

Luxury with a difference



Alice[®]
P R E S E N C E O F L U X U R Y

LOOKBOOK 2024





About us...

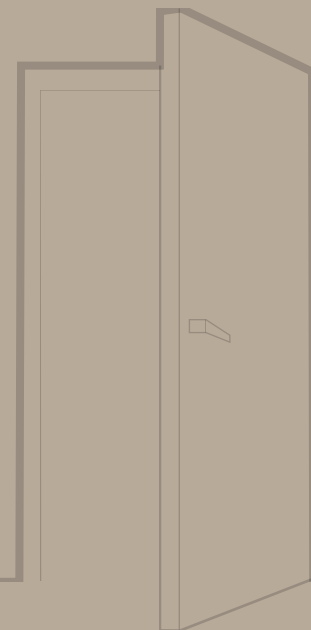
Welcome to Alice, where innovation meets functionality in the world of architectural hardware. As a premier manufacturer and provider of mortise handles, we pride ourselves on offering an exquisite array of designs that redefine both style and durability.

We are a Jamnagar, Gujarat, India-based company, rapidly expanding our footprints beyond boundaries.

Our range encompasses an impressive selection of mortise handles, curated to cater to diverse architectural tastes and preferences. From sleek modern designs to timeless classics, we craft handles in various styles, ensuring every door reflects sophistication and functionality.

Dive into our collection to discover an extensive palette of designs, colours and finishes. Whether it's the understated elegance of brushed metal, the warmth of antique brass, or the bold statement of matte black, our handles are available in finishes that complement any design scheme.

At Alice, we understand the significance of intricate details. That's why our handles boast meticulous craftsmanship and attention to detail, ensuring not only stunning aesthetics but also reliability that endures the test of time. Moreover, our commitment to quality extends beyond aesthetics. We offer a diverse range of materials guaranteeing superior durability and performance. As we focus on expanding our reach globally, our dedication to excellence remains unwavering. We aim to enhance export opportunities, providing top-tier architectural hardware that meets international standards of quality and design. Join us on our journey as we redefine spaces with our meticulously crafted mortise handles, setting new benchmarks in architectural hardware and design innovation.





Vision

To be the global benchmark in architectural hardware, redefining spaces with our innovative and meticulously crafted mortise handles. We aim to inspire architectural excellence while continuously pushing the boundaries of design, quality, and customer satisfaction.

Mission

- Consistently delivering premium-grade mortise handles that blend timeless design with cutting-edge innovation.
- Exceeding customer expectations by providing durable, aesthetically pleasing, and functional hardware solutions.
- Enhance the beauty and functionality of spaces worldwide, through relentless dedication to craftsmanship and innovation.

Assurance of Quality

At Alice, quality is the cornerstone of our ethos. We ensure uncompromising quality by adhering to stringent manufacturing standards, using premium materials, and employing skilled artisans.

Our commitment to quality assurance is reflected in every phase of production, from design conceptualization to the final product. We stand behind the durability, reliability, and impeccable craftsmanship of our mortise handles, offering a comprehensive quality guarantee to our valued customers.

As a leading architectural hardware manufacturer, we are committed to excellence, customer satisfaction, and the pursuit of innovation and quality. All these are integral to your company's identity.



Innovative Designs

Our mortise handles epitomize a harmonious blend of design and innovation. Crafted by skilled artisans and designers, each handle reflects meticulous attention to detail and contemporary design sensibilities.

Assured Durability

We understand that durability is paramount in architectural hardware. That's why our mortise handles are forged from premium-grade materials, ensuring exceptional strength and resilience. Our handles are engineered to withstand the rigours of daily use while maintaining their structural integrity and aesthetic appeal.

Wide Range

Explore our extensive range of finishes that elevate the visual appeal of any space. Our diverse range of finishes caters to varied design preferences. We offer a spectrum of colours and finishes meticulously crafted to complement any architectural style.

Value for Money

Our commitment to offering value extends beyond the product itself. We strive to provide unparalleled value for money by combining superior quality, durability, and design at competitive prices.

