

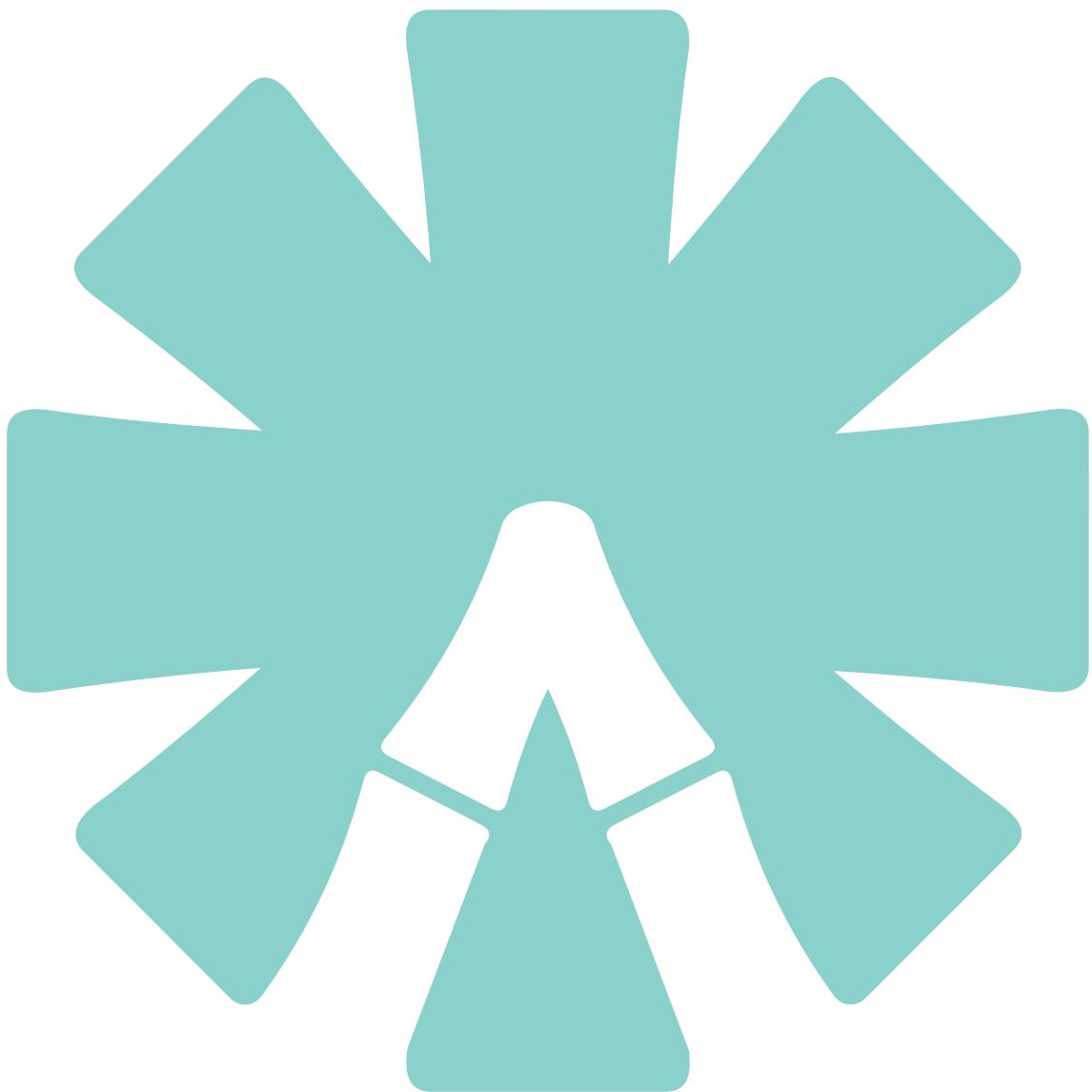


AMJ Overseas

Eco-Friendly Innovations, Endless Possibilities

COMPANY BROCHURE





AMJ Overseas Exim Pvt Ltd is an India-based manufacturer and exporter specializing in sustainable solid fuel products made from agricultural waste. We work as a private label manufacturing partner for UK and EU buyers, offering consistent quality, scalable production, and export-ready packaging.



