




# THE FIRST CHOICE IN PU FOAM



“ We have occupied a strong product leadership position in the category of flexible Polyurethane Foams and have built long-standing relationships. ”

# FROM THE MD'S CHAMBER

Greetings from Cenflex, a truly “foamtastic” partner for your business ambitions!

At Shree Malani Group, our vision is to be a global leader in the business of comfort by fostering a culture of excellence, progressive thinking and continuous improvement.

Our business objectives have always been supported by a fair, transparent, and disciplined working philosophy - promoting values such as integrity and stability.

We have occupied a strong product leadership position in the category of flexible Polyurethane Foams and have built long-standing relationships with suppliers, manufacturers and stakeholders across India and the World.

We have gained global recognition for our Resilia branded mattress grade foam - which is a notch above any other foam in the market. On the other hand, we are proud to be partnering with some of the largest players in the furniture segment worldwide - on account of our strategic vision and product superiority when it comes to durability & lower VOC (Volatile Organic Compound) content.

Some of our product offerings under our 'Flamex' brand of technical foams, such as anti-UV foam, open cell foam, fire retardant lamination foams; etc. are a result of years of R&D with leading labs across the world while our 'Luxura' brand of niche foams have worked in creating newer segments of high-end products for our clientele.

Today, our dream is to continue to build on the strong foundations, and we really appreciate your part in our journey and look forward to many milestones - for you - and for us.

Siddharth Malani  
Managing Director



**MORE STRENGTH,  
MORE COMFORT,  
MORE VALUE.**

WITH ADVANCED



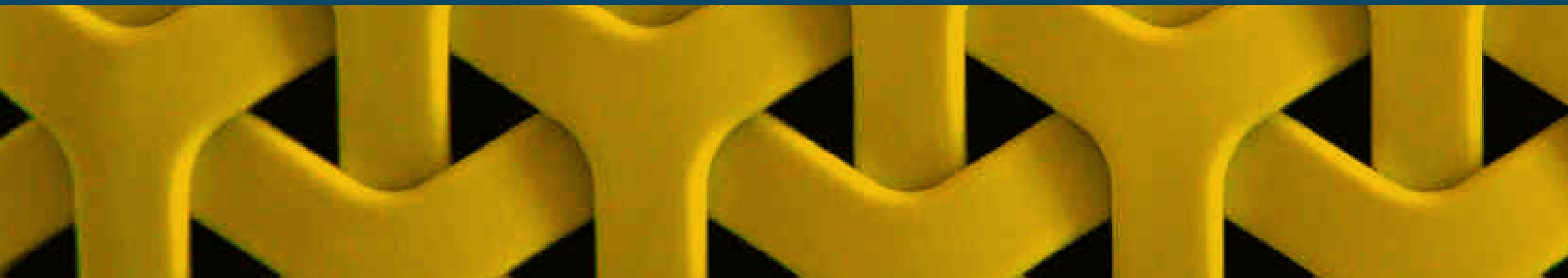
ANTI-SAG TECHNOLOGY

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THIS IS WHAT MAKES  
US THE FIRST CHOICE  
IN PU FOAM

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SMFPL uses Cell Control Technology (CCT) from M/s Hennecke of Germany, which ensures finer mixing of chemicals and greater control on the cell structure and reaction. High degree of automation ensures more consistent product output, while collaborations with leading suppliers worldwide spurs product innovation and upgradation.



# EVERY NEED. MET WITH PERFECT PRECISION. PRODUCT RANGE



## TECHNICAL GRADE FOAMS

- Fire Retardant Foam
- Lamination Grade Foam
- Anti UV Foam
- Insulation Foam
- Antistatic Foam
- Peeled Foam



## MATTRESS / BEDDING GRADE FOAMS

- Quilting Foam
- Memory Foam
- Gel Foam
- Ortho/Hard Foam
- Silkysoft Foam
- Rebonded Foam



## FURNITURE GRADE FOAMS

- High Resilience Foam
- Supersoft Foam
- Anti-Microbial Foam
- Regular Grade Foam

## SHREE MALANI FOAMS

### THE ULTIMATE RANGE OF PU FOAM PRODUCTS

We have a wide range of processing capabilities, and are always researching and investing in the latest equipment and techniques to ensure that we can provide foam products of almost any shape or size.

