Singer And Budry Scales Seal Partnership To Expand Market Footprint

(L-R): M Shimer Fazil, Director, Budry Electronics; Fazil Deen Aziz, Managing Director, Budry Electronics; Kumar Samarasinghe, Director – Marketing, Singer Sri Lanka; Lahiru Weerasinghe, Senior Brand Manager, Singer Sri Lanka and Oshadi Gunasekara, Assistant Brand Manager, Singer Sri Lanka.

Singer Sri Lanka, the premier consumer durables retailer in the country exchanged agreements to further consolidate a 30-year old trusted partnership with Budry Scales, a pioneering company in the weighing scale industry in Sri Lanka. The joint collaboration between the two companies will assist in foreseeing future sales of Budry weighing scales and the introduction of the new Budry products with Singer Sri Lanka. Budry Scales has been in existence since the late 1950s and has been engaging in manufacturing, importing and exporting of trade and non-trade electronic and dial type weighing scales in the country. They offer two major weighing scale categories – the signature dial scales that work mechanically with springs, and electronic weighing scales that work with load cells.

In the late 1950s, Abdul Aziz, Founder, Budry Scales was the first to manufacture and design the dial type weighing scales in Sri Lanka. Today, the second and third generations of his family have ensured that his legacy lives on and continue to run the business while expanding their portfolio of electronic weighing scales in the market. Commenting on the partnership between Singer Sri Lanka and Budry Scales, Mahesh Wijewardene, Group CEO of Singer Sri Lanka said, “Singer has maintained a strong relationship over 30 years with Budry Scales and we see im□mense growth potential. Being able to build a trustworthy brand among customers now provides added leverage to Budry, where consumers can easily access Budry products through our expanse of outlets across the country.” Fazil Deen Aziz, MD, Budry Electronics said, “We are proud of the journey we have come so far and with the growth we have experienced through the years, which led us to boost our product range and add more choice for our customers. Budry Scales today holds a competitive ad□vantage in the market and we look forward to continue in this successful streak.”