Who are we?

At AMJ Overseas, our mission is to create a sustainable future by repurposing Indian farming waste for international markets. Starting with coconut shell charcoal briquettes sold to wholesalers like Standard Brands Ireland, we expanded to transforming sugarcane waste into kindling and heat logs. By innovatively reusing waste materials, we reduce carbon emissions and support Indian farmers. As a leader in sustainable products, we specialize in heat logs, kindling, fire starters, and charcoal briquettes, all made from agricultural waste. Our commitment to sustainability and environmental responsibility sets us apart, driving us to continually explore eco-friendly innovations and promote recycling on a global scale.

Our Mission

We aim to provide sustainable and high-quality products made from waste materials. By doing so, we contribute to environmental conservation and offer competitive alternatives to traditional wood-based heating solutions. With our efforts we intend to also support the EU's goal of reducing net 55% emissions by 2030 and the global goal of reducing emissions by 45% by 2030, thereby contributing to reaching net zero percent emissions by 2050.

OUR PRODUCTS

1.



Firelogs

Our Firelogs uses Agricultural residue resource, to provide eco-friendly fire-starting for up to 90 minutes-perfect for starting cozy fires indoors or outdoors.



Eco-Friendly: Made from bagasse and Wax, a renewable resource, minimizing environmental impact.



Long-Lasting: Burns for up to 90 minutes, ensuring a sustained and warm fire.



Versatile: Suitable for indoor and outdoor use, providing warmth and ambiance wherever needed.



Clean-burning: Produces minimal ash and smoke, enhancing safety and comfort during use.



Reliable: Consistent performance ensures dependable fire-starting, enhancing user satisfaction.

BENEFITS



Key Features

- Made from renewable agricultural waste (sugarcane bagasse)
- Long, steady burn
- Low ash residue
- Paper-wrapped, retail-ready format
- Suitable for private label branding



Typical Specifications (customizable)

- Weight: ~700 g per log
- Burn Time: 90+ minutes
- Shape: Cylindrical / compressed log
- Packaging: Individual paper wrap or multi-pack or as per company's requirements



Ideal For UK & EU retailers, wholesalers, fireplace fuel brands



KEY FEATURES

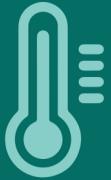
OUR PRODUCTS

2.



Heat Logs

Crafted from sustainable sugarcane, our eco-friendly logs are the smart choice for home heating. Their dense composition ensures longer burn times with the use of fewer logs. Experience the warmth and efficiency of AMJ's 100% Natural Heat Logs for easy lighting and clean burning.



High Heat Output: Provides strong and consistent heat, perfect for keeping your home warm.



Cleaner Burn: Produces less smoke and ash compared to traditional firewood, promoting a cleaner environment.



Long-Lasting: Burns longer than traditional firewood, offering better efficiency and value.



Eco-Friendly: Crafted from natural materials, contributing to sustainable and responsible resource use.

BENEFITS



Product Construction

- Configuration: 3 layered sheets bonded together
- Binder: Rice-based natural adhesive

Key Features

- Unique flat-sheet heatlog design
- Consistent combustion
- Space-efficient packaging
- Made entirely from renewable agri-waste
- Ideal for modern fireplaces and stoves

Typical Applications: Supplementary heating, controlled burn requirements

KEY FEATURES

OUR PRODUCTS

3.



Kindling

AMJ Sugarcane Kindling is your eco-friendly, natural, and sustainable fire-starting solution. Made from 100% sugarcane waste, our kindling is an affordable, efficient way to ignite your fires and get your fireplace roaring in no time!



Eco-Friendly: Made from sustainable materials, reducing environmental impact.



Quick and Easy Ignition: Catches fire quickly, ensuring your fireplace or stove is lit effortlessly.



Convenient: Ready-to-burn and ultra-dry, eliminating the need for additional drying time.



Efficient: Burns cleanly and efficiently, providing consistent and reliable heat.



Versatile: Ideal for use in fireplaces, wood stoves, campfires, and outdoor fire pits.

