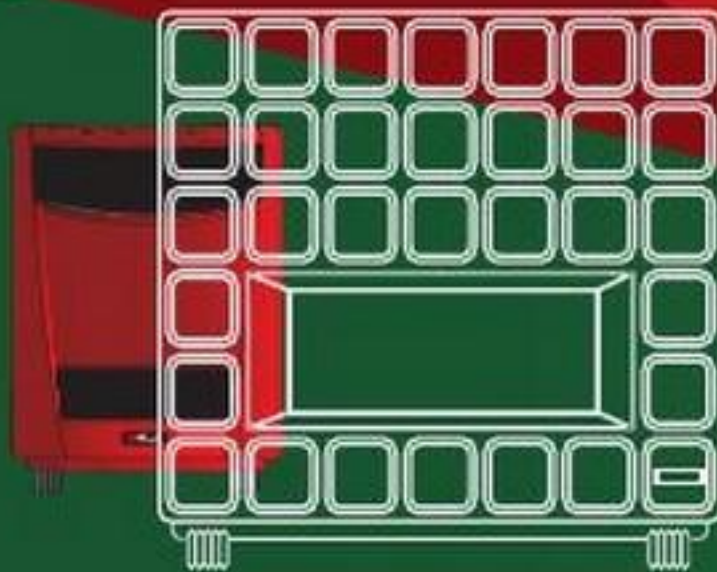


# NICALA

## INDUSTRIAL COMPLEX



We were only given  
Steel and plenty of natural Gas.

**The rest were objectives, innovation, know-how,  
technology, experience, hard work and the love to  
produce.**

Over 50 years of dedicated hard work

Today we manufacture the most elegant and efficient series of vented Gas Space Heaters.



NICALA Manufacturing Plant, Karaj, Iran.

Every once in a while,  
as we plan to print a new catalogue,  
We try to put our history, growth and new developments on the paper  
and this story seems to never end.  
This is actually what keeps us going:  
**There is always something new going on.**  
We are in the middle of an industrial evolution.





Our urge to progress, grow and become more mature, strengthens our roots and allows us to forcefully go forward. Today, the customers' expectations are higher than ever and we have learned how to satisfy them. To achieve this goal, it is important to believe in ourselves and in what we do, as well as continue to give the best services to our customers.





*In the Name of God  
The Benevolent and the Merciful*

*You have to put your heart into what you make for people. That's the only way to grow from a small factory to a prominent Industrial complex.*

*Nicala today is not only one of the most modern Industrial Conglomerates in Iran, but a University and a learning ground for all of us who work here. We learn every day from each other, and from the manufacturing line.*

*We have succeeded through long years in creating trust in people, which is highly precious for us, and we are to keep it that way.*

**Ali Soleymani**  
President



*To produce top quality products for today's market, a manufacturing plant needs to be coached as a team, with tough discipline and the love to win.*

*Our team at Nicata is well trained and always in shape for the growing domestic and international competition, in producing better products.*

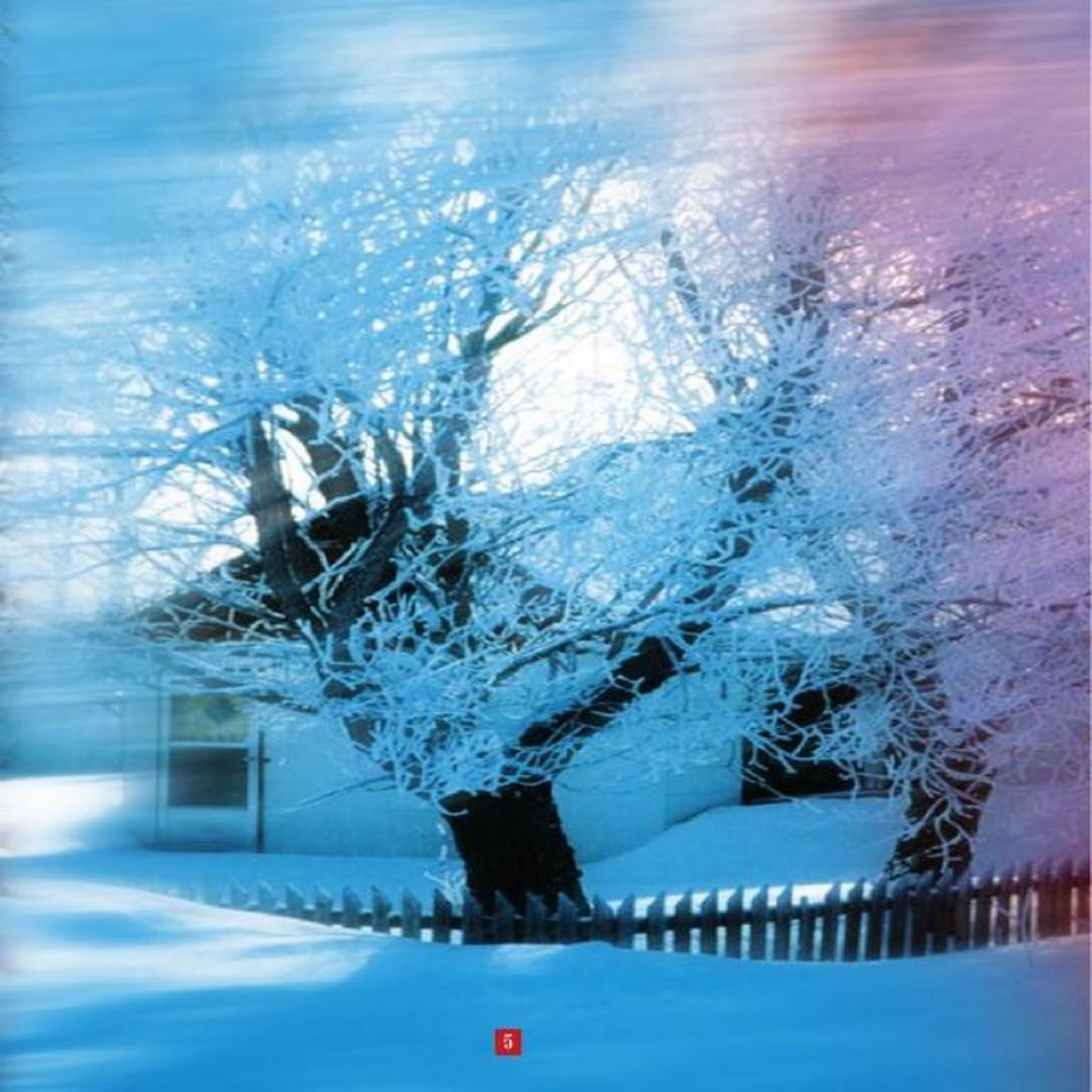
**Hossein Soleymani**  
Plant Manager

*Our marketing strategy sums up in two words:  
Quality and Honesty.*

*We always use them globally. Fortunately they mean the same in all languages and for any market.*

**Abbas Soleymani**  
Commercial Manager







# *Vision* & **Reality**

**I**n western Asia, between Cairo, New Delhi and Moscow, lies a huge and rich region where the sole significant economic centre is Tehran, the capital of Iran. Over the years it has worked itself up into a major industrial and trading centre which inevitably dominates the economy and perhaps the cultural life of the region. As yet the region is more a huge potentiality than realized wealth, and Tehran is only beginning to develop its network outside of Iran. But incalculable wealth, both in natural resources and talented people there is. It is the land of golden opportunities.



