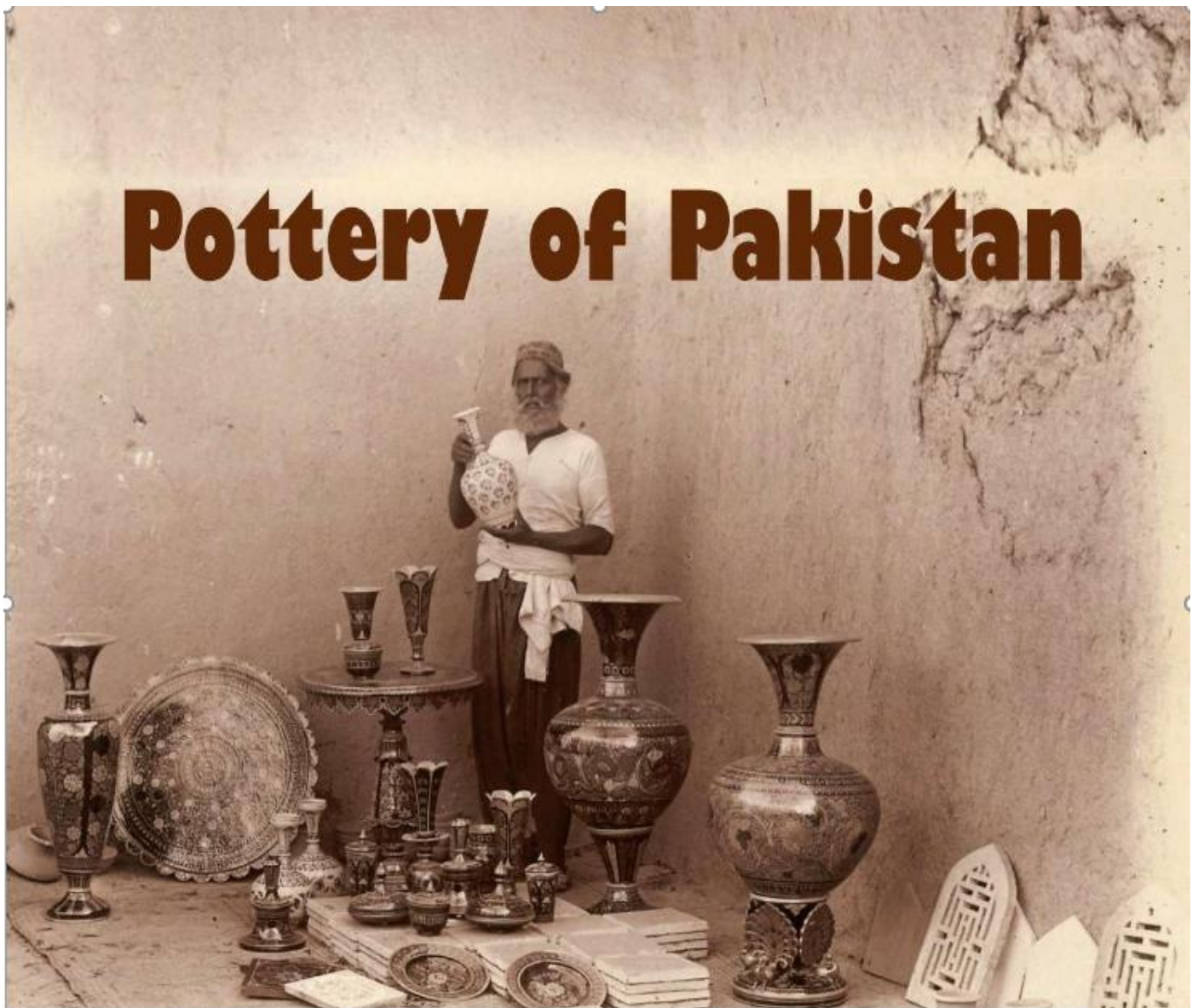


Pakistan Pottery Manufacturing Industry



Product Profile + HS Code:

Overview: The pottery industry in Pakistan is an important part of the nation's cultural heritage and industrial output. Pottery products include a wide range of items such as tableware, decorative items, pottery for household use, and industrial pottery. Pakistan's pottery sector is mainly centered in areas like Multan, Gujranwala, and Lahore, with small-scale production units as well as large-scale manufacturers who cater to both domestic and international markets.

