

Air

Passionate
about
perfection

20
17

MAKING OF
AIR

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Goldmedal
SWITCHES & SYSTEMS

20
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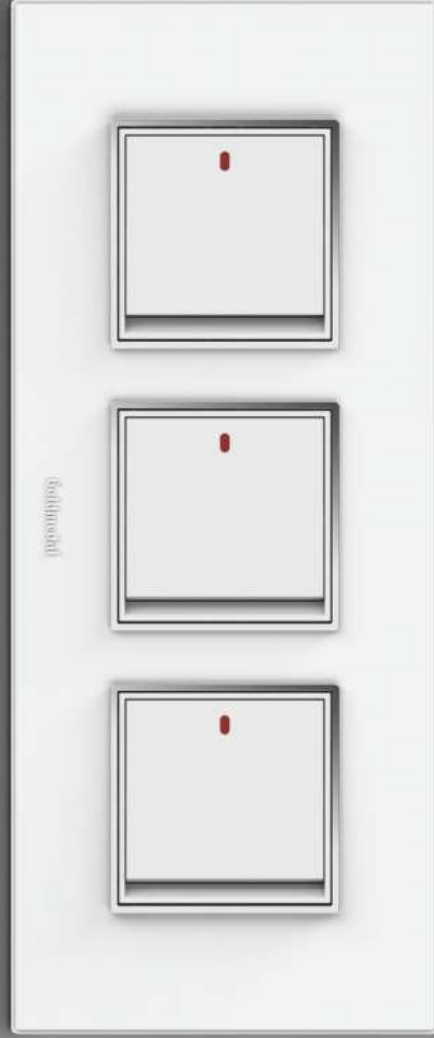
PRODUCTS
AND PRICING
MANUAL

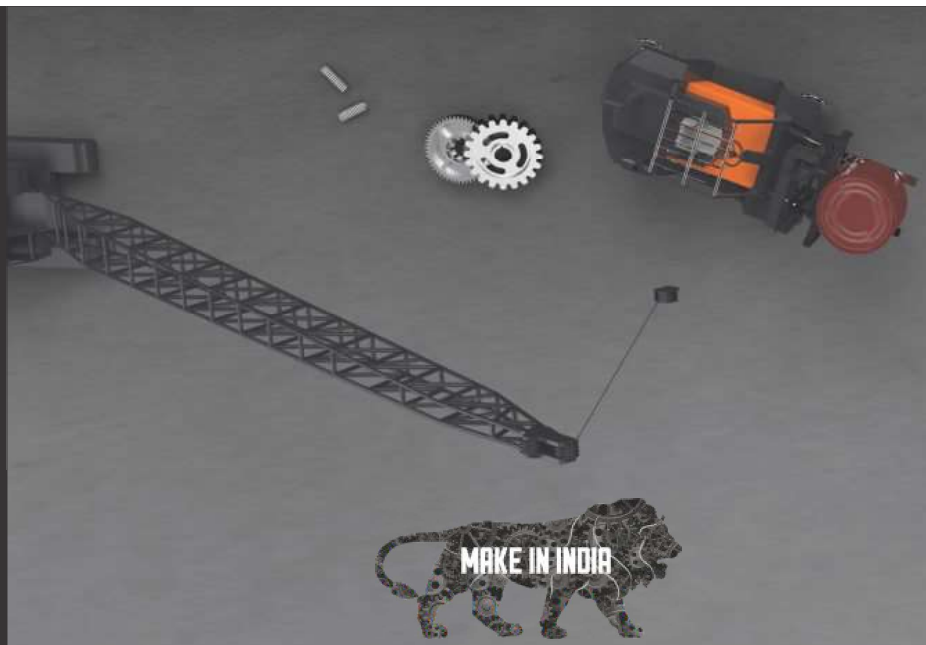
www.goldmedalindia.com/air

Goldmedal
SWITCHES & SYSTEMS

Flat
Redefined

Air





Brand Identity, concept & design by **goldmedal** electricals pvt. Ltd.

Goldmedal is proud to be an Indian company that manufactures products in India thus contributing to the Prime Minister's initiative to transform the country into a major manufacturing hub. By investing in the latest technology, processes and best practices, **Goldmedal** aims to manufacture products that are world-class in every way. The company is constantly learning and evolving to ensure that we can be the first choice amongst both national as well as international brands in the Indian market!

We are GST ready!

Like with everything that promises a change for the better, Goldmedal has been GST ready from day one. At Goldmedal, we believe that GST will lead to better tax compliance and transparency. We believe that implementing GST will also lead to better efficiencies in the market. By being GST ready, Goldmedal is proud to be a part of the nation's journey to a better, brighter and more prosperous future.



Uniquely
flat, slim and minimalistic

The AIR range of modular switches and systems breaks the mold with its minimalistic, uniquely flat, and slim appearance. An example of meticulous craftsmanship, careful detailing, and unmatched excellence, the AIR range makes every other switch range appear bulky and primitive. Absolutely light and modern, the AIR range is a brand new story that will appeal to everyone!



Flat
Redefined

PASSIONATE ABOUT PERFECTION

At Goldmedal, we are passionate about everything we make: from the humble switch and socket to the cutting edge, RF-technology based Home Automation products. We make no distinctions, whatsoever.