### CERTIFICATIONS

- ISO 9001:2015 certified company
- ISI Certification on specific product range
- FR Certification from ARAI
- Noise Reduction Coefficient (NRC) certificate from ARAI

# PRESENTING INDIA'S FIRST HR FOAM MATTRESS

A unique roll pack mattress with a washable knitted fabric cover.



Lifetime Warranty



Anti-Microbial Treatment



High Resilience

## CONSTANT INNOVATION



Resilia is a brand of very High Resilience Foam manufactured at Shree Malani Foams Pvt. Ltd. Resilia comes from the house of Centuary, and while it finds use largely in mattresses, it also find use in cushioning for seating applications.

Resilia stands out from other foams in the market for the following reasons:

**High Resilience:** Bounce Technology helps create a stronger, durable and more resilient product, thus making it the ideal choice for select applications in the comfort industry.

**Anti-Microbial Technology:** Resilia is made by implanting the latest Anti-Microbial technology which inhibits the growth of stain and odour causing bacteria and fungi. This also prevents

deterioration of the foam from exposure to water used for spot cleaning/washing.

**Lifetime Warranty:** It retains its original shape and strength for several years, offering long-lasting and efficient service. This is reinforced by its distinction of being the first foam product in the market to have a Lifetime Warranty.

Foams under the Resilia brand are superior quality products that are used in high-end comfort applications.

Resilia is available in the market in the following densities

— 28 kg/m<sup>3</sup>, 32 kg/m<sup>3</sup>, 40 kg/m<sup>3</sup> & 50 kg/m<sup>3</sup>



# THE SOFT TOUCH OF INNOVATION

## MEMORY FOAM

Memory Foam adapts to the contours of your body to provide excellent support and relieve pressure points. The High-density Foam responds to body heat by softening on contact and moulds to the shape of the body in a matter of a few minutes.

Available in two densities – 55 and 65

## ORTHO FOAM

A proprietary foam from the house of Cenflex, Ortho Foam is an improved alternative for materials such as Rebonded Foam and EPE. Infused with higher tensile strength and resilience, it makes for an excellent choice for mattress bases, and side or corner sofas. The increased hardness of the foam enhances the rigidity of the furniture and gives it a sturdy look.

Available in three densities – 18, 28 and 32.

## GREENGEL FOAMS

GreenGel Foams are a class apart from the other gel-based products available in India. Gel Foams are essentially treated with real gel beads using American Technology and additives to enhance their elasticity and durability, and thus help them maintain high performance. They are great for temperature management and have high breathability and porosity. The use of Green Gel also ensures better load distribution and environment friendliness.

Available in two densities – 32 and 40.

## SUPERSOFT FOAMS

Cenflex Supersoft Foams come in two types:

### ZZ (SILKYSOFT)

The SilkySoft range of Foams, is our latest offering. Apart from being extremely soft, they are also incredibly silky in feel, thus making them ideal for use in high-end upholstered furniture and mattress quilting/core.

Available in two densities – 20 and 35.

### SS (SUPERSOFT)

SuperSoft Foams are our plushest offering. They are ideal when the goal is to increase comfort, whether as an extra padding atop mattresses or in furniture. Intense R&D on the chemical formulation and composition, makes these Foams extremely durable inspite of their softness and sets them apart from anything else available in the market.

Available in two densities – 23 and 32.

## HIGH RESILIENCE HR FOAMS

High Resilience (HR) Foam is the highest grade of Polyurethane Foam. These foams contour to the body exceptionally well, and their cell structure enables extreme elasticity and optimal supporting force by distributing pressure across an entire surface, thus offering greater bounce and better support for sleeping (mattresses) as well as seating (sofas/chairs) applications. The elasticity of HR Foam also helps in prolonging the comfort of a mattress or sofa.

Available in three densities – 32, 45 and 55.