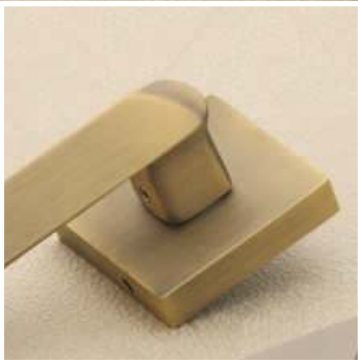
Quality Guarantee

Quality is the cornerstone of our offerings. Each mortise handle undergoes rigorous quality checks and adheres to stringent industry standards. We stand firmly behind the quality of our products, offering a comprehensive guarantee that ensures customer satisfaction and peace of mind.

Craftsmanship and Detail

Our handles are not just functional pieces but exquisite works of craftsmanship. From intricate detailing to ergonomic designs that ensure comfort and ease of use, every handle reflects the dedication and skill of our craftsmen.





Material : Brass



SS



Antique



Graphite



Z-Black



PVD Rose



PVD Gold

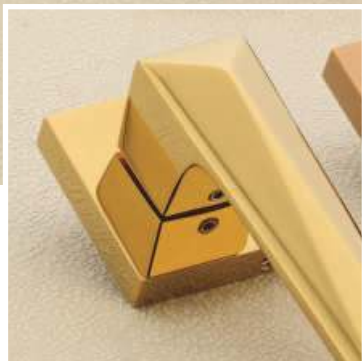


Model No. 1021 | Finish | Matt | Z-Black | PVD



Material : Brass

- SS
- Antique
- Graphite
- Z-Black
- PVD Rose
- PVD Gold



Material : Brass

- SS
- Antique
- Graphite
- Z-Black
- PVD Rose
- PVD Gold



Model No. 1023 | Finish | Matt | Z-Black | PVD



Material : Brass



SS



Antique



Graphite



Z-Black



PVD Rose



PVD Gold


Alice[®]
 PRESENCE OF LUXURY

Model No. 1024 | Finish | Matt | Z-Black | PVD



Material : Brass



SS



Antique



Graphite



Z-Black



PVD Rose



PVD Gold



Material : Brass

- SS
- Antique
- Graphite
- Z-Black
- PVD Rose
- PVD Gold



Material : Brass



SS



Antique



Graphite



Z-Black



PVD Rose



PVD Gold



Material : Brass



SS



Antique



Graphite