# *Mark* *of* **Excellence**

**F**ifty kilometers to the west of Tehran, on the main highway connecting the capital to all major commercial centers of Iran, lies the Nicala Industrial Park, a well cared for garden of some 140 thousand square meters in the heart of the industrial zone of the region.

The park is studded with four story glazed brick buildings, home to one of the jewels of industry in Iran. An unrivalled leader in the private sector, Nicala stands today as a model of industrial enterprise for quality of its products and the services it offers; for its marketing, sales, and distribution ; for its financial health , and most significantly for its





personnel management, policies and practices. Its products, a range of Gas Heaters and Fireplaces are acknowledged by the rivals to be the best in the world, produced and sold internationally at practically half the price of the closest foreign competitors. Today the company is preparing itself for major expansion and development in new directions as the Iranian political and economic horizon brightens , and stability returns to unquestionably the biggest market in the Middle East. Nicala is proud to be the first environment friendly industrial company in its category among about forty thousand different manufacturing plants in Iran, chosen by the “ Environment Safe Keeping Organization of Iran ”



# *Research* & **Development**

**N**icala began manufacturing about 50 years ago, starting with kerosene cookers and Samavars. With the advent of gas as an energy source to Iran, Nicala soon took up production of a line of gas heaters and Fireplaces. In quality they are standard setters in Iran, constantly improved for efficiency and safety by our R&D department.

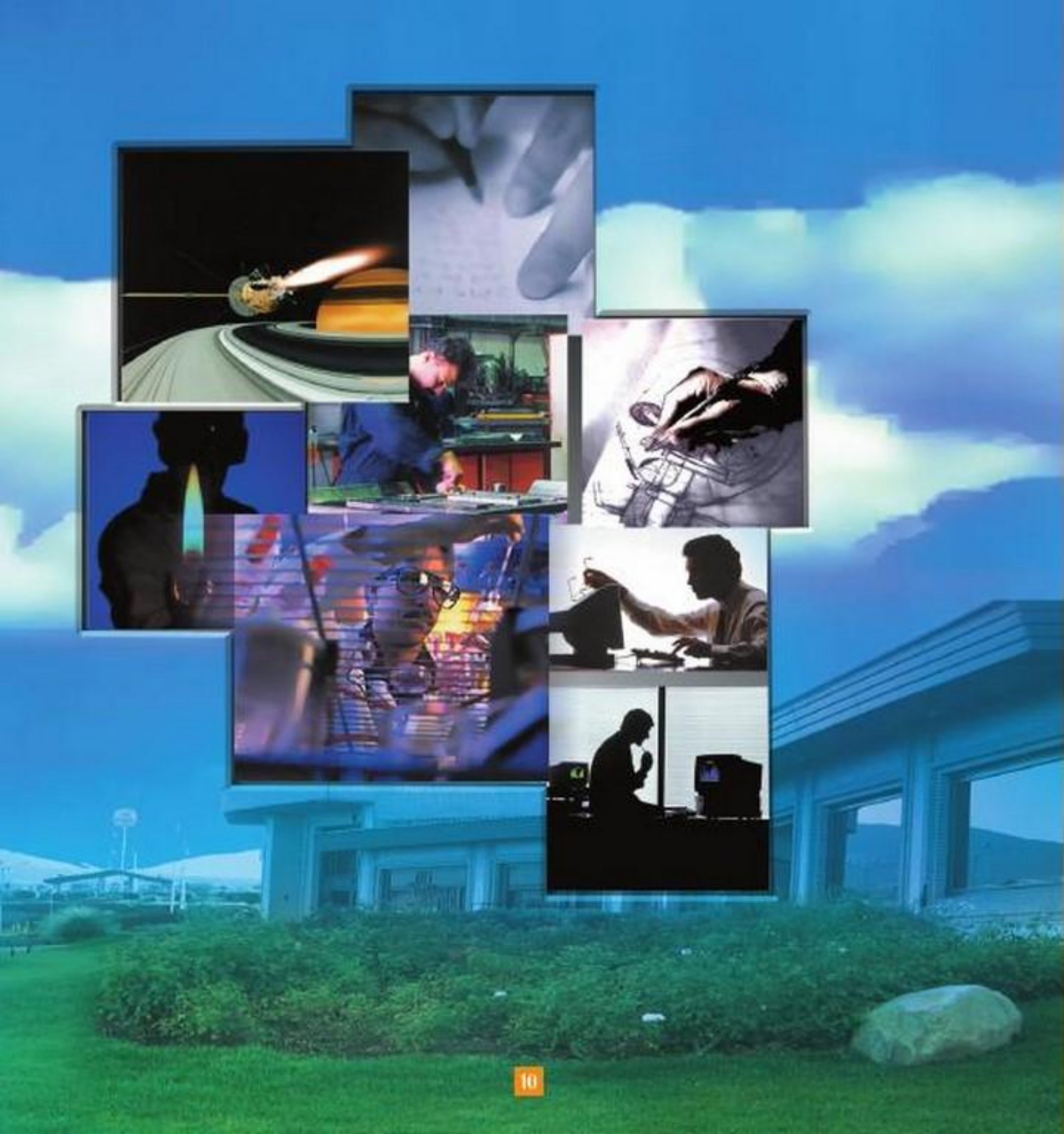
They are efficient, safe, stable, easy to install, to maintain and to store, delivered in well protected packaging, and guaranteed for two years after purchase.

They come in variety of colors and fit comfortably into any decorative scheme. Our Fireplaces can become the veritable hearth, turning any house into a warm cozy home in the cold months.

**O**ur oven production is backed by strong knowledge, gained from education and research.

Our R&D department consists of well-equipped laboratories and staff who are among the leading scientists in this field in Iran. They are constantly experimenting the new ways to improve quality and environmental impact, lower energy consumption and search for new products, demanded by the market.







# *Goals* *for the* **Future**

**N**ow the company is paying its attention to the following new options. First, to develop its production line. After years of war and scarcity, the market has an insatiable demand for a range of products which Nicala plants are capable of producing. The company is therefore negotiating with a number of non-Iranian manufacturers to launch joint ventures for production of such new products which fit in Nicala's tremendous production capacity and distribution systems.

The second is exportation. Nicala is already set to explore the markets in a number of countries in the region. Quality and favorable rates of exchange are assets on which both Nicala and the representatives can count on, to repeat the success stories in other countries. In this direction we are also in a position to export parts and the needed technology to even great manufacturing plant outside Iran.

