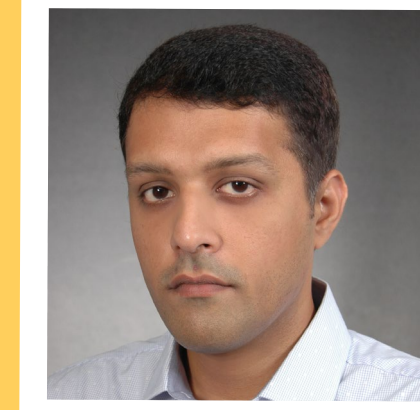
I visited the Hatirpool showroom to see their products and then their Gulshan office to finalize my recent purchase for my new house in Mirpur, Dhaka. I needed the best mix of finish, design and durability from their collection of sanitaryware, shower, faucets and fittings. They had quite a good collection of products and I was ably assisted by their sales officers who were very humble, kind and intelligent at the same time. I will be returning soon to complete the purchase of tiles for my house. Very happy and humbled, thank you Insignia.



— **Mr. Ahmed Sharif**

JTI (United Dhaka Tobacco Company Limited)

I have been purchasing tiles and sanitary ware products from Insignia for quite a while now. I have developed a degree of comfort with them and have placed them as my main go-to company. I have, by the Grace of Almighty, quite a few personal developments and am very happy to be tagged with them. I really admire the passion of Nahida (Sales Officer - Insignia) who basically coerces me to come back time and again. Her effort is soundly backed up by the product choices in hand.



— **Mohammad Jaman**

MJL Bangladesh Limited

# INSIGNIA

TILES | BATHROOMS | KITCHENS

---

## Contact us

---

☎ 09678-170170

☎ 01894-806959

✉ [Info@insigniabd.com](mailto:Info@insigniabd.com)

🌐 [www.insigniabd.com](http://www.insigniabd.com)

📍 House: 24/A, Road:10, Gulshan-1, Dhaka-1212

📍 Navana Zohura Square, 28, Kazi Nazrul Islam Avenue,  
2nd Floor, Shop No: 18, Bangla Motor, Dhaka-1000.