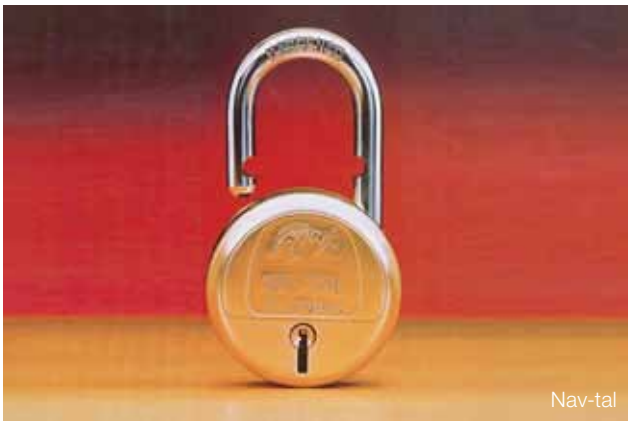
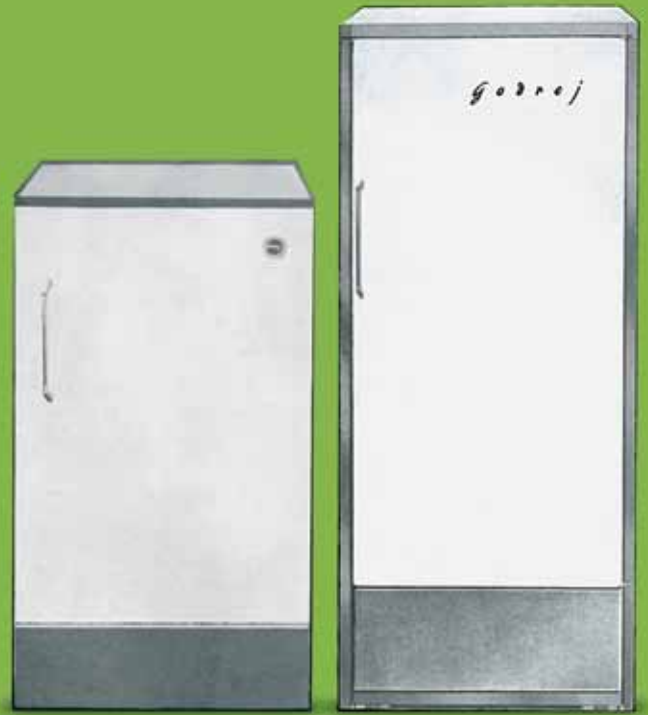


Iconic products of Godrej and Boyce

By Vrunda Pathare, Godrej Archives



Nav-tal

1. Nav-tal

Even amidst today's high tech locking devices, only a sturdy lock on the door gives most Indians a sense of security. Godrej locks for centuries, have been guarding Indian homes and are synonymous with trust, protection and integrity. Since its introduction in 1954, Nav-tal became the most popular brand amongst them and even today it symbolises security for most Indian homes. So popular were these locks that they gave rise to a parallel spurious industry, which flooded the market with an inferior imitation. But the original could not be matched. The precision lever mechanism made Nav-tal unpickable and sturdy machine clinched brass body without rivets added to its constructional strength. Over these years, innovations continued and as the technology advanced newer improvised models of Nav-tal were introduced. Nav-tal family of locks continues to provide enduring security to millions of households.

2. Godrej Night latch: Fearless front of built-in security

Few years ago, Godrej Locks received from a customer a mail about the night latch that his father purchased some fifty years back. He wrote: "It is a matter of satisfaction for us that in the last fifty years this night latch has worked without any problem or technical maintenance whatsoever." Yet another recognition to the superior quality products of Godrej! The brass night latch with its 'dead-locking'* mechanism was a huge hit instantly. Further, the Night Latch incorporated another safety device-the Safety Catch - that secured the latch-bolt independently of the lock and prevented it from opening from the outside even with the original key.

Result of continuous research, this night latch presented a 'fearless front of built-in security'. Installing a padlock is a temptation to burglars as it indicates that there is no one at home. Godrej, therefore, decided to provide a more secure protection and came up with a night latch that provided doors with a more deceptive front. Made from high-quality die-cast alloy, it was a surer safeguard than a padlock on the door.

* WHAT IS DEAD-LOCKING?

As soon as the door is closed, a special mechanism blocks the latch-bolt-dead-locks it-so that it cannot be pushed in.

3. Storwel

Certain brand names become synonymous for the product and Storwel is definitely one of them. When people in India refer to a steel cupboard they will just say Storwel. Godrej

introduced steel cupboards in the year 1923 when wood and teak was in vogue. Storwel brand of cupboards was introduced in the decade following the independence. It reflected the swift progress and change which industrial progress ushered into homes, offices and factories. Godrej became a household word and Storwel, a prized possession. Godrej Storwel is the first dual-purpose steel cupboard for home and office. Besides the elegant look, its splendid features such as mechanised multiple bends, interlocking & welding and its unique three way bolting device, originally patented by Godrej, made them safe and reliable. Storwel was built to last, which is one of Godrej's guiding philosophies for all its products. Godrej Almirahs are now available in more splashier shades and niftier locks. But Storwel continues to be a timeless icon of a father's love for his daughter and it made the perfect wedding present that says, 'Keep my love safe.'

Features such as mechanized multiple bends, interlocking & welding and its unique three way bolting device made Storwels safe and reliable.

4. CH6 and CH7

Comfortable. Durable. Economical. These three qualities defined CH6 and CH7.

These Godrej chairs were the result of continuous innovation that brought out a shift from aesthetics towards efficiency and comfort. Godrej Classic chairs as they were known altered the ambience of workplaces. They were widely used at waiting rooms, reception areas and meeting halls. These sturdy looking chairs were especially designed for demanding working conditions. Hence the seat and back were seamlessly moulded with wood and steel. Even the spring effect of the Cantilever further enhanced comfort. Behind all this was provided a robust tubular framework that made these chairs durable.

Apart from their sensible design the chairs were unique as they engaged women of the residential colonies in



CH7 Chair



Godrej Storwel

the manufacturing process. Aloben Mowdawalla, the welfare officer at Pragati Kendra, particularly remembers Halima Ansari, wife of Mohammed Shami Ansari who was working at mechanical department (Forklift) in Plant 1. After Mohammed passed away, Aloben and others at Pragati Kendra were worried about Halima as to how she alone would manage to bring up a large family of her six kids. But Halima was a bold industrious lady and she supported her big family by doing various types of work given from Kendra and obtained from different plants which also included fitting plastic cane on Godrej chairs. Thus these chairs not only were the product of innovative genius but also of the labour of several such human hands that contributed to its success story.

5. "Yeh toh aapro 'PUF' man"

Until PUF was introduced in 1987, refrigerators used glass wool insulation. The new PUF with its polyurethane foam insulation cooled better, saved money and space. This unique feature made the refrigerators super strong, extra hygienic and preserved food better. PUF was available in a range of colours unlike its predecessors. This proved to be an additional advantage besides its superior technical features. Because of its superior insulation properties it was a superman in icy realms and hence the silver clad, goggled superman like the figure of PUF/ mascot. PUF man, like any super hero, really did the magic trick for Godrej and market changed dramatically in favour of Godrej. It wasn't just the technical genius but also the sales acumen of Godrej men that made PUF a huge success.