Z-Black



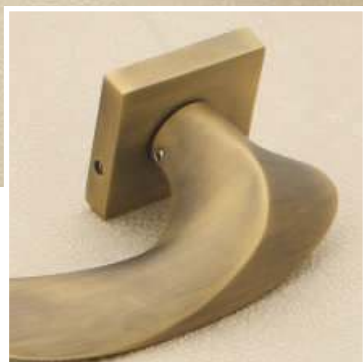
PVD Rose



PVD Gold


Alice[®]
 PRESENCE OF LUXURY

Model No. 1028 | Finish | Matt | Z-Black | PVD



Material : Brass



Alice[®]
 PRESENCE OF LUXURY

Model No. 1029 | Finish | Matt | Z-Black | PVD



Material : Brass



SS



Antique



Graphite



Z-Black



PVD Rose



PVD Gold


Alice[®]
 PRESENCE OF LUXURY

Model No. 1030 | Finish | Matt | Z-Black | PVD



Material : Brass



SS



Antique



Graphite



Z-Black



PVD Rose



PVD Gold


Alice[®]
 PRESENCE OF LUXURY

Model No. 1031 | Finish | Matt | Z-Black | PVD



Material: Brass



SS



Antique



Graphite



Z-Black



PVD Rose



PVD Gold


Alice[®]
 PRESENCE OF LUXURY

Model No. 1032 | Finish | Matt | Z-Black | PVD



Material: Brass



SS



Antique



Graphite



Z-Black



PVD Rose



PVD Gold


Alice[®]
 PRESENCE OF LUXURY

Model No. 1033 | Finish | Matt | Z-Black | PVD



Material : Brass

- SS
- Antique
- Graphite
- Z-Black
- PVD Rose
- PVD Gold



Model No. 1034 | Finish | Matt | Z-Black | PVD



Material : Brass



SS



Antique



Graphite



Z-Black



PVD Rose



PVD Gold


Alice[®]
 PRESENCE OF LUXURY

Model No. 1035 | Finish | Matt | Z-Black | PVD



Material : Brass



SS



Antique



Graphite



Z-Black



PVD Rose



PVD Gold



Material : Brass



SS



Antique



Graphite



Z-Black



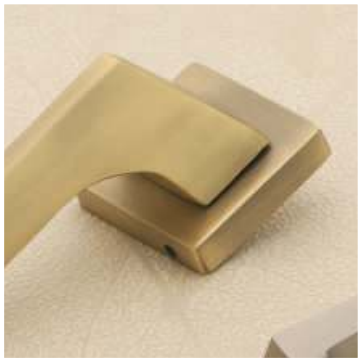
PVD Rose



PVD Gold


Alice[®]
 PRESENCE OF LUXURY