Pottery is produced from locally sourced clay, and the manufacturing process involves the shaping, firing, and glazing of ceramic products. Traditional pottery is handmade, while modern pottery units use automated machines for shaping and finishing. The pottery sector contributes significantly to Pakistan's exports, particularly to markets in Europe, the Middle East, and North America.

HS Codes for Pottery Products

The following HS codes are relevant to the pottery manufacturing industry in Pakistan:

1. Pottery (General)

- **Product Code:** 6911

Product Label: Ceramic articles (including pottery), of a kind used in the household or for decoration, including tableware and kitchenware, excluding porcelain or china.

2. Pottery Tableware and Kitchenware

- **Product Code:** 6912

Product Label: Tableware, kitchenware, other than porcelain or china, and other ceramic products.

3. Other Ceramic Products

- **Product Code:** 6913

Product Label: Ceramic products, excluding the items specified above (e.g., decorative and industrial pottery).

Pakistan's Top Export to World Market:

HS Code. 6911

Sr. No.	Country	Exported Value in USD Thousand 2023
1	Saudi Arabia	982
2	United Kingdom	135
3	United Arab Emirates	14
4	Oman	61
5	Kuwait	26

HS Code. 6912

Sr. No.	Country	Value in (USD Thousand 2023)
1	United Kingdom	1317
2	United Arab Emirates	96
3	Saudi Arabia	89
4	U.S.A	87
5	Sweden	23

World Top Importers:

HS Code. 6911

Sr. No.	Country	Value (USD Thousand 2023).
1	U.S.A	366,302
2	Italy	256,935
3	Germany	249,362
4	Russian Federation	210,835
5	Iraq	174,689

HS Code. 6912

Sr. No.	Country	Value in (USD Thousand 2023)
1	U.S.A	1,101,611
2	Germany	252,207
3	France	189,491
4	United Kingdom	185,812
5	Netherland	150,401

Raw Materials Used in Pottery Manufacturing:

Pottery in Pakistan is primarily made from locally sourced clay, which is abundant in several regions of the country. The primary raw materials used in pottery production include the following:

- **Quartz:** A mineral used to increase the strength of the final product, it is a key ingredient in producing durable ceramic goods.
- **Feldspar:** Used as a flux to help lower the melting temperature of the materials and ensure better fusion during firing.
- **Marble:** Adds strength and enhances the white finish of porcelain and ceramic products.
- **Soapstone:** Added to improve the workability of the clay, enhancing its mold ability and finish.
- **Pottery Clay:** The fundamental raw material in pottery, providing the base for shaping and forming pottery products.
- **Sindh Clay:** Known for its unique properties, used primarily in earthenware pottery.
- **Ball Clay:** Highly plastic, fine-grained clay that enhances the workability and strength of ceramic products.
- **China Clay (Imported):** A key material in the production of fine ceramics, providing the smooth, refined finish characteristic of porcelain and bone china.
- **Zirconium:** Used as a stabilizer and to enhance the hardness of pottery products.
- **Barium:** Often added to glazes to create specific aesthetic effects or to improve the thermal stability of the ceramics.
- **Zinc:** Used in some glaze formulas to create specific surface finishes and colors.
- **Coloring Oxides:** Various metallic oxides such as iron oxide, cobalt oxide, and copper oxide are added to glazes to create a wide variety of colors.
- **Color Temp Low Sheets:** Used in the glaze application process, they help in creating particular temperature reactions for the glaze finish.

These materials are combined with various glazes, oxides, and colorants to enhance the visual appeal of the products and to ensure durability. **Kaolin** and **china clay** are used to create smooth, fine ceramics, while **feldspar** and **quartz** contribute to the strength and hardness of the final product. **Talc** is used in some types of pottery to improve workability, and colorants and oxides help achieve a variety of aesthetic finishes.

Varieties:

Pottery products in Pakistan can be categorized into the following types:

- **White and Bone China:** A premium type of ceramic known for its translucency and high-quality finish, often used in fine tableware and decorative items.
- **Color Mall:** A type of pottery characterized by colorful glazes or decoration, often with vibrant and intricate designs, used in both functional and decorative items.

- **Earthenware:** Made from clay fired at lower temperatures, earthenware pottery is typically used for utility items such as flowerpots, cooking vessels, and storage jars. It is known for its porous texture and natural finish.