CENFLEX ADVANTAGE

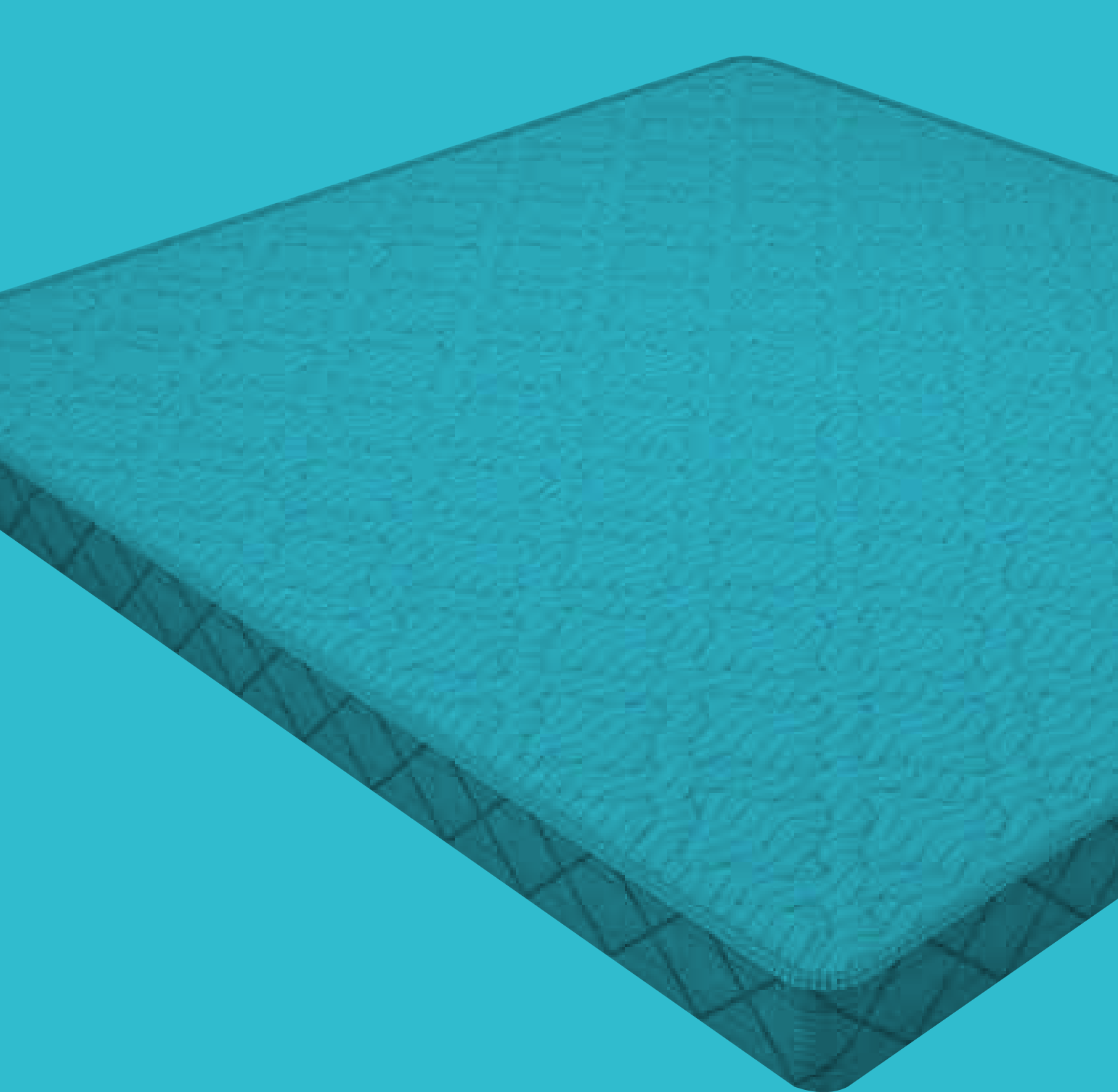
# DURABILITY



- Cenflex Premium Foam +
- Cenflex Supersoft Foam (in seat)
- Cenflex Elegant Foam (in back)

Cenflex makes foams of various grades that offer the experience of absolute luxury. Whether it's softness, bounce, resilience or support, you can count on Cenflex to stay in shape and offer the very best in comfort for a long time.