We obsess about aesthetics, functionality, packaging, delivery... each and every aspect that affects the quality of our products. Some feel that such obsession to perfection is impractical and even counterproductive. That we may lose the advantage to rivals. Others inform us that perfection is a never-ending quest. To all such naysayers out there, we can only let our work do the talking.

Goldmedal is proud to announce the addition of the AIR Modular Range to our extensive product list that exemplifies our passion for perfection. We are sure you'll find it worthy of your attention.

Come, experience the perfection.

A NEW BEGINNING



For as long as one could remember, functional white modular switches with unremarkable cover plates were the de facto installation in millions of homes and offices that came with standard fittings. For thousands of people who reached out across the counter for basic modular switches and cover plates, the experiences were similar. They were handed nondescript-looking products that had mediocrity written all over them. If customers demanded options, the choices on offer were not vastly different. The whole scenario demanded a change. Not subtle or superficial – but a change that was radical, which encompassed both body and soul.

The AIR range of Modular Systems is a New Beginning in the world of standard modular fittings. Slim, stylish, minimalistic – it shouts quality, elegance and finesse through every inch of its presence.

Welcome to this new beginning.

Air

FLAT. FLAWLESS.
FLAMBOYANT.

AERO

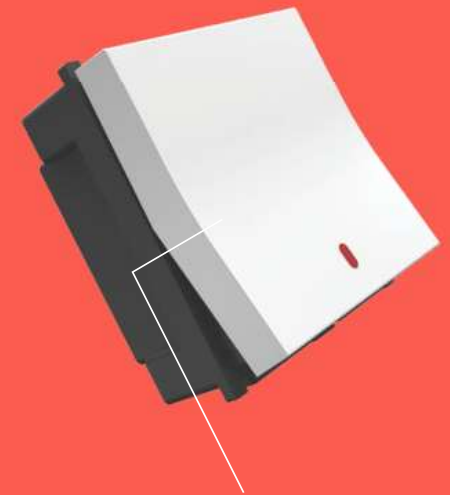
The Aero redefines flat switches. Styled to remain absolutely flush with the cover plate, the Aero emphasizes the minimalistic design of the Air range. Manufactured using the very best in raw materials and processes, the Aero is both functionally and aesthetically a class apart!



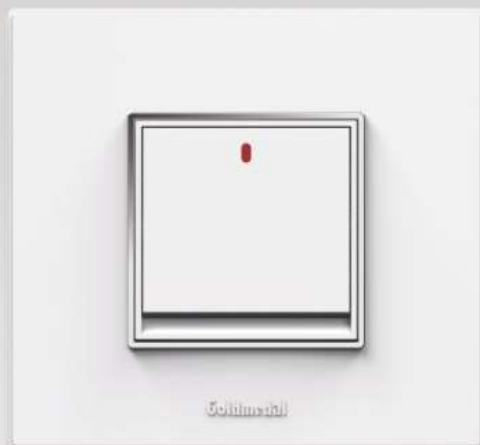
Aero
Completely flat -
at OFF position

ARC

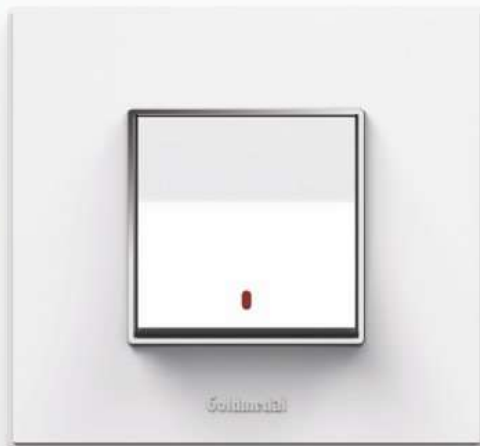
The Arc switches by Air symbolizes minimalistic elegance. Easy on the eye as well as a pleasure to use, the Arc can be the perfect accessory in stylish homes with graceful settings. Crafted to perfection using the very best in technology and materials, the Arc adds a new dimension to your interiors.



Arc
Add a new dimension to your
interiors



Air A3
Absolute White plate &
Aero Switch with Indicator in Absolute White insert



Air A3
Absolute White plate &
Arc switch with Indicator in Absolute White insert

AURA

The Aura has a forceful presence that commands attention. With its perfect, crisp lines and distinct shape, the Aura highlights the precision and style that defines the Air range. The Aura is the perfect choice for interiors that are practical yet modern.



Aura
Perfect crisp lines that define
the Air range

PRACTICAL? YES. BORING? NEVER!

A3 Plate With Multiple Functions

If you thought practical was dull and boring then you've been looking at the wrong designs. The A3 cover plates will surprise you with its unique combination of practical utility and premium look. Super slim, flat, yet extremely durable, the A3 modular cover plates can easily be the first choice for modern interiors. The distinctive chrome border raises the style quotient of these plates to a higher level! So say yes to practical style that's never boring!



