

# Bethliving's 9 USPs

What do they mean?

# Bethliving's USPs



Hygienic



Easy installation



Eco friendly



Pest free



Noise free



Multi colour



Water resistance



Fireproof



Durability



# What does Hygienic mean?

## What it is

- Surfaces of all units are **washable** with mild soap and water. You can keep the units clean from grime and dust.
- The units **do not have any adhesives** that are proven to be carcinogenic that are typically used in wooden cabinets.
- BL units are double layers and **do not use Polyurethane (PUF)** as a filler to reduce noise.
- You can even **steam-clean the units** to remove any grime and dirt. There is no scope for bacteria or fungus to thrive in clean conditions.

## What it is NOT

- Avoid using corrosive cleaning agents that have acids that can corrode metals or steel brushes to clean the units.



- **In case of any doubt, here's the tip:** Is it safe to use on the outside of my car? If the answer is yes, you can use it.



# What does Easy Installation mean?

## What it is

- BL units are modular, just like your microwave or TV.
- The units come out of a box and are fitted to the wall (just like the TV).
- BL units can be assembled quickly; for a kitchen, the slab placement and related civil work will take a couple of hours.
- Your renovation is also easier and quicker. You can purchase only the necessary modules and add new modules easily.

## What it is NOT

- Since it is fixed furniture, the units have to be fixed to the wall for safety. This needs a technician to install the units (just like how you do to a TV)
- Since they are manufactured with engineering precision, any defect in the civil work at site (e.g. the floor or wall being uneven) or unexpected changes to the site (after measurements e.g. additional plumbing etc) will impact installation. Even 1 mm difference will be challenging.



# What does **Eco Friendly** mean?



Every kitchen built at Bethliving saves 2-3 trees from being cut, effectively protecting hundreds of trees every month.



Zero wood policy



Solar powered  
manufacturing  
process



Dry process  
manufacturing  
resulting in very  
less effluent  
discharge



Recyclability  
recycled material in  
packaging and  
products itself are  
recyclable except the  
surface coating



# What does Pest Free mean?

## What it is

- **Pest free means that the units do not breed pests.**
- Pests like roaches, white ants, ants and fungus need warm, moist surfaces to nest and breed. Steel, being a metal, does not allow moisture to change its composition and hence pests cannot breed on steel.
- Steel does not absorb water the way wood does. So steel is fungus-proof. Water under the sink, beside the water filter, kitchen spills, water in the bathroom etc do not affect steel units.
- You can use soap and a soft sponge to clean steel units with its easy-to-clean surface to keep it clean, just the way you wash your kitchen utensils. You can also remove the skirting to below the units and also sponge away the skirting.
- Pests do not like clean surfaces.

## What it is NOT

- Any area that is dirty attracts ants, flies and roaches. If the kitchen is unclean with spills not mopped or old food unremoved, then any kitchen will have pests. The same goes for living / bedroom furniture that have books, clothes or other material that are not aired / cleaned regularly.
- Pest-free does not mean 'no pests'.



# What does Noise Free mean?

## What it is

- Noise free means that the units are not unduly noisy.
- Any material (wood, metal, plastic, stone etc) will have their characteristic sound when you bang / knock on them. Even wooden doors can be closed with a loud bang!
- BL units have soft close designs that will avoid metallic noises like loud closures (like your traditional steel almirah at home!) or creaky noises.
- BL products have steel stiffeners and soft fitments so there won't be sounds unless you hit it with force.
- Your steel units will not make loud noises than what you intend them to – close them gently, they will protect your ears from loud noises.

## What it is NOT

- Steel doors, when closed, will have noise just like how a metal should. Not loud or creaky but a metal noise.
- Noise free does not mean 'no-noise' or 'silent'.

# What does Water Resistance mean?

## What it is

- Steel is non-porous. Any spills of food or water will not seep into the units.
- Prolonged exposure to water or steam has no effect on stainless steel units, making them an ideal solution for vanity units in the bathroom, or under sinks or water filter units.
- For GI units (SS 202) units, precaution should be taken to maintain the epoxy coating which is the protective layer to prevent corrosion.

## What it is NOT

- Choose stainless steel for high-traffic, high-moisture places. If you use SS202, ensure that you wipe water from the surface so it is not constantly exposed to water



- Certain parts of a car are made of SS 202. If it is good for a car that weathers all sorts of environment, it is good for home decor too





# What does Multi Colour mean?

## What it is

- Bethliving has a 45 options for product colours for epoxy coating along with 4 wood finishes as well. This will add to the aesthetics of the home décor.

## What it is NOT

- It does not mean different shades of steel.



# What does Fireproof mean?

## What it is

- Fire proof means the units will not catch fire.
- Steel, as a metal, is fire proof unlike cabinets made of MDF, wood, plywood etc. We all cook in steel utensils.
- BL does not use any PUF as a filler. There is no material in any of the product that can catch fire.

## What it is NOT

- Not applicable



# What does Durability mean?

## What it is

- The products are zinc coated and epoxy coated so they will not rust in normal conditions.
- It can withstand wear and tear from everyday use. Think of the steel almirah passed down generations.
- Hinges and screws can be tightened when they become loose due to age. All you need is a screw-driver.
- The units will not warp or peel or render useless due to moist conditions arising from weather.

## What it is NOT

- Using a sharp object on the epoxy coating will cause scratches. Think of it the way you use your car. Will you scratch your car with a sharp object?

Thank you