Nicala expects great growth and expansion as Iran's relation with the rest of the world enters a new phase of warmth and solidarity. Enterprises will enjoy cheap energy and highly competitive costs of labor in Iran, and effective management and strong marketing capabilities in Nicala.



We seek international partners both for manufacturing and international distribution.

We are ready to listen and learn, as well as sharing experiences with sister enterprises from any part of the world.

Benefits are immense and we believe they should be shared.

## *Quality & Environmental Management Systems*

Nicala's policy towards customers always stands in their constant satisfaction, carefully meeting their needs by improving the quality, lowering the prices, on-time delivery and efficient after sales services.

Having established management system for quality assurance and environmental preservation, with the help of our professional counselors and highly trained personnel, the company succeeded to receive ISO- 9001/2000 and ISO14001 from GLC, Germany simultaneously for the first time in Iran.

Our other proudly attained International Standards are:

***( EN-613, ISO-17025, OHSAS 18001, ISIRI 1220-1,2 AG 103, TSE, & CE Marking ).***

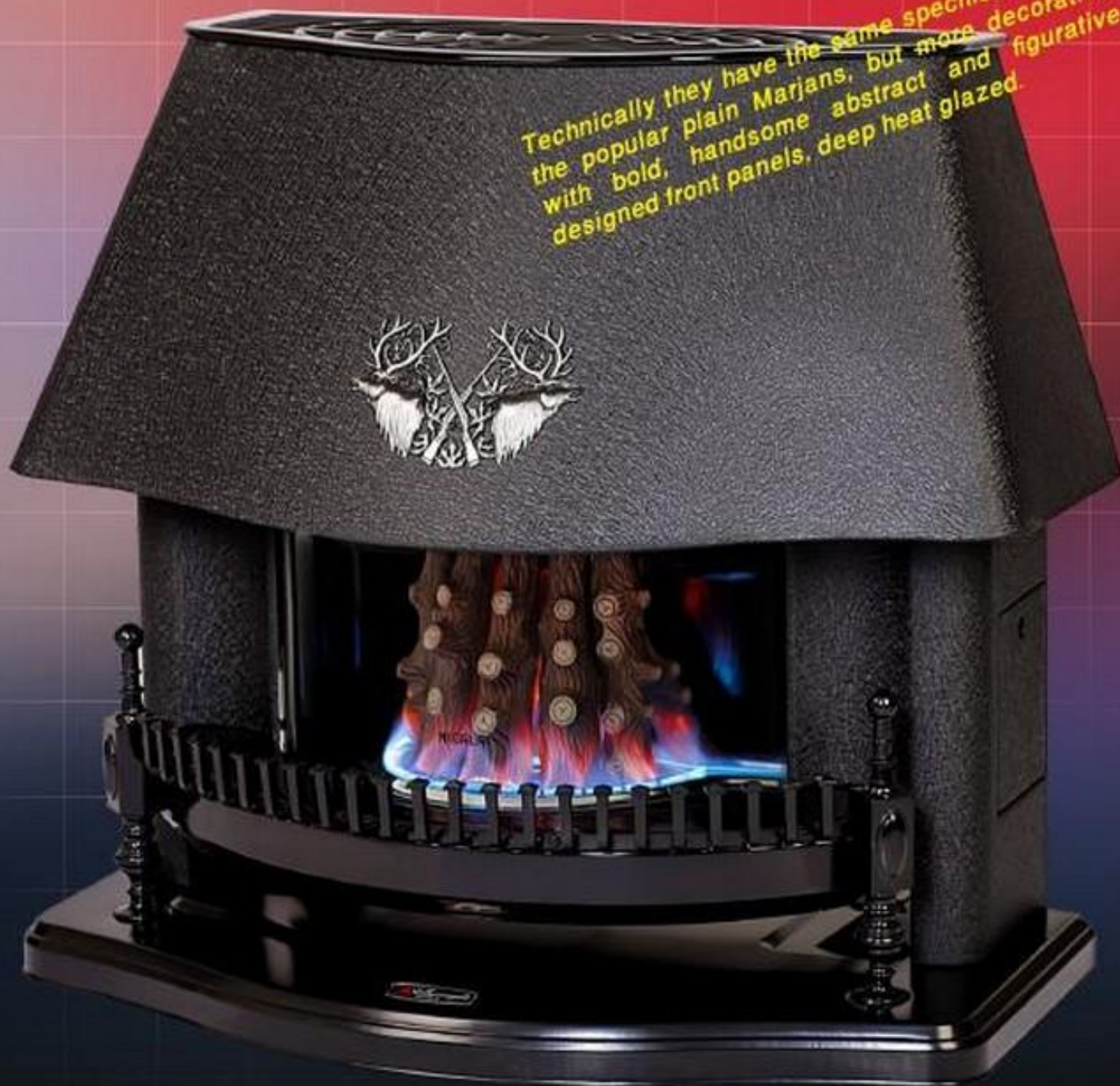
Our technicians use statistical methods and pareto diagrams to review the product quality improvement, emphasizing on a system to meet both quality requirements and environmental preservation.

We succeeded to achieve the specified environmental goals by optimizing our relations with legal standard foundations and executing reviewed methods on the basis of their requirements, specified by the environmental management system.

According to European standards, Nicala has increased the thermal efficiency of its products by 85% as well as reducing the production of aerosols like NOX and CO gas dramatically.