Model No. 1037 | Finish | Matt | Z-Black | PVD



Material : Brass



SS



Antique



Graphite



Z-Black



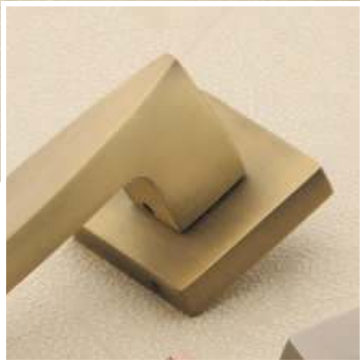
PVD Rose



PVD Gold



Model No. 1038 | Finish | Matt | Z-Black | PVD



Material : Brass



SS



Antique



Graphite



Z-Black



PVD Rose



PVD Gold


Alice[®]
 PRESENCE OF LUXURY

Model No. 1039 | Finish | Matt | Z-Black | PVD



Material: Brass

- SS
- Antique
- Graphite
- Z-Black
- PVD Rose
- PVD Gold



Model No. 1040 | Finish | Matt | Z-Black | PVD



Material : Brass



SS



Antique



Graphite



Z-Black



PVD Rose



PVD Gold



Model No. 1041 | Finish | Matt | Z-Black | PVD



Material: Brass



SS



Antique



Graphite



Z-Black



PVD Rose



PVD Gold


Alice[®]
 PRESENCE OF LUXURY

Model No. 1042 | Finish | Matt | Z-Black | PVD



Material : Brass



SS



Antique



Graphite



Z-Black



PVD Rose



PVD Gold


Alice[®]
 PRESENCE OF LUXURY

Model No. 1043 | Finish | Matt | Z-Black | PVD



Material : Brass



SS



Antique



Graphite



Z-Black



PVD Rose



PVD Gold


Alice[®]
 PRESENCE OF LUXURY

Model No. 1044 | Finish | Matt | Z-Black | PVD



Material : Brass



SS



Antique



Graphite



Z-Black



PVD Rose



PVD Gold


Alice[®]
 PRESENCE OF LUXURY

Model No. 1045 | Finish | Matt | Z-Black | PVD



Material : Brass



SS



Antique



Graphite



Z-Black



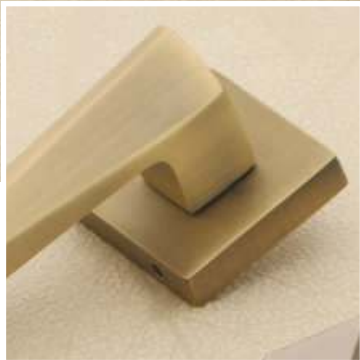
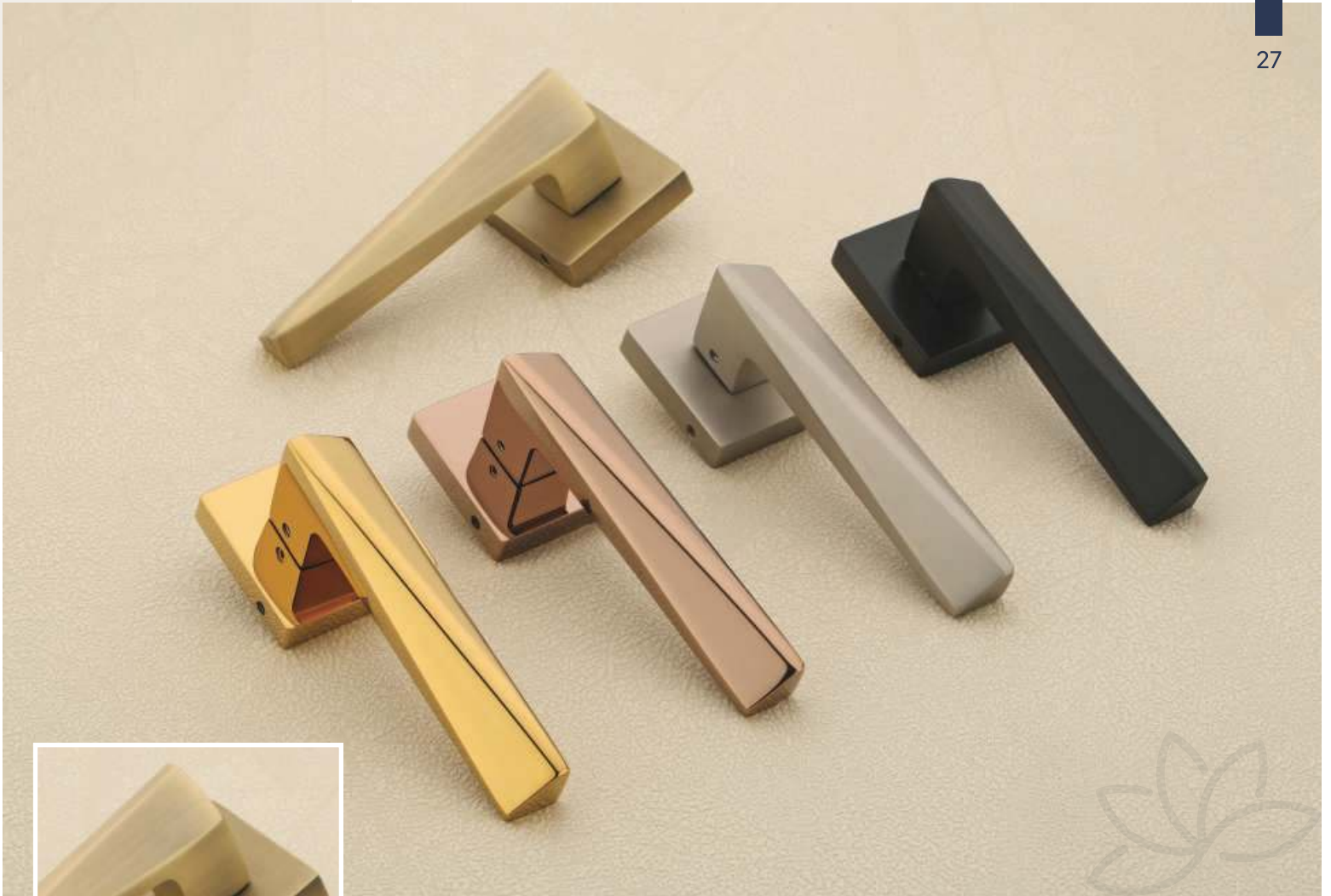
PVD Rose



