







## 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 |

|---|---|

| 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.