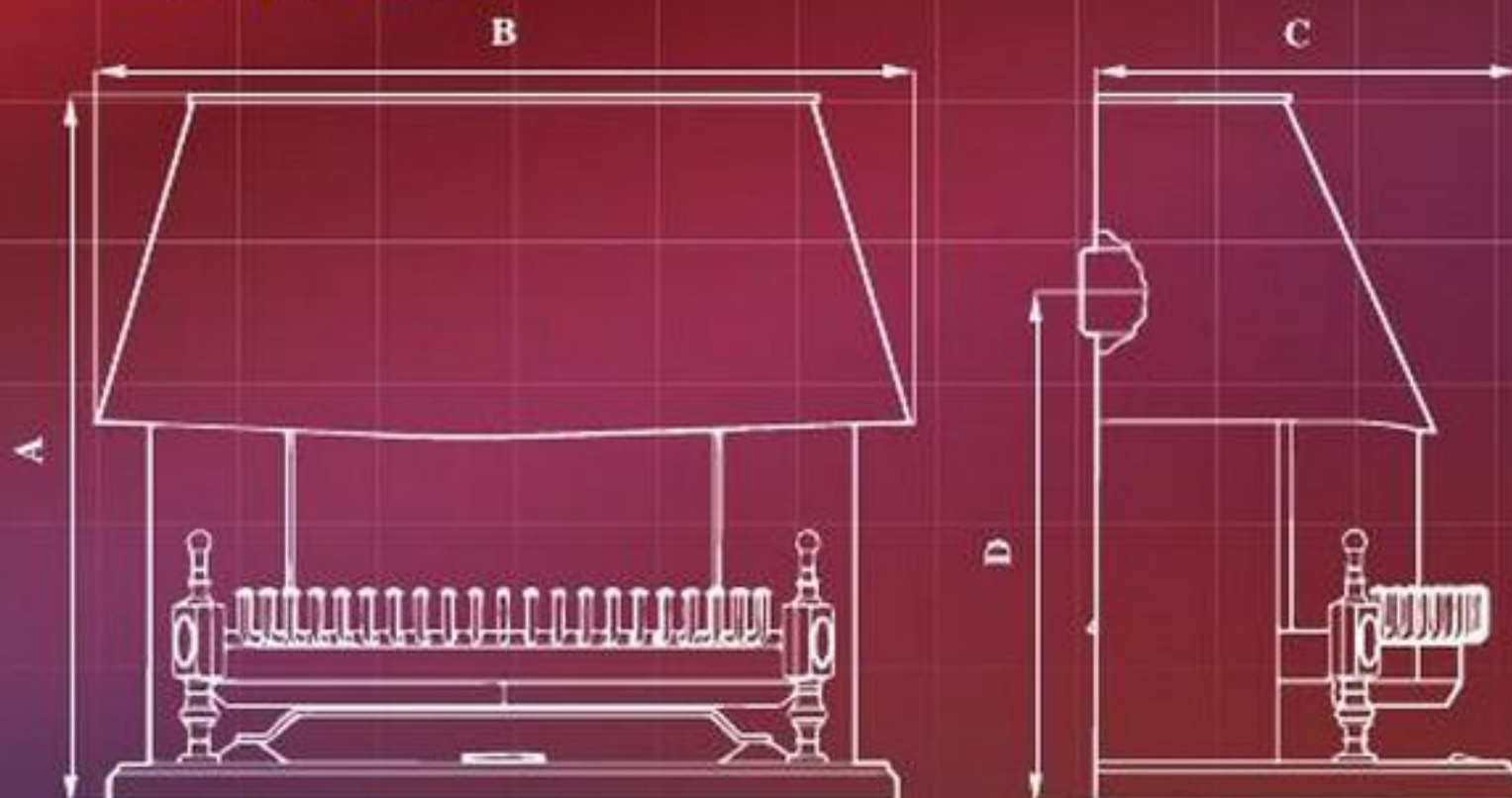


Technically they have the same specifications as the popular plain Marjans, but more decorative with bold, handsome abstract and figurative designed front panels, deep heat glazed.



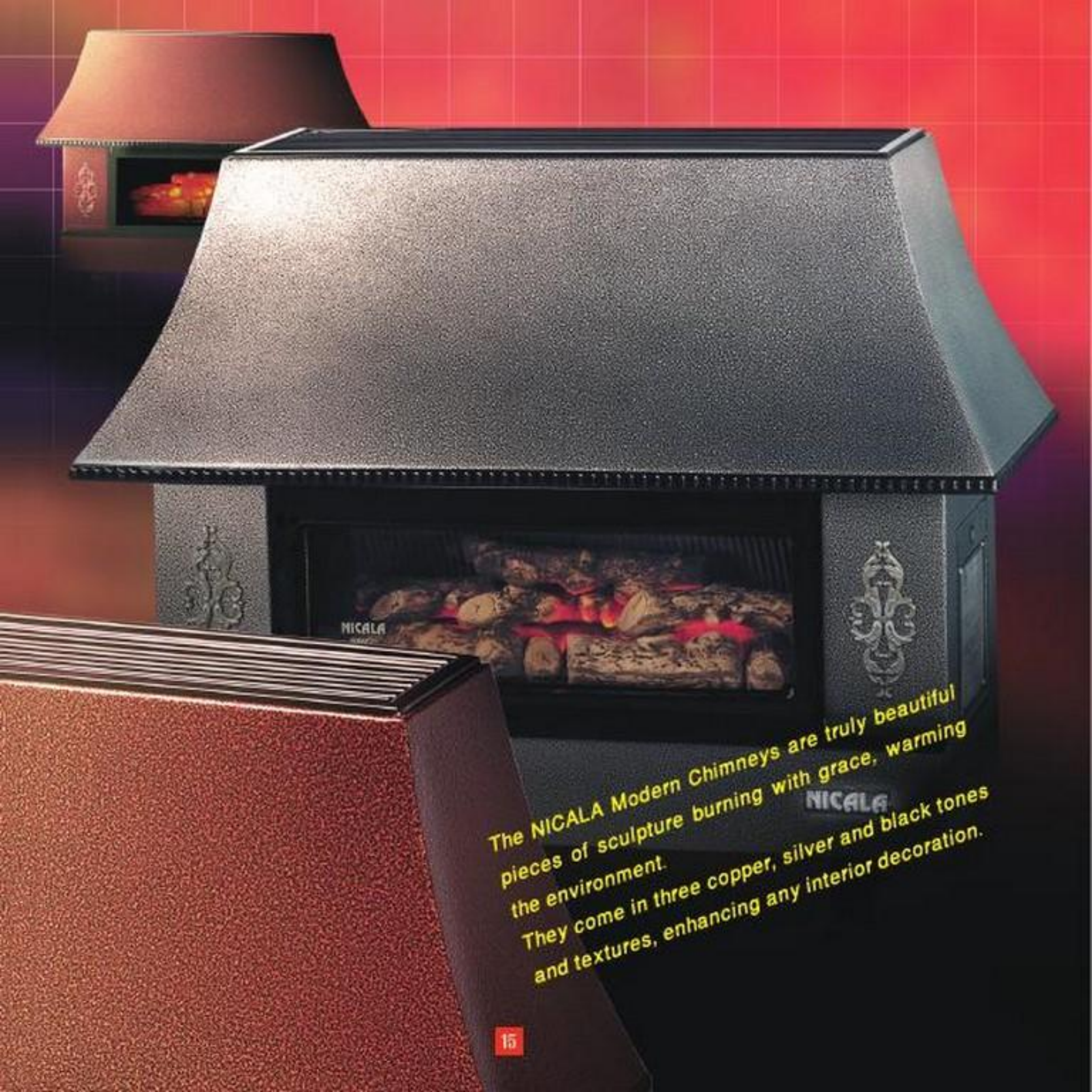


# The Intelligent **Modern** Fireplace



MODEL	Output (kcal/h)		Natural Gas Pressure		Exhaust Ø Dia./mm	Dimension / mm				Weight ( kg )		Liquefied Gas Pressure	
	Max	Min	mm/W.Col	Nozzel Ø mm		A	B	C	D	Net	Gross	mm/W.Col	Nozzel Ø mm
MC 110	8500	3800	180	2.5	100	845	960	510	605	42.3	51.3	270	1.5