BENEFITS



Key Features

- 100% agricultural waste-based
- Uniform size and moisture-controlled
- Easy to light
- Cleaner alternative to softwood kindling
- Suitable for fireplaces, stoves, and fire pits

Typical Specifications (customizable)

- Stick Length: ~15 cm
- Cross Section: ~2.5 x 2.5 cm
- Packaging: Boxed or bagged

Ideal For Retail firewood packs, fireplace fuel bundles

KEY FEATURES



Coconut Shell Charcoal Briquettes

AMJ's Coconut Shell Charcoal Briquettes are sustainably sourced and 100% natural, offering an eco-friendly and clean grilling experience. Made from repurposed coconut shells, they promote sustainability and reduce waste. Free from harmful additives and chemicals, they provide a safe cooking experience with rich, natural flavors unique to coconut charcoal.



Clean Burn: Enjoy a clean burn with minimal ash and smoke, perfect for both indoor and outdoor cooking.



Delicious Flavor: Infuse your food with a delicious smoky flavor without the heavy smoke, ideal for BBQs, grilling, and broiling.



Longer Burn Time: Our briquettes burn longer and hotter than traditional charcoal, offering excellent value and efficiency.



Eco-Friendly: Made from repurposed coconut shells, these briquettes are an eco-friendly choice that promotes sustainability and reduces waste.

BENEFITS



KEY FEATURES

- Raw Material: Coconut shell Burn
- Characteristics: Long-lasting & steady
- Ash Content: Low Smoke / Odour
- Minimal Applications: BBQ, grilling,horeca
- Private Label: Yes

Key Benefits:

- Higher heat than wood charcoal
- Clean burning with low ash
- Neutral flavour for cooking
- Sustainable agricultural by-product

KEY FEATURES

OUR PRODUCTS

5.



Firestarter

Made with natural camphor and sustainable wax, our Camphor Firestarters, are a truly unique and eco-friendly way to ignite fires. With along-lasting, high intensity flame, it provides a reliable, environmentally conscious alternative to traditional methods.



Eco-Friendly: Made from sustainable natural wax and camphor, reducing environmental impact.



Quick Ignition: Lights fires quickly and easily, saving time and effort.



Chemical-Free: Free from harmful chemicals, ensuring no food taint or unpleasant odors.



Reliable: Provides consistent and reliable ignition, ideal for fireplaces, stoves, campfires, and BBQs.



Safe: Burns cleanly with minimal smoke, making it safe for use around food and indoors.

BENEFITS



Key Features

- Natural wax-based formulation
- No petroleum-derived paraffin
- Easy ignition
- Consistent burn time
- Suitable for fireplaces, stoves, BBQs, and camping

Typical Specifications (customizable)

- Format: Cubes
- Weight: ~20 g per cube
- Burn Time: 8-10 minutes
- Packaging: Retail box or bulk pack

KEY FEATURES



Private Label & Custom Manufacturing

We specialize in OEM / private label manufacturing

- Customization Options
 - Product dimensions & weight
 - Burn time optimization
 - Packaging formats & artwork
 - Compliance-ready labeling for UK & EU markets

Sustainability Commitment

- Utilization of agricultural waste
- Reduced dependence on firewood and fossil fuels
- Lower carbon footprint vs traditional solid fuels
- Supports circular economy practices



Why Partner with AMJ Overseas

- **Export-focused manufacturing**

Processes, documentation, and packaging designed specifically for international markets.

- **Private label & OEM specialization**

Flexible manufacturing for retailer brands, importers, and wholesalers.

- **Consistent quality & scalable capacity**

Standardized production with the ability to scale volumes as demand grows.

- **Experience supplying UK & Ireland markets**

Practical understanding of buyer expectations, packaging norms, and logistics timelines.

- **Sustainable raw material sourcing**

Products made from agricultural waste, supporting circular economy goals.

- **Custom product specifications**

Adaptable sizes, weights, burn times, and formats to meet market requirements.

- **Competitive FOB pricing**

Cost-efficient manufacturing without compromising performance or quality.

