

Industry Outlook

CHEMICAL MANUFACTURERS FOR RUBBER
& PLASTIC INDUSTRY IN INDIA

THEINDUSTRYOUTLOOK.COM

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SINGH PLASTICISERS AND RESINS