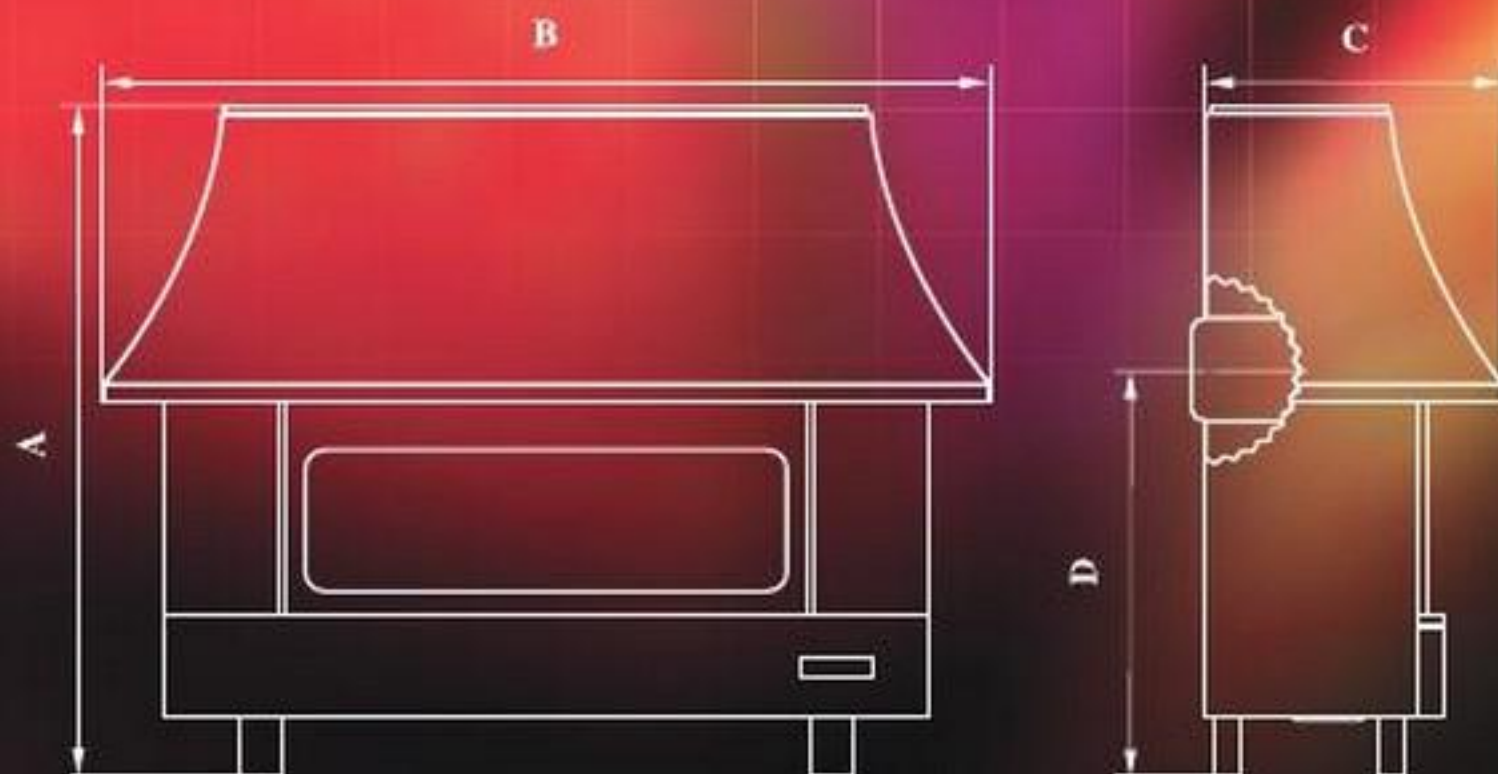




The NICALA Modern Chimneys are truly beautiful pieces of sculpture burning with grace, warming the environment.  
They come in three copper, silver and black tones and textures, enhancing any interior decoration.

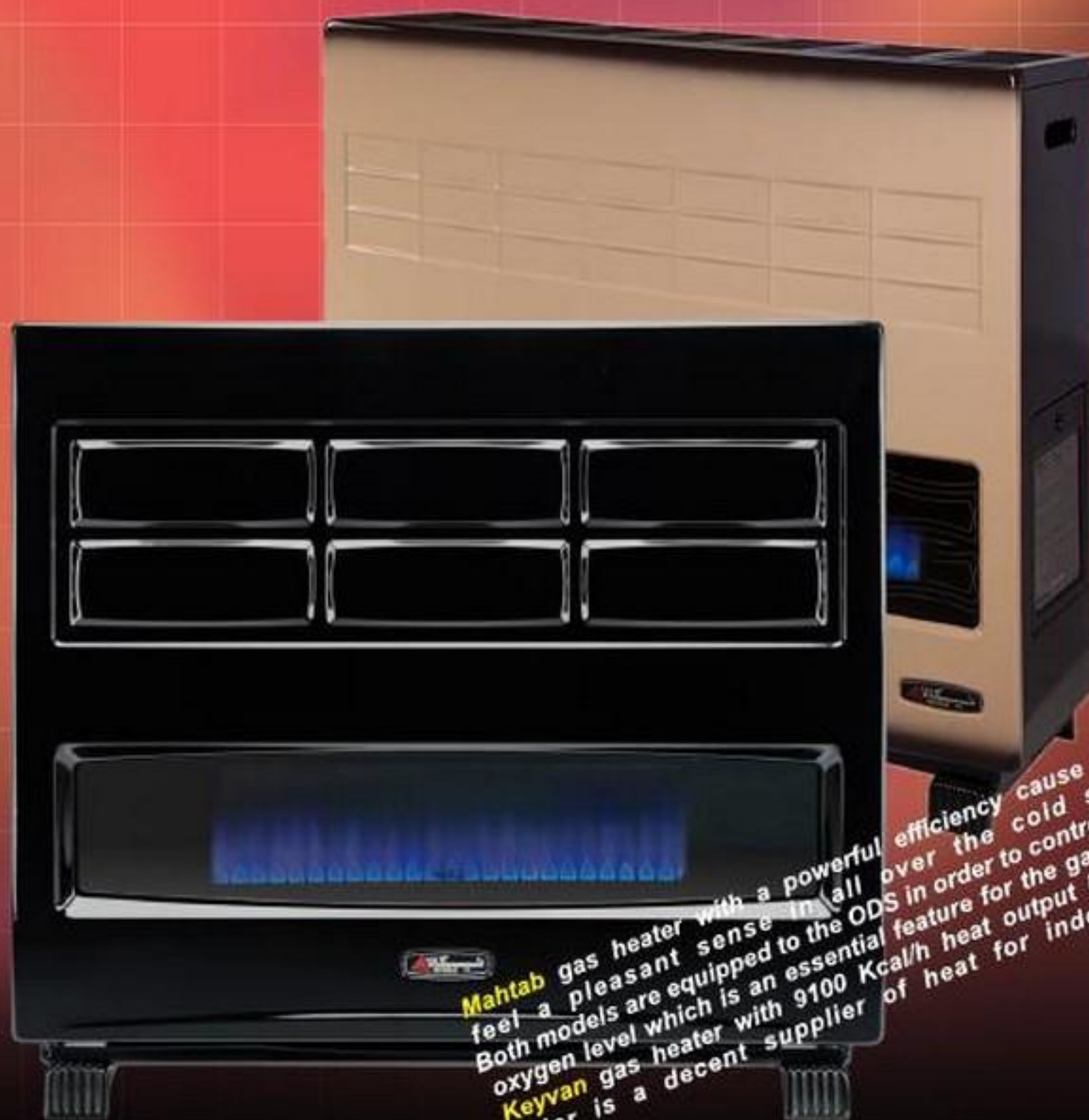


# The Gracious Modern Chimney Space Heaters



MODEL	Output (kcal/h)		Natural Gas Pressure		Exhaust Dia./mm	Dimension / mm				Weight ( kg )		Liquefied Gas Pressure	
	Max	Min	mm/W.Col	Nozzel Ø mm		A	B	C	D	Net	Gross	mm/W.Col	Nozzel Ø mm
MC26-28-30	8000	3800	178	2.5	100	805	1025	360	500	38.6	48	270	1.3
MC22-24-25	5900	2900	178	2.1	100	710	840	320	547	27	33	270	1.1