A3 plate - Aero Switch with Indicator

A3 plate - Aero Switch with Indicator

A3 plate - Electronic Doorbell

A3 plate - USB Charger

A3 plate - Raised Socket with Flap

A3 plate - Motor Starter

A3 plate - Fan Regulator

A3 plate - Mechanical Key Tag



A3

Absolute White plate
with StepMarker in Absolute White insert

Air

The Step Marker and Aero Switch look amazingly stylish and minimalistic on this sleek A3 plate. The flat façade of the Step Marker, interrupted by a sudden protrusion, makes for an arresting presence even in the OFF state. Switched ON, it cannot help being the centre of everyone's attention. The extremely flat Aero switch beautifully contrasts with the dramatically stylish Step Marker. Stylish, slim and minimalistic, the A3 plate plays the ideal foil to these two contrasting inserts with minimum effort.

A3 Absolute White plate with Aero DP Switch / Step Marker
in Absolute White inserts





A3 Coffee Magic plate with Arc Switch with Indicator/ Motor Starter with Indicator in Titanium Grey inserts

A3

Coffee Magic plate with Arc Switch with Indicator/
Motor Starter with Indicator
in Titanium Grey inserts



Air

With its super smooth operation and techno looks, the Motor Starter Switch is a stylish addition to any interior. The Titanium Grey Arc switch forms a delightful combination with the Motor Starter Switch. Easy on the eye and perfectly crafted, the Arc switch symbolizes minimalistic elegance. A modern, trendy shade, Coffee Magic provides the perfect setting for these two inserts even as it amplifies the sleekness and stylishness of the A3 plate.



A3

Titanium Grey plate
with Fan Regulator in Titanium Grey insert

Air

This sleek and stylish Fan Regulator by AIR is finely calibrated to provide maximum control over fan speed. The capsule shaped knob not only provides better grip but is also a show stopper in its own way. The USB charger is slowly becoming an integral part of everyone's lives. A high quality device, the USB by AIR aims to play an integral part in our lives by keeping electronic devices charged at all times. As usual, the A3 plate in Titanium Grey remains a stylish presence on the wall.



A3 Titanium Grey plate with **Aura** Switch with Indicator / USB Charger
in Titanium Grey inserts

A3
Absolute White plate
with Aero Switch / USB Charger
in Absolute White inserts



A3
Absolute White plate
with Aero Bellpush Switch / Electronic Bell
in Absolute White inserts