- **Reliable long-distance shipping performance**

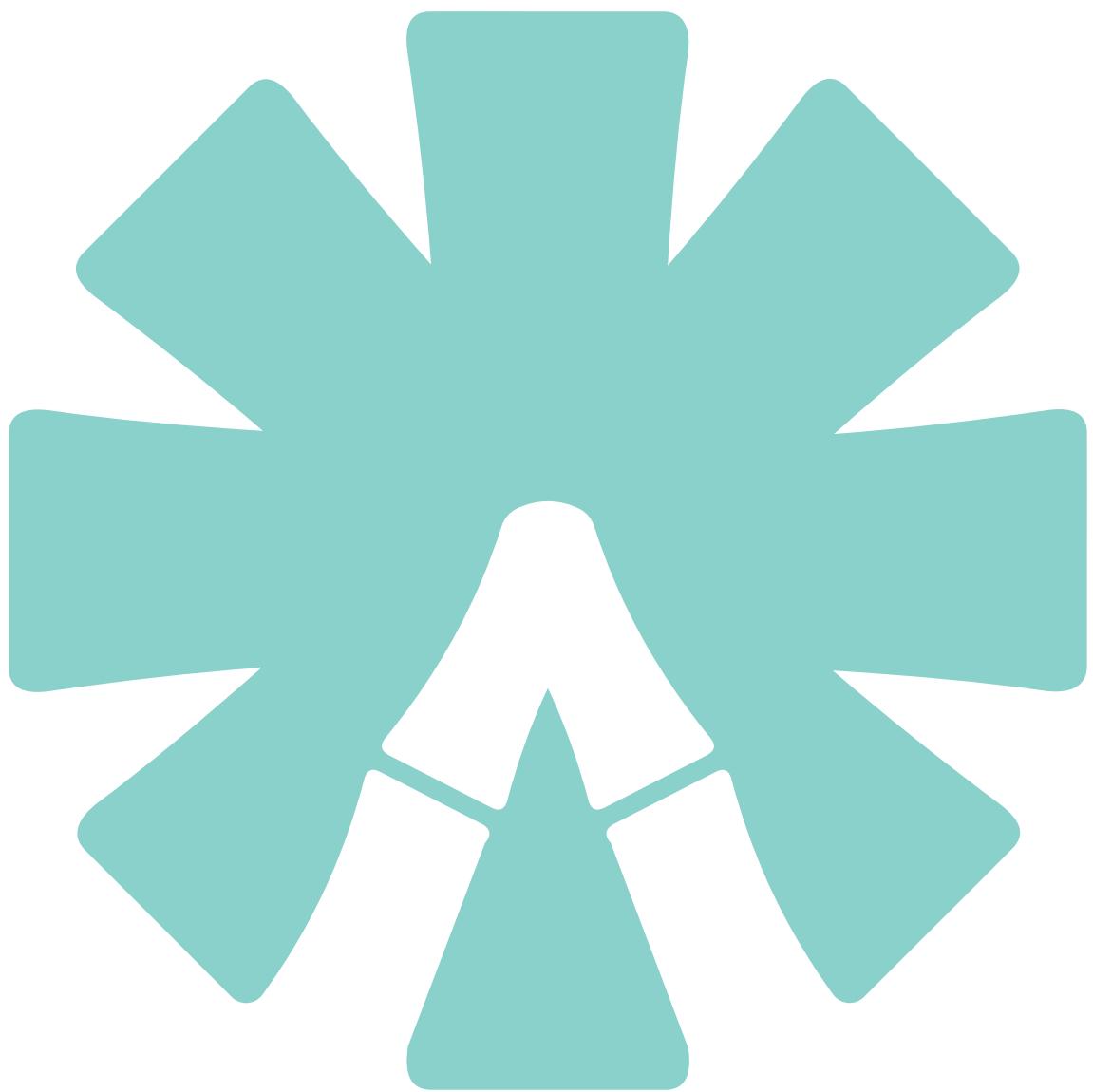
Products designed and packed to withstand extended sea transit.

- **Compliance-ready labeling support**

Assistance with product information, warnings, and private label artwork placement.

- **Stable supply & long-term partnership approach**

Focused on repeat business, forecast planning, and supply reliability—not spot trading.



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To get an Early Access Eco Offer

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