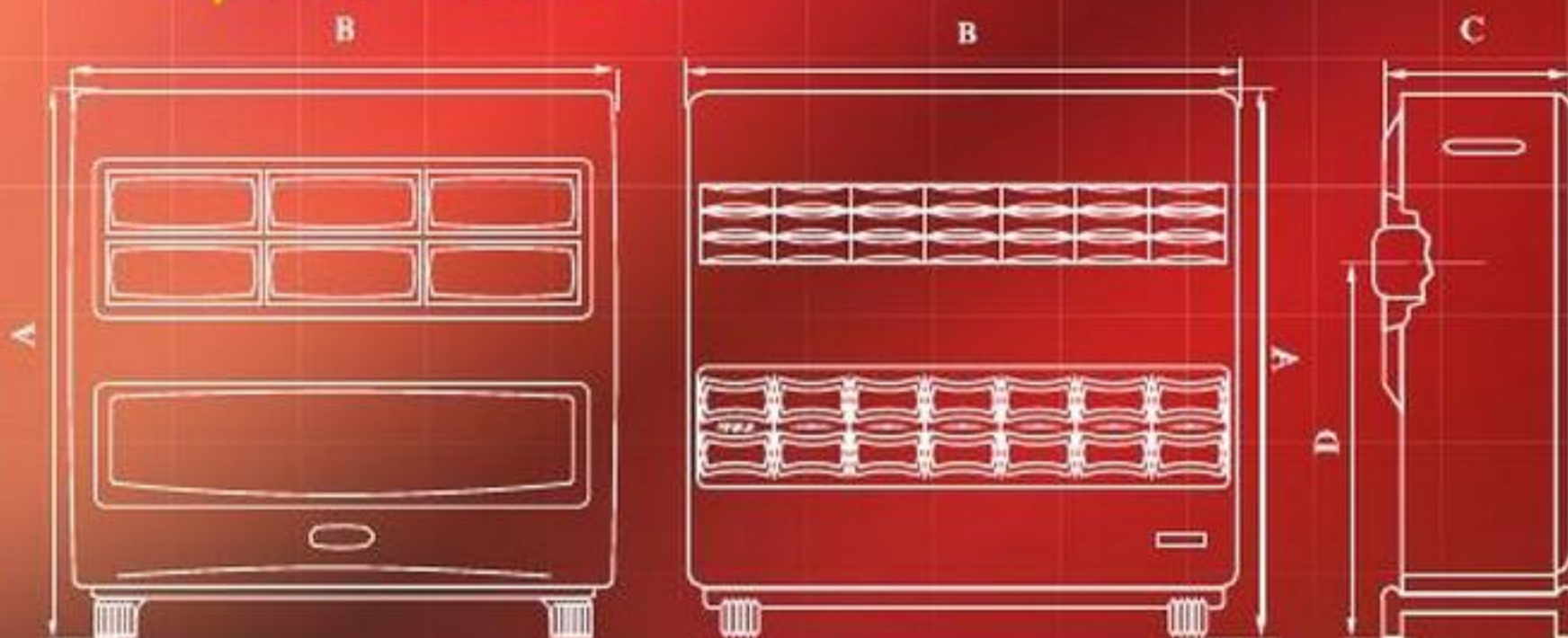


Mahtab gas heater with a powerful efficiency cause you to feel a pleasant sense in all over the cold season. Both models are equipped to the ODS in order to control indoor oxygen level which is an essential feature for the gas heaters. Keyvan gas heater with 9100 Kcal/h heat output in different color is a decent supplier of heat for indoor usage.



*Good Looking  
& Highly Functional*

# **Mahtab-Keyvan** *Space Heaters*



MODEL	Output (kcal/h)		Natural Gas Pressure		Exhaust Dia./mm	Dimension / mm				Weight ( kg )		Liquefied Gas Pressure	
	Max	Min	mm/W.Col	Nozzel Ø mm		A	B	C	D	Net	Gross	mm/W.Col	Nozzel Ø mm
MB20	8000	3800	178	2.5	100	755	840	305	510	30.3	35	270	1.3
KN16	8000	3800	178	2.5	100	755	840	305	510	30.3	35	270	1.3





This very popular heater is designed to give maximum efficiency with low gas consumption.

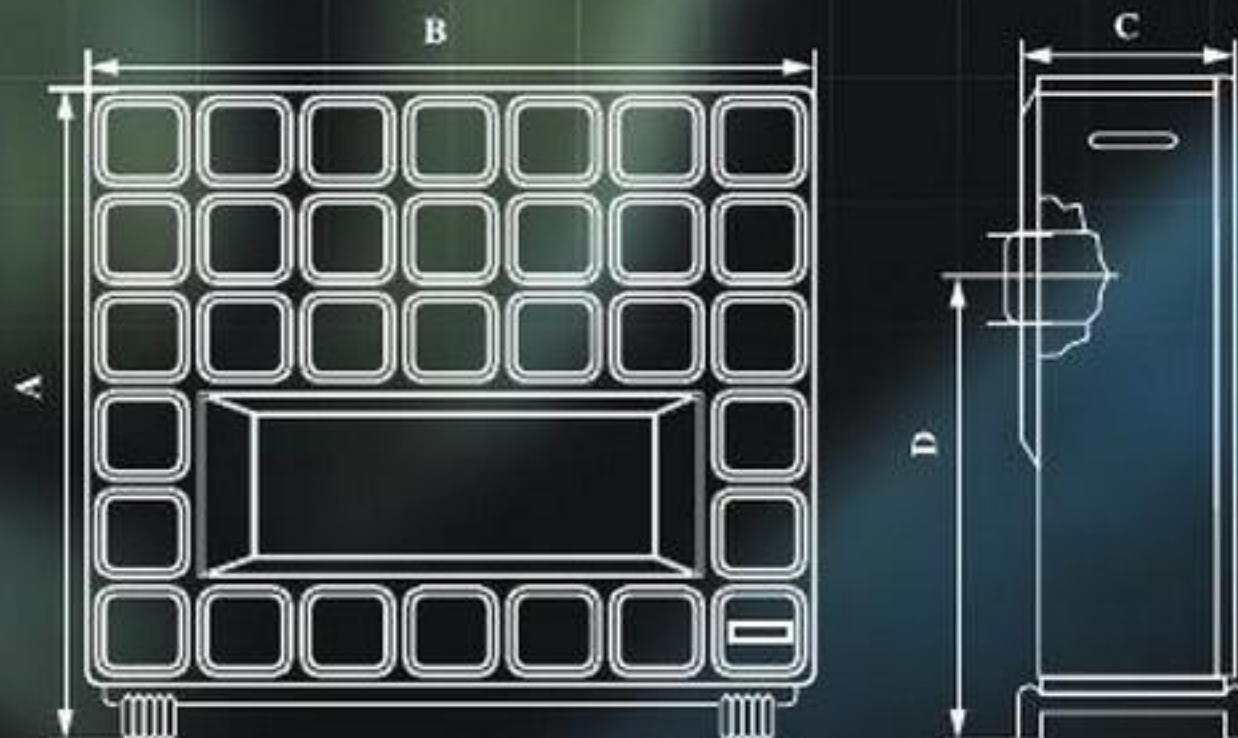
Its glaze coated combustion chamber provides comfort with evenly distributed heat.