1. Pottery Types:

- **Decorative Pottery:** Items such as vases, bowls, and figurines. These products are mostly hand-painted and often feature traditional Pakistani designs.
- **Tableware:** Plates, cups, mugs, and other kitchen items. These products are made in various sizes and styles, from simple designs to more elaborate, decorative items.
- **Utility Pottery:** Items like flowerpots, storage jars, and traditional cooking vessels. These products are often mass-produced for utility purposes.
- **Industrial Pottery:** Pottery used for industrial applications, such as insulation materials or specific industrial tools.

2. Manufacturing Process:

- **Shaping:** Pottery is shaped either by hand or by using machines like potters' wheels or molds.
- **Drying:** After shaping, the pottery is dried to remove excess moisture.
- **Firing:** The pottery is fired at high temperatures in kilns to harden it and achieve durability. Different types of firing techniques (e.g., gas or wood-fired kilns) are used, which influence the final appearance and texture of the products.
- **Glazing:** After firing, a glaze is applied to the pottery to give it a smooth finish, often with decorative designs. The glazing process also improves the product's durability.

- ### 3. Design and Decoration:
- Pakistani pottery often incorporates traditional designs and motifs, reflecting local culture and heritage. These designs are either hand-painted or applied using other methods like decals or stamps.



Certifications:

- **ISO Certification:** Many pottery manufacturers, especially those producing high-end products for export, hold ISO certifications ensuring quality management systems and adherence to international quality standards.

- **Food-Safe Certification:** Pottery items, particularly tableware, are tested for food safety and compliance with international health standards. This is critical for products exported to markets such as the EU and the USA.
- **Fair Trade and Sustainable Production:** Some pottery manufacturers are certified under Fair Trade schemes, ensuring ethical production practices and sustainable sourcing of raw materials.

For export purposes, pottery items may also be tested by third-party inspection agencies depending on buyer specifications.

Packaging:

- **Tableware and Kitchenware:** These products are typically packaged in cardboard boxes with foam inserts or bubble wrap to prevent breakage during transport.
- **Decorative Pottery:** These items are often more fragile and require more careful packaging, with extra cushioning and protective materials.
- **Industrial Pottery:** These products are typically bulk-packed in larger crates or containers for shipping to industrial clients.

Packaging for export often includes detailed labeling with country of origin, material specifications, and safety instructions. Special care is taken to ensure the protection of pottery from moisture and breakage during transportation.

Key Pottery Manufacturers in Pakistan:

1. **Mir China**
 - Renowned for producing high-quality ceramic products, including tableware and decorative items.
 - Focuses on both traditional and modern design styles.
2. **Faisal China**
 - Known for producing premium white and bone china products, particularly in the fine tableware and decorative segment.
3. **Leader China**
 - Specializes in white and bone china pottery, offering elegant and durable ceramic products for both local and international markets.
4. **Imran Pottery Material Store**
 - Focuses on the production of white and bone china products.
 - Known for its focus on quality and a diverse range of products for local and international markets.
5. **Family Ceramics**
 - A well-established producer of fine white and bone china, specializing in both decorative and functional items.
6. **Ceramco Tableware**
 - Renowned for creating stylish and high-quality bone china tableware, focusing on both modern and traditional designs.
7. **Ehsan Pottery Works**
 - Known for the production of white and bone china items, focusing on intricate designs and premium quality.

Color Mall Manufacturers:

1. **Sarfraz China**
 - Specializes in colorful and intricately designed pottery products, offering both decorative and functional items.
2. **Sony Ceramics**
 - Known for producing vibrant and colorful pottery, including both kitchenware and decorative items.
3. **Brother Ceramics**
 - Offers a wide range of colorfully glazed pottery products, focusing on both contemporary and traditional designs.

Earthenware Manufacturers:

1. **Anwar Ceramics**
 - Specializes in producing earthenware pottery, including traditional cooking vessels and storage jars.
2. **Sunlight Ceramics**
 - Known for manufacturing earthenware pottery with a focus on functional items such as flowerpots and cooking utensils.
3. **Shafi Pottery**
 - A leading manufacturer of earthenware products, producing high-quality utility pottery, including flowerpots, storage jars, and cooking vessels.

Conclusion:

The pottery manufacturing industry in Pakistan has a rich history and plays a significant role in both the cultural heritage and industrial output of the country. With a diverse product range, including decorative, functional, and industrial pottery, the sector is poised for growth. Manufacturers adhere to international quality standards, ensuring that products meet the needs of both local and international markets. The industry continues to evolve, incorporating modern technologies while preserving traditional methods to create high-quality pottery for a wide array of applications.