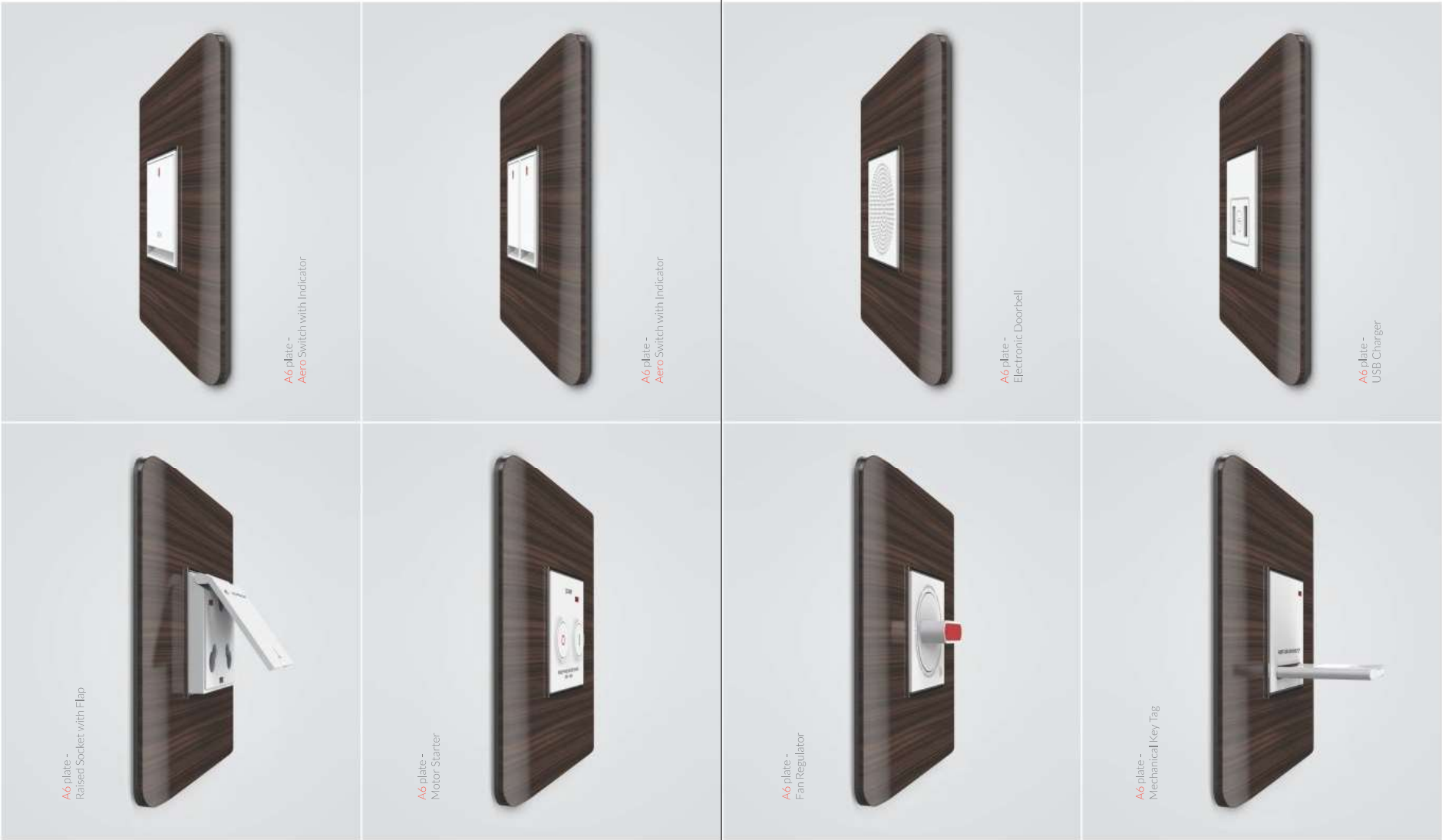


A3
Absolute White plate
with Key-Tag Switch / Motor Starter
in Absolute White inserts



SUPER STYLISH. SUPER ADAPTABLE.

A6 Plate With Multiple Functions



The A6 is a stylish, classy modular cover plate that can be fitted on to concealed wooden boxes as well as regular metal ones. The rigid, grid-shaped back of the bottom plates ensures that they fit safely and securely on the gang boxes with minimum effort. The silken finish of its façade and the sleek chrome border around the inner frame imparts an elegance that makes the A6 stand apart from the rest. Classical yet minimalistic, the A6 changes the way you look at standard cover plates.



A6

Absolute White plate
With Mechanical Key Tag Switch
in Absolute White insert

Air

Since power is of key importance in the hospitality business, the Mechanical Key Tag by AIR plays a pivotal role in hotels and similar institutions. Simply insert the Key Tag to power on all devices in a room and remove it to switch off power. Easy to handle and convenient to carry, the Mechanical Key Tag is a must have for the hospitality industry. The sleek Light Dimmer with capsule knob is both stylish and a delight to use while the A6 Absolute White plate is simply classical and stylish.



A6 Absolute White plate with Mechanical Key Tag / Arc Switch with Indicator /
Light Dimmer in Absolute White inserts

A6

Volcanic Ash plate
With Aura Switch / Fan Regulator
In Absolute White inserts



Air

Original, dramatic, stylish – the Volcanic Ash A6 cover plate makes a statement that resounds wherever it gets installed. Insert a Raised Socket or a Raised Socket with Flap and there's no stopping the conversations over it. The Raised Socket prevents any overlapping part of a plug from interfering with an adjacent switch while the Flap adds an extra layer of safety on the socket. This is especially useful for families with children.



A6 Volcanic Ash plate with Raised Flap Socket / Raised Socket
In Absolute White inserts

A6 Coffee Magic plate with Aura Switch with Indicator / Light Dimmer
in Absolute White inserts



Air

A modern shade, with elegant wood patterns, the A6 Coffee Magic cover plate is a delight to behold. The Absolute White inserts combine beautifully with the fresh, contemporary Coffee Magic shade – whether it's the MCB, the Step Marker, the Aura Switch with Indicator, or the Light Dimmer. Each of these inserts are unlike the other standards inserts you may have seen. With their strong, distinctive yet minimalistic facades and colours, the AIR modular range introduces a bold, new style into your interiors.

A6

Coffee Magic plate
with MCB (Miniature Circuit Breaker) / Step Marker
In Absolute White inserts



EXPERIENCE THE DIFFERENCE. IN PERSON.

Experience Centres

Designed to make you feel at home, our showrooms serve as the perfect experience centres for every Goldmedal product. Our entire product range is at your disposal, ready for you to take a closer look. At your request, our friendly and knowledgeable representatives will provide all the information you need, including product demonstrations, best practices, design recommendations and more. There is so much to see and experience in a Goldmedal showroom. We look forward to welcoming you soon at our nearest showroom.



