

ABEYSON POLYMERS - Website Development Brief

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Quick Reference Checklist

- * Company Bio/History:  Provided (35 Years, Founder: Manoj Thomas)
- * Product Details:  Provided (6 Core Categories)
- * Contact Info:  Provided
- * Logo:  Pending (Need to design - Blue theme)
- * Images:  Pending (Using stock photos for launch)
- * Domain/Hosting:  Pending (To be purchased)

1. COMPANY OVERVIEW

Basic Information

- * Company Name: ABEYSON POLYMERS
- * Tagline: [To be brainstormed - e.g., "Quality in Every Seal" or "Trusted Packaging Solutions"]
- * Year Established: ~1990 (Operating for 35+ years)
- * Location: Kottayam, Kerala (Pin: 686515)

Company Story

Founded by Mr. Manoj Thomas, Abeyson Polymers began as a modest operation with just 3 machines producing a single product (Grocery Bags). Over the last 3.5 decades, the company has expanded significantly, now operating 12 machines and manufacturing 6 distinct product lines with a team of 15-20 skilled employees.

Unique Selling Points (USP)

- * 35 Years of Stability: Decades of trust in the Kerala market.
- * Commitment to Quality: Quality is the primary focus since day one.
- * Technical Versatility: From simple grocery bags to specialized "Corona Treated" printing rolls and agricultural sheets.
- * Govt Approved Standards: Adherence to government thickness norms.

2. PRODUCTS & CATALOG (The Core Focus)

Organization Strategy

Products should be categorized by Industry/Use Case (e.g., Commercial, Agricultural, Industrial) for easy navigation.

Category 1: Garbage Bags (High Volume)

- * Divisions:
 - * Small (Office/Restroom): 17x19, 19x21 inches.
 - * Medium (Household/Kitchen): 22x35, 24x30, 30x30 inches.
 - * Large (Industrial/Outdoor): 30x36, 30x50, 36x50 inches.
- * Colors: Black, Green, White, Blue (Custom available).
- * Target: Hospitals, Hotels, Catering, Residents.
- * Key Feature: High-puncture resistance.

Category 2: Grocery Bags (Retail)

- * Capacities: 0.25kg, 0.5kg, 1kg, 2kg, 3kg, 5kg, 10kg, 15kg, 20kg, 25kg.
- * Specs: High-tensile strength. Government approved micron thickness.
- * Options: T-shirt or D-cut handles.

Category 3: Biodegradable Carry Bags (Eco-Friendly)

- * Material: 100% biodegradable & plastic with bio-additives.
- * Sizes: 10x14, 13x11, 16x20, 17x23, 24x30, 27x36 inches.
- * Compliance: Must display "Compostable" logo.

Category 4: Nursery / Seedling Bags (Agricultural)

- * Tech Spec: Integrated 3-hole drainage system for root health.
- * Sizes:
 - * Small: 4x6, 5x7, 5x8
 - * Medium: 6x8, 7x9, 8x10
 - * Large/XL: 10x12, 12x14, 14x18, 16x18
- * Colors: Black (UV protection), White, Transparent.
- * Target: Plantations, Retail Garden Shops, Govt Agriculture Depts.

Category 5: Rain Guard Sheets (Rubber Industry)

- * Use Case: Protecting rubber tapping panels from monsoon washout.
- * Benefit: Ensures maximum latex collection.
- * Standard Widths: 18", 24", 30", 48".

Category 6: Treated Rolls (Industrial Printing)

- * Tech Spec: Corona Treated for superior ink adhesion.
- * Materials: LDPE and HDPE.
- * Customization: 100% Client-Driven (Width, Length, Gauge made to order).

3. TARGET AUDIENCE & REACH

Primary Markets

- * Geographic: Manufacturing based in Kerala.
- * Logistics: Capable of Pan-India & Export delivery via logistics partners.

Key Buyer Personas

- * Institutions: Hospitals, Hotels, Municipalities (Garbage bags).
- * Retail: Shops, Wholesalers (Grocery bags).
- * Agriculture: Rubber Planters, Nurseries, Govt Depts (Rain guards, Nursery bags).
- * Industry: Printing units (Treated rolls).

4. TRUST & CREDIBILITY

Certifications

- * Pollution Control Board (PCB): Consent Available (Must be highlighted).
- * ISO / CPCB: Pending (Create placeholders for future upload).

Client Section

- * Status: Pending. Create a "Trusted Partners" or "Clients" section that is hidden for now, to be enabled once the client list is ready.

5. WEBSITE STRUCTURE (Sitemap)

| Page | Content Focus |

|---|---|

| Home | Hero banner with stock video/image of manufacturing. Key USPs (35 Years). Quick links to 6 product categories. |

| About Us | Founder story (Manoj Thomas), growth from 3 to 12 machines, focus on quality. |

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| Products | Main catalog page leading to 6 detailed sub-pages. |

| Institutional Sales | Special section for Govt/Bulk orders (optional but recommended). |

| Certifications | Display PCB Consent. Placeholders for ISO. |

| Contact Us | Form, Map, Phone, Email, WhatsApp link. |

6. CONTACT & LEAD GENERATION

Contact Details

- * Phone: +91 94470 57769
- * Email: abeysonpolymers@gmail.com
- * Address: ABEYSON POLYMERS, Pulickal Kavala, Kottayam, Kerala - 686515.

Call to Action (CTA) Strategy

- * Primary (Speed): Floating WhatsApp Chat Button on all pages.
- * Secondary (Data): "Request a Quote" form on every individual product page.
- * Form Fields: Name, Phone, Company Name, Product of Interest, Estimated Quantity.

7. VISUAL DIRECTION

Brand Identity

- * Logo: Needs to be designed.
- * Color Palette: Blue (Primary - Trust/Industrial) mixed with Green (Secondary - Eco-friendly/Agriculture).
- * Style: "Industrial yet Modern." Clean layouts, easy to read, professional.

Imagery

- * Current Strategy: Use high-quality Stock Photography relevant to plastic manufacturing (extrusion machines, rolls, pellets) and agriculture (rubber trees, nurseries).
- * Future Plan: Replace with real factory photos later.

8. TECHNICAL & PENDING ITEMS

Item	Action Required
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Logo Design	Urgent: Graphic designer needed to create a Blue/Industrial logo.
Domain Name	Needs to be purchased (e.g., abeysonpolymers.com or .in).
Hosting	Needs to be set up.
Client List	Owner to provide client names later for the "Clients" section.
Consultant Note: This business has a very strong "Legacy" story (35 years) and high technical capability (Corona treatment, Govt standards). The website should not just look like a catalog, but like a trusted manufacturing partner. Focus heavily on the "Specs" table for each product to show technical competence.	