CENFLEX ADVANTAGE  
**LUXURY**



Cenflex Memory Foam Layer

Cenflex Rebonded Foam Layer

Cenflex Profiled Foam Topping

Cenflex Ortho Foam Core

In many cases, Cenflex foam is at the heart of the entire product. And you can be assured that you get the world's best foams with Cenflex. We spare no expense to make sure our foams are made from the finest materials - and you get maximum value (and maximum success!) each time you work with Cenflex. This is truly the no-compromise foam!



# FOAMS FOR TECHNICAL APPLICATIONS

We manufacture an extensive range of Foam products for applications across industries such as Automobile, Packaging, Lingerie, etc. We are known for our standards of excellence and you can be rest assured that we have the perfect product for you.

## ANTI UV FOAM

These specialty foams are modified to avoid piling & discolouration and stay white inspite of exposure to atmospheric elements. Mainly used in lingerie & garment applications

Application areas:

- Clothing
- Lingerie
- Sports Shoes



## ANTISTATIC FOAM

These foams are electrically conducive and thus offer protection against shock and vibrations. Used mainly in packaging applications such as packaging of electronic goods, etc.

Application areas:

- Protective Packaging For Electronic Goods



## FIRE RETARDANT FOAM

These are are specially treated foams which inhibit and are resistant to fire.

Application areas:

- Generator Canopies
- Acoustic Applications
- Bedding (Hotels)
- Railways



## LAMINATION GRADE FOAM

These are high quality foams that are laminated with fabric/non-woven/leather.

Application areas:

- Car Seat Covers
- Lining For Footwear, Jackets, Helmets, Bags, etc.
- Padding

## OPEN CELL FOAM

These are softer foams in which the gas pockets connect with each other.

Application areas:

- Filters
- Auto Components
- Insulation



## HARD FOAM

These foams are used in niche applications where strength and load bearing are key requirements.

Application areas:

- Packaging Of Heavy Components
- Protective Padding In Helmets

CENFLEX ADVANTAGE

# CONSISTENCY

We know that our foams are used in several applications, that require them to truly perform. Fire-retardant foams, shock-resistant foams are all developed for critical applications. You'll find, that thanks to stringent quality checks and complete in-house controls, Cenflex will never let you down. And you'll get your money's worth time after time.

# CENFLEX ADVANTAGE PURITY



Cenflex foams are built to take on the toughest situations. The best materials are put to the test to ensure that no matter where they are used and no matter how tough the usage, Cenflex will stay strong for years to come!

# A FOAMTASTIC HERITAGE



SHREE MALANI GROUP



CENTUARY FIBRE PLATES PVT. LTD.

Centuary was established in 1988, and has 30+ years of expertise as 'India Ka Sleep Specialist'. It combines world-class infrastructure with cutting-edge products to deliver superior consumer experience and satisfaction. Centuary also has an extensive network of distributors and retailers through which it caters to the needs of one billion people who deserve a good night's sleep.



SHREE MALANI FOAMS PVT. LTD.

Shree Malani Foams was established in 2008 and has quickly emerged as one of India's leading manufacturers of high quality Polyurethane (PU) Foam.

German technology is employed to produce a wide range of foam products that find application in furniture, mattresses, automobiles, and several other industries.





**CenFlex**<sup>®</sup>  
THE FIRST CHOICE IN PU FOAM

**Resilia**<sup>®</sup>  
Forever Fresh. Forever Flexible.

**CenFlex**<sup>®</sup>  
*Luxura*  
THE SOFT TOUCH OF INNOVATION

**Flamex**

*Centuary*<sup>®</sup>  
MATTRESSES  
INDIA'S SLEEP SPECIALIST

*Centura*

**bēddy**<sup>®</sup>  
BY CENTUARY  
YOUR CHILD'S SLEEP SPECIALIST

**sleep**  
**ables**  
By Centuary

**SHREE MALANI FOAMS PVT. LTD.**

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