The Ceramic tile Design Space Heater comes in two different sizes and various colors to choose from.

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# The New **Ceramic Tile** Design Space Heaters



MODEL	Output (kcal/h)		Natural Gas Pressure		Exhaust Dia./mm	Dimension / mm				Weight ( kg )		Liquefied Gas Pressure	
	Max	Min	mm/W.Col	Nozzel Ø mm		A	B	C	D	Net	Gross	mm/W.Col	Nozzel Ø mm
CE14	8000	3800	178	2.5	100	755	840	280	510	30	34	270	1.3





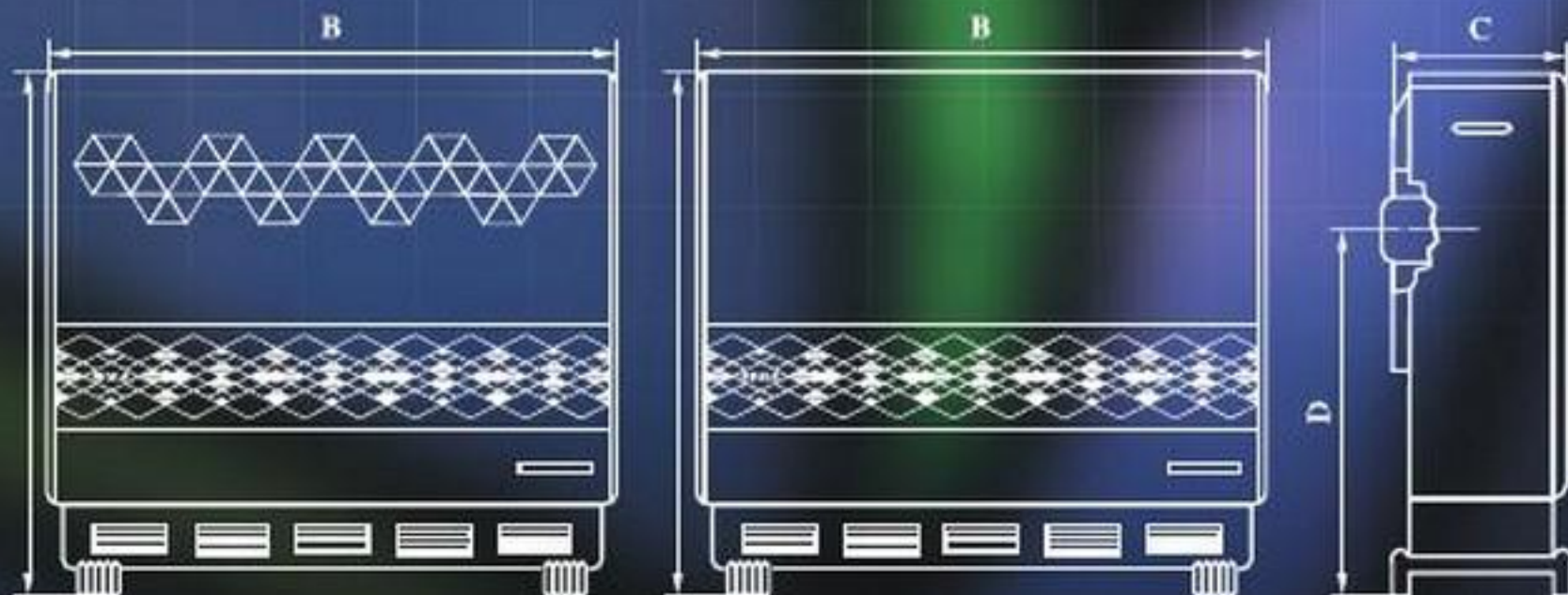
The image displays three Marjan gas space heaters against a blue grid background. The heaters are arranged in a cluster. The top heater is white with a diamond-patterned panel. The middle heater is black with a red diamond-patterned panel. The bottom heater is black with a white diamond-patterned panel. Each heater has a control panel with a digital display and buttons. The brand name 'MARJAN' is visible on the control panels of the top and bottom heaters. A small logo is visible on the bottom right of the middle heater.

Diamond panels on Marjan gas space heaters serve three important purpose:

- a) The design is highly decorative and makes the heater aesthetically more desirable.
- b) It strengthens the structure of the front panel, making the heater even more durable.
- c) It adds more surface to the front panel of the heater, eventually releasing more heat.



# The Beautiful **Plain Marjan** Simple and Diamond



MODEL	Output (kcal/h)		Natural Gas Pressure		Exhaust Dia./mm	Dimension / mm				Weight ( kg )		Liquefied Gas Pressure	
	Max	Min	mm/W.Col	Nozzel Ø mm		A	B	C	D	Net	Gross	mm/W.Col	Nozzel Ø mm
MN12 MN12 A	8000	3800	178	2.5	100	755	780	275	540	29.3	33.6	270	1.3
MN9 MN9 A	5900	2900	178	2.1	100	685	640	275	500	22.7	26.3	270	1.1
MN6 MN6 A	3500	1800	178	1.5	100	685	500	260	415	17.6	20.5	270	0.9