Showroom
witness endless possibilities in switch frame
at our experience centres

SHOWROOMS

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Air

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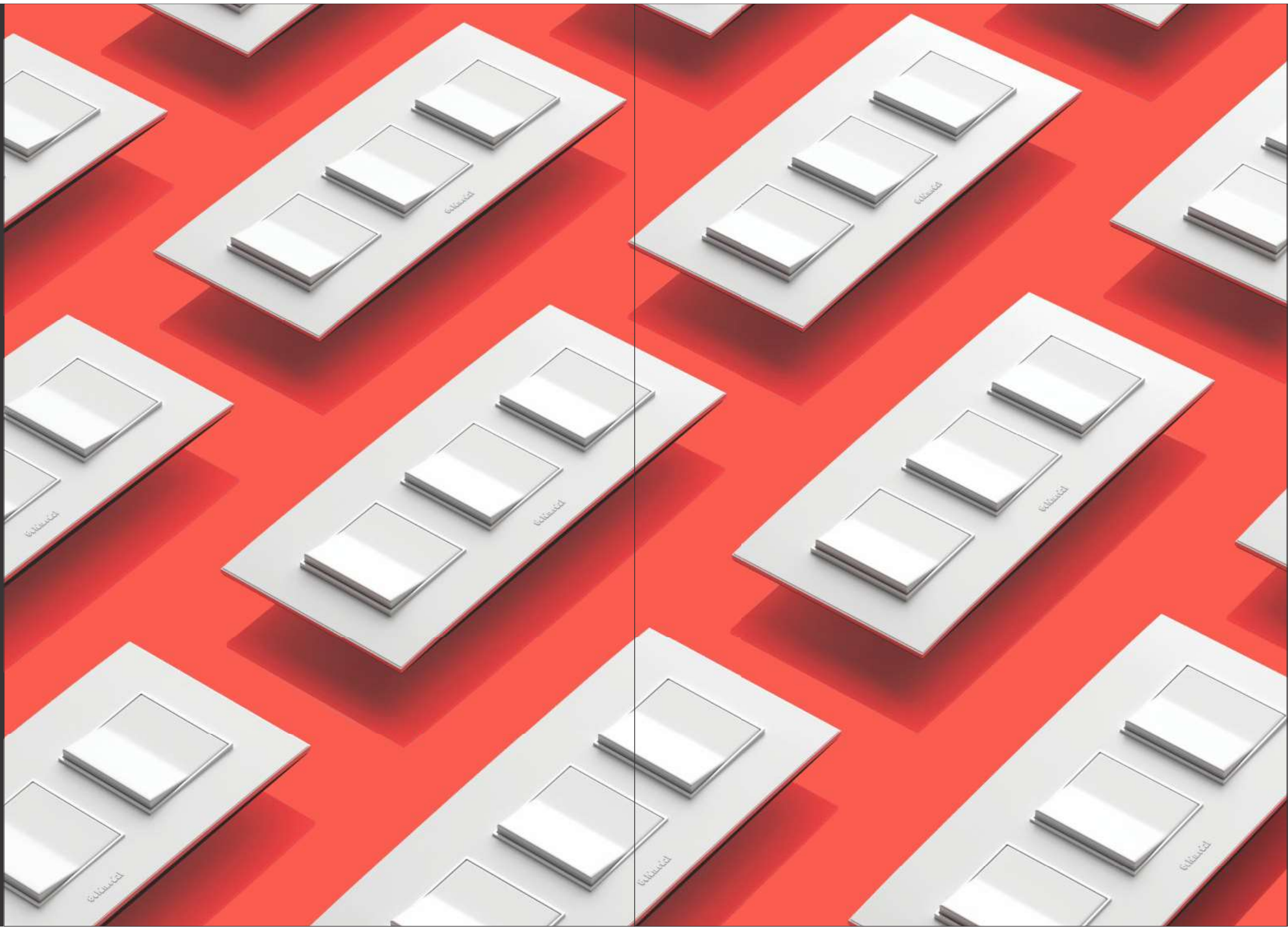
SEE MORE

How complex can a switch be? How difficult is it to make a regulator that can control a fan? How perfect should a socket be to connect unflinchingly every time? Not many of us ponder over these questions. After all, almost everyone takes these products for granted... until the moment something goes wrong! It's only then that we look closely at the device and wonder about it!

Making a switch or a regulator or socket is reasonably simple. Making ones that work perfectly for years, without a hitch, even for a moment, is a different matter altogether. That is a process which requires thought, the very best in technology, raw materials, skills, and processes. Compromise on any one of these and you end up with a product that will give you an unpleasant surprise when you least expect it. At Goldmedal, we have been successfully manufacturing innovative and high quality products for years. The secret to the success of our products lies in the quality of the processes we follow.

Through this catalog for the Air Modular Range, we would like to show you the details of these processes. We will take you into our boardroom, our design rooms, our tool rooms, our testing labs and our manufacturing set up so that you can see for yourself how we create switches and systems that perform unflinchingly every time.

Come, see more about the world of switches and accessories.





Air

**GOLDMEDAL IS PROUD TO PRESENT TO YOU AIR,
THE LATEST FROM OUR COLLECTION OF SWITCHES.**

At Goldmedal, we pride ourselves in creating products that make a difference. Difference, not just for the sake of creating something new. But because we feel there are better ways of doing things. And here was a great opportunity. With AIR, we've just added a new feather to our hat. And this story is one of meticulous craftsmanship, careful detailing, unmatched excellence, beauty and finesse.

WELCOME TO AN EXCITING JOURNEY

Behind The Scenes

How does Goldmedal manufacture a new product range? Is it simply a matter of deciding on a new look, getting the raw materials in place and then having the factory create switches, fan regulators, sockets and other products that are needed?

Well, if only things were that simple. But it's not that complex either. In fact, you can decide for yourself by taking a closer look at how we make things happen. We promise to keep it simple but with all the important details included so that you know how it works without being bored of the technicalities.

The introduction of the Air Modular System is a wonderful opportunity for you to see what goes behind the scenes. We'll look at everything, from planning to design to manufacture, packaging and distribution of this entirely new range of electrical products to understand all the processes involved.

Join us on this journey of the [Making of Air!](#)

FROM SKETCH TO SWITCH

How It All Begins

The very first step in the product development process is to identify the need for a new range. Without a real need, there's no reason for developing a new product range. And that's where we begin. Once we have identified the need and have analysed it from various angles, we move to the design stage. In this stage, we create various designs on the drawing board that can address our need. Some of these ideas will have potential but the majority will be rejected. Those ideas that have potential will be further refined till we select two or three designs that could be explored further through detailed prototypes.

