

# HATIL

## brings space saving furniture



Since its inception in 1989, Hatil has been playing an important role in the development of the contemporary furniture market of the country, manufacturing a range of products for home and office decor. With the acquired experience in wood processing and furniture manufacturing for the last 28 years, they ensure furniture that is elegant, aristocratic and durable.

The unique designs of Hatil keep their products remain trendy over many years.

With the popular tagline 'Slim is Smart', this year at the Dhaka International Trade Fair (DITF), Hatil has brought new concept pieces of space saving furniture. Anyone visiting their pavilion cannot help but be amazed and admire the innovative products and their craftsmanship, many of which were launched for the very first time at the fair.

"We look forward to introducing new designs at the DITF every year and this year we have the space saving concept," said Atul Prasad Sarker, Pavilion-in-charge at the DITF 2017. This space saving concept has been applied to all categories of furniture, ultimately creating folding bed, sofa



bed, wall bed, folding study table set, folding dining table set, etc.

The beauty of a sofa bed is in the fact that it's a sofa that can be converted into a bed, by folding out the seat, which allows for optimum use of space in apartments. It comes with a quick and easy setup and provides an extra sleeping space for a guest.

"Apartments are getting smaller every day. And with that, the necessity for smart fit furniture is gradually increasing," Sarker added.

Atul Prasad Sarker said that till now sofa bed is

the most popular product at the fair receiving the highest number of orders in the last few days. "We deliver this product within a month of its order. However, almirah, dining table and study tables are delivered within 15 days."

They are offering a discount of 5-20percent on new products while the fair lasts.

Regarding number of sales per day, he said that sales are not exactly their top priority. Their objective is to earn the confidence of their customers in Bangladesh and introduce them to the contemporary world of furniture.

"And, so far, the response is positive," he said.

The special sofa beds range from Tk 40,000- Tk 65,000 whereas, regular sofas are priced at Tk39,000. The price of folding bed starts from Tk 75,000. Options for upholstery fabric are numerous and sofas can be customised from those, with prices starting from Tk700 to Tk1200. Aside from the regular fabrics; cotton, linen, silk, acrylic, rayon, polyester, leather, artificial leather, Hatil has introduced stain resistant fabrics which is basically a blessing in disguise for us.

When you have pets, children, and potentially careless housemates, and you are going insane from trying to keep the couch clean, or if the frustration of cleaning up after your son's birthday party is over is giving you a headache, this stain free fabric can be your saviour, as it does not catch dirt and can be maintained easily.

Another amazing creation showcased at this year's DITF, the folding dining set consisting four chairs, a table and a cabinet can be folded into the wall when not being used, is available for Tk49,000.

Study tables are designed in such way that the chairs fit into the tables forming a shelf thus freeing up space in your house and they are available at the price of Tk 26,000.

Like every year, Hatil, has designed a chic and exquisite pavilion, styled with the smart fit furniture, with a second floor providing diverse options to choose from for the customers. The second floor offers sofa and loungers, lobby chairs, divans, regular beds, wardrobes, showcases and dinner wagons, dressing table, etc.

For those of you who would not want to miss this chance of checking out the fine innovations of Hatil make sure to visit the Hatil Premier Pavilion #2in DITF. The fair only lasts till 31 January, 2017.

**By Tahmina Begum**

**Photo: Sazzad Ibne Sayed**

kumarika  
সুস্থ সুন্দর চুল। কাঙ্ক্ষা।



8 Out of Believe\* Kumarika  
10 REDUCES HAIR FALL  
Noticeably



\* as per standard testing protocol; with min 3 use/week; individual results may vary.