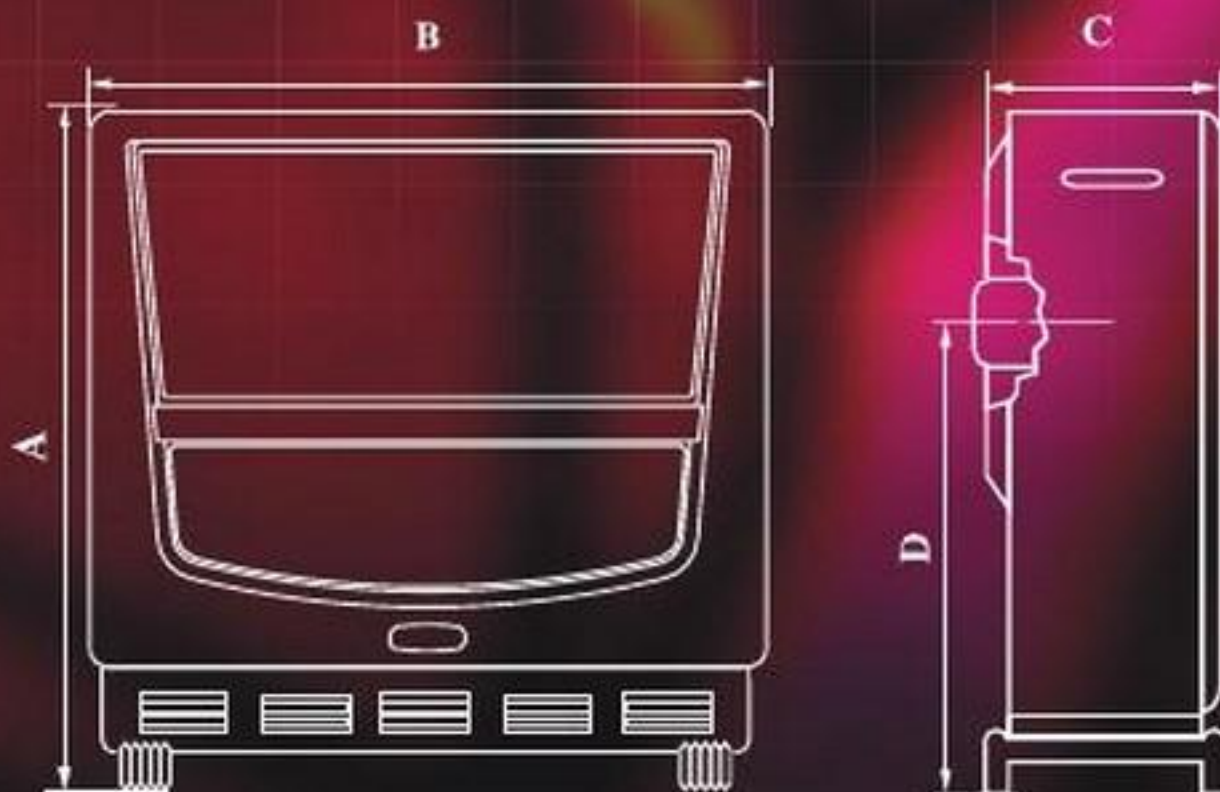




Marjan, with a unique patented design, is engineered to generate extra heat transfer for optimum efficiency. The attractive body panels of this extraordinary home gas heater are dip glazed in various beautiful colors to match any interior decoration.



# The New **Aftab** Space Heaters



MODEL	Output (kcal/h)		Natural Gas Pressure		Exhaust Ø Dia./mm	Dimension / mm				Weight ( kg )		Liquefied Gas Pressure	
	Max	Min	mm/W.Col	Nozzel Ø mm		A	B	C	D	Net	Gross	mm/W.Col	Nozzel Ø mm
AF18	8000	3800	178	2.5	100	755	780	275	540	28.5	32.5	270	1.3

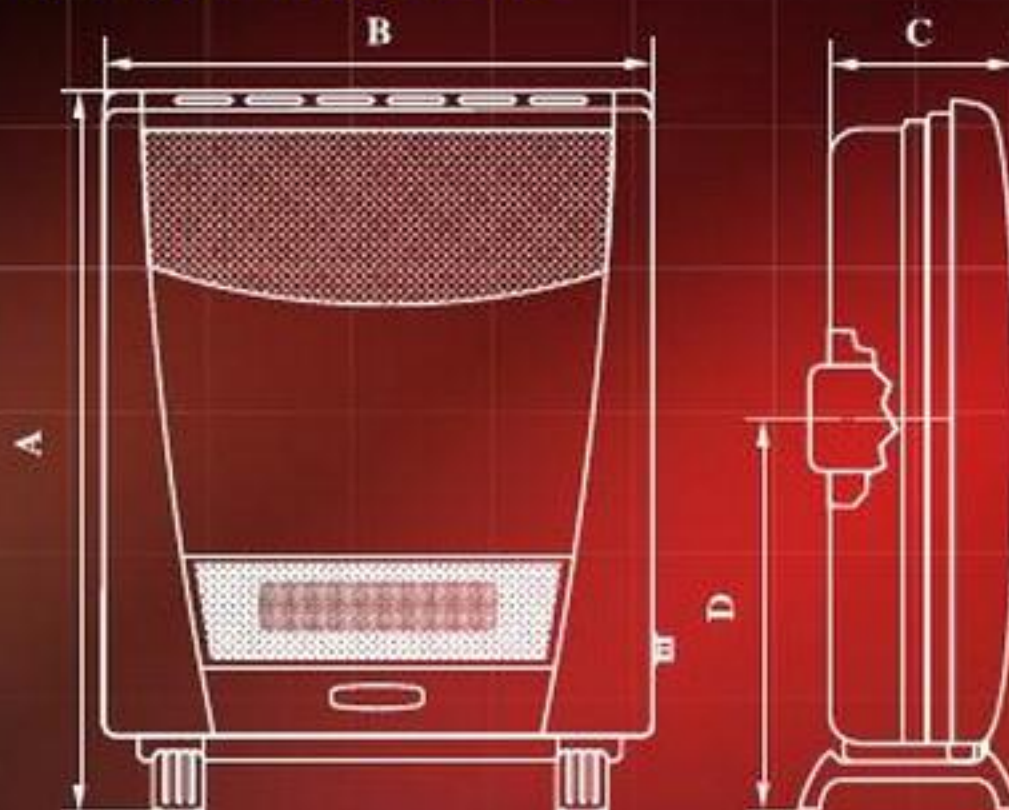




Houshmand literally means Intelligent in Farsi.  
It is highly secured by automatically shutting off the  
flame when the oxygen level decreases in the room.  
It is engineered to sit in the floor or mounted on the wall.  
You must see it.. to believe it.



# The Intelligent **Houshmand** Gas Space Heaters



MODEL	Output (kcal/h)		Natural Gas Pressure		Exhaust Ø Dia./mm	Dimension / mm				Weight ( kg )		Liquefied Gas Pressure	
	Max	Min	mm/W.Col	Nozzel Ø mm		A	B	C	D	Net	Gross	mm/W.Col	Nozzel Ø mm
AB15	5900	2900	178	2.1	100	685	640	32	500	22.5	25	270	1.1
AB7	3500	1800	178	1.5	100	675	500	200	415	14.2	17	270	0.9



# 50

Kilometers to the west of Tehran, on the main freeway connecting the capital to all major commercial centres of Iran, lies the " Nicala Industrial Park ", a well cared for garden of some 140 thousand square meters in the heart of the industrial zone of the region.

## NICALA

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*We export Quality to the world, putting our hearts into what we produce.*