PVD Gold


Alice[®]
 PRESENCE OF LUXURY

Model No. 1046 | Finish | Matt | Z-Black | PVD



Material : Brass



SS



Antique



Graphite



Z-Black



PVD Rose



PVD Gold


Alice[®]
 PRESENCE OF LUXURY

Model No. 1047 | Finish | Matt | Z-Black | PVD



Material: Brass



SS



Antique



Graphite



Z-Black



PVD Rose



PVD Gold


Alice[®]
 PRESENCE OF LUXURY

Model No. 1048 | Finish | Matt | Z-Black | PVD



Material : Brass



SS



Antique



Graphite



Z-Black



PVD Rose



PVD Gold


Alice[®]
 PRESENCE OF LUXURY

Model No. 1049 | Finish | Matt | Z-Black | PVD



Material : Brass

- SS
- Antique
- Graphite
- Z-Black
- PVD Rose
- PVD Gold



Model No. 1050 | Finish | Matt | Z-Black | PVD



Material : Brass



SS



Antique



Graphite



Z-Black



PVD Rose



PVD Gold


Alice[®]
 PRESENCE OF LUXURY

Model No. 1051 | Finish | Matt | Z-Black | PVD

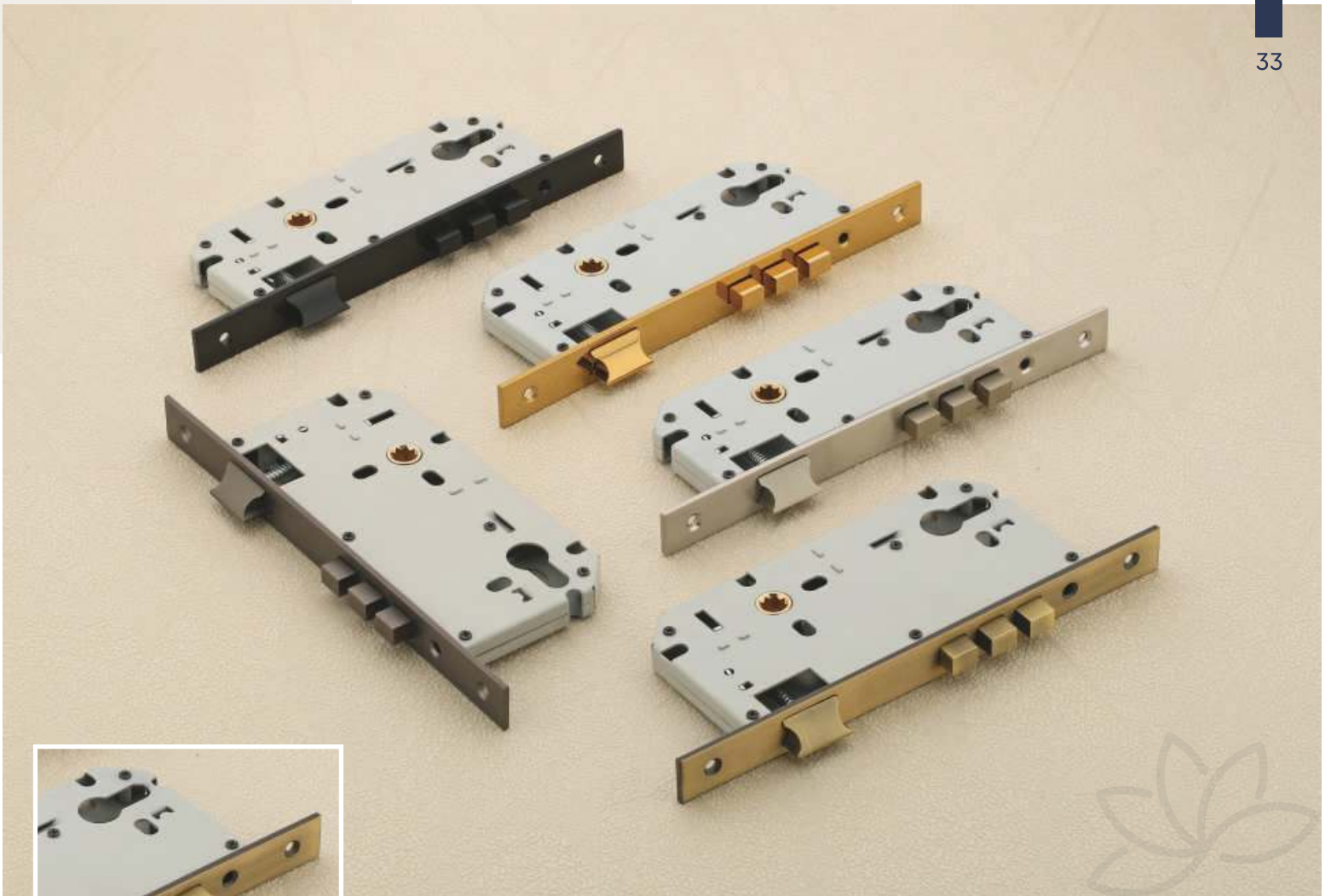


Material : Brass

- SS
- Antique
- Graphite
- Z-Black
- PVD Rose
- PVD Gold



Model No. 1052 | Finish | Matt | Z-Black | PVD



Material : Brass



SS



Antique



Graphite



Z-Black



PVD Rose



PVD Gold


Alice[®]
 PRESENCE OF LUXURY