In the case of Air, we identified a need for an economical range of switches that has premium looks and international styling. Our research identified a gap in the market for high quality, premium-looking switches that can be available at an affordable rate. We found this need arising from the huge middle class home owners who were looking for something "more stylish" in the budget range. After identifying this need, we created multiple design options, a few of which went to the prototyping stage.

That's how it begins; a clear need and the **right ideas!**

MAKING VISION A REALITY

A Closer Look At The Design

Once a design is finalized, we move to the next step of converting it into a 3D model using computer aided design (CAD) software. During this process, we make the internal and external parts of each product in all their detail. The output of this design is the mold which is used to manufacture various parts of a product. In simple words, a mold is a hollow unit in which liquefied material is poured to create a cast. But mold design can be very complex as it requires a high level of analysis, design and refinement. The software used and the skill of the engineering team decides the quality of the mold you make. And that eventually decides the quality of your products.

At Goldmedal, we use the latest software available to create 3D models. This software allows the team to test the mold in terms of its form, function, fit, etc. At this stage, the product designers eliminate as many flaws as possible to ensure that the mold will perform to expectations.



CAD / CAM

Experienced engineers use specialized software to create world class mold designs

SHAPING A THOUGHT

Mold Making

The mold of a product defines how perfect the end product will be. It's the secret sauce that turns ordinary products into extraordinary ones. Making a mold is a time-consuming and expensive process, however. It requires huge investments in the right machinery and a team of highly skilled and experienced personnel to manage the process. Due to the investments and complexities involved, many companies outsource the mold-making process to external teams.

At Goldmedal, we recognize the importance of making the perfect mold for the products we manufacture. We've therefore invested in a state-of-the-art tool room and a team of experienced professionals to develop the very best molds possible. Because molds lose their precision after a period of use, we change the molds at regular intervals. We do this to make sure that every piece we manufacture – from the very first to the millionth – will have the same level of perfection. To make sure the molds are durable and of consistently high quality, they are made using superior quality steel imported from Germany.



German Steel

The quality of molds determine the quality of products.

THE RIGHT CHOICE

Molding & Materials

This is where the rubber hits the road. If you've got the molds right, you should now get perfect products as output. It's a delight to see this process in action. The raw material enters the molding machines and the liquefied material flows into the molds. After around 25-45 seconds, depending on the part being manufactured, you have the results in hand. Here too, the details make the difference. The quality of plastic used as raw materials, the injection-molding machine used, the experience of the personnel handling the machines, and so on makes a huge difference to the quality of products manufactured.

Along with the best in molds and injection-molding machines sourced from industry leaders, Goldmedal uses the very best in raw materials too. The polycarbonate granules are imported from Sabic, USA – a global leader in the manufacture of diversified chemicals. Only virgin quality raw materials are used to ensure that the quality of every product is uniform across batches. This attention to detail enables us to have control at every stage of the manufacturing process and thus deliver consistent quality every time.



Raw Materials
Imported from Sabic, USA – one of the world leaders in the industry.

THE PERFECT CONTACT

Riveting

Riveting is a small but critical process in the switch-making process. Another important factor is the quality of contacts used. Compromising on the quality of contacts impacts the performance and reliability of a switch. Goldmedal uses pneumatic machines to achieve the perfect riveting. The contacts used are made of silver cadmium which minimizes the possibility of sparking and ensures that switches perform consistently even after a lifetime of use.



Perfect Contact
The quality of the contacts decides the reliability of the switch

THE MEETING POINT

Assembly

Once all the parts are manufactured, it's time for putting them together to create the final product. From the internal circuitry to the springs, the screws, the interface, the contacts... there are multiple parts that need to come together precisely so that the end result is an electrical product that is safe to use, efficient and durable. Because we have used the best raw materials, processes, technology and manpower available, the final product is almost guaranteed to be of a very high quality.

At Goldmedal, many of the processes involved is automated. Conveyor-belt assembly makes the entire process smooth and efficient. The assembly stage also includes the first level of Quality Control. Products are randomly checked during this process. If even a minute flaw is discovered, the entire batch is recalled for detailed testing. The team involved in this process has a keen eye and years of experience in identifying every type of defect. Only those products that are 100% perfect move to the next stage of the process.



Automation
Mix of manual and automated processes
for optimum quality

THE TROUBLEMAKERS ARE HERE

Quality Control

In spite of all the planning and processes followed, something can still go wrong. A well-equipped test lab ensures that there are no surprises in the end. With one of the finest testing labs in the country, Goldmedal carries out exhaustive testing of its products. Switches, are tested for 1 lakh operations even though regulations require us to test for only 20,000 operations. Electronic items undergo Ageing tests. Similarly all other products are tested above their benchmark requirements to ensure that the products deliver beyond expectations.

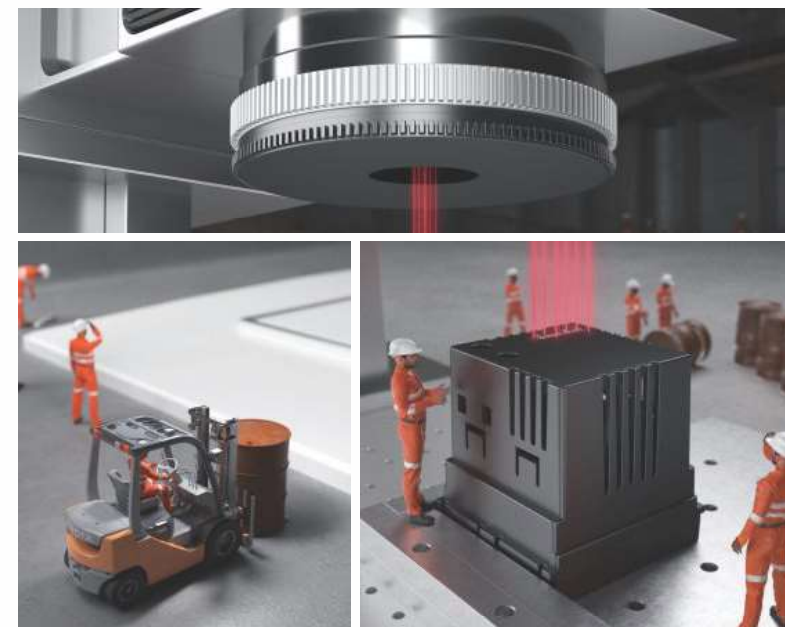


MAKING THE MARK

Laser Marking

Laser markings on a product help companies communicate critical information about the product to the end user, especially the electrician. Using the information given, the electrician should be able to install and maintain the product in the correct way. Along with technical details, the batch number and other information are also clearly etched. This information helps us track and identify the product easily in cases such a need arises. High-quality printing on the products ensures readability and durability.

Like all Goldmedal products, every item of the Air range is laser marked. Specially imported from Germany, the laser-printing machine at Goldmedal imprints key information about the product and the Goldmedal brand in the form of perfect text and images. This makes the printing clear and legible as long as the product is in use.

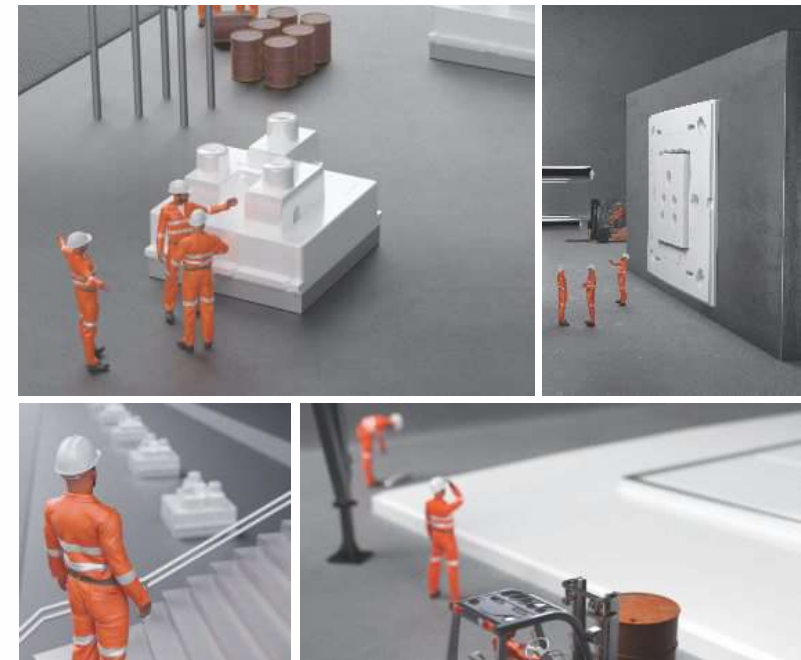


Laser Marking
Information for lifetime reference.

ONE LAST CHECK

Inspection & Packing

At Goldmedal, we believe that every high quality product requires equally good packaging. No wonder, Goldmedal is recognized in the industry for its high quality, user-friendly and innovative packaging. But before any Goldmedal product is packed, it undergoes one final check. Although by this stage the product will be virtually defect-free, we don't take a chance. Each and every product is therefore manually checked before it gets packed. A Quality Checked sticker is placed on the box to confirm that it has passed through all stages of testing and inspection at Goldmedal. These checks and inspections give Goldmedal the confidence to offer lifetime warranties on switches and two-year warranties on electronic items. In case of sensitive or fragile items, the packaging must provide adequate protection so that they can endure the journey from factory to home without scratch.



World Class Packaging
Because a product should be presented and protected equally well



BIDDING GOODBYE

Dispatched With Love

Every responsible company ensures that the journey of a product from the factory to the end customer is a smooth one. At Goldmedal, once the products are packed and ready to move, the dispatch team ensures that all the cartons are loaded and sent as per schedule. Details of the goods dispatched along with their arrival date and time is given to the various depots all around the country. Proper tracking and co-ordination of the movement of the goods using a proprietary software ensures that every product reaches its destination as scheduled.



Dispatch & Tracking
All goods are dispatched on time and
tracked till delivery

THE RIGHT TEAM MAKES ALL THE DIFFERENCE

The Right Team

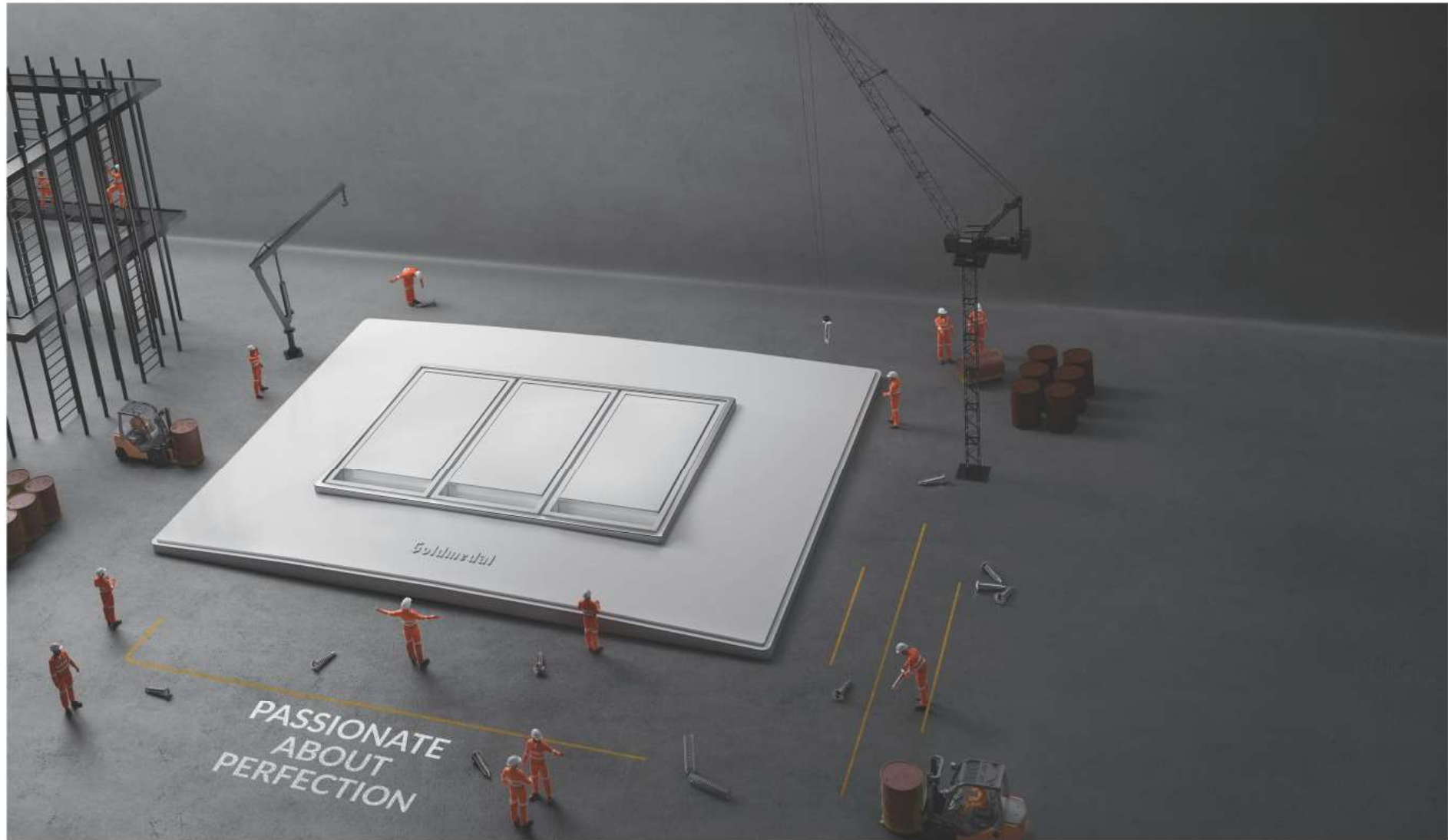
At Goldmedal, we care about the smallest detail. Right from the quality of raw materials we use to the colour of our products to the font on our packaging, we leave nothing to chance. We are able to do this successfully because every member of the Goldmedal team is acutely aware of their roles and performs them perfectly. At Goldmedal, we believe that the quality of the team is as important as the process we follow. With the right team in place, anything can be achieved. With Air, we've proved it again!



FOCUS ON THE UNSEEN. AND THE SEEN WILL BE FINE!

Have The Right Attitude

It's easy to achieve targets if you are only chasing numbers. But if you are aiming for something higher, mere figures will not satisfy you. At Goldmedal, products have quality benchmarks that may not always be visible to the consumer. Do we really need to polish that minute part? Can we use screws of lower quality at the back? Will a thinner coat on the inside really make a difference? It's these small, minor, unseen tasks that count. Because at Goldmedal we believe that if we take care of the little things, the big things will take care of themselves.



Air A3
Absolute White plate
with Aero Switch in Absolute White insert

LOOKS PERFECT. LET'S START ALL OVER AGAIN!

The Right Process



When you have a team that is obsessed with perfection, things can get a bit strange. Like rejecting a perfect-looking product just because something was off by the smallest margin. What may look perfect to a layperson would not be good enough for the team at Goldmedal until it has been measured, verified and approved by the right person. Every other observation is simply an opinion that can be rejected. The entire process appears repetitive and boring...till you see the perfect product as its end result. And that's all that matters.



Air A3
Absolute White plate
with Arc Switch in Absolute White insert