**Mortise
 Lock Body**

Finish : SS, Antique, Graphite, Z-Black, PVD Rose, PVD Gold



Material : Brass



SS



Antique



Graphite



Z-Black



PVD Rose



PVD Gold


Alice[®]
 PRESENCE OF LUXURY

Baby Latch 50mm
 Dead Lock 50mm

Finish : SS, Antique, Graphite, Z-Black, PVD Rose, PVD Gold



Material : Brass



SS



Antique



Graphite



Z-Black



PVD Rose



PVD Gold


Alice[®]
 PRESENCE OF LUXURY

Pin Cylinder
 5 Ultra Key

Finish : SS, Antique, Graphite, Z-Black, PVD Rose, PVD Gold



Material : Brass



SS



Antique



Graphite



Z-Black



PVD Rose



PVD Gold


Alice[®]
 PRESENCE OF LUXURY

Bath Cylinder

Finish : SS, Antique, Graphite, Z-Black, PVD Rose, PVD Gold



Material : Brass



SS



Antique



Graphite



Z-Black



PVD Rose



PVD Gold

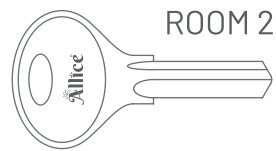

Alice[®]
 PRESENCE OF LUXURY

Half Cylinder
 40 & 45mm

Finish : SS, Antique, Graphite, Z-Black, PVD Rose, PVD Gold

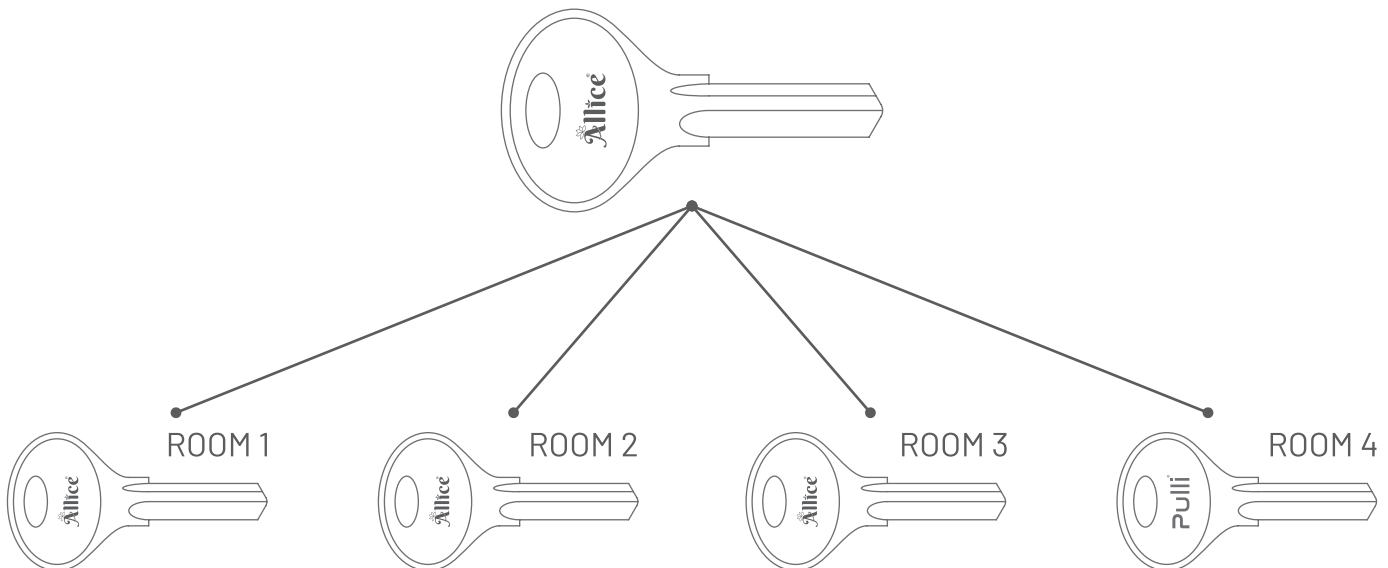
COMMON KEY

COMMON DOOR ENTRANCE, STORAGE, GARAGE



MASTER KEY

MASTER KEY (HOUSEKEEPER)





Manufacture By
THE IMPERIAL INDUSTRIES
Jamnagar (Gujarat)

✉ info@alice.in ✉ sales@alice.in 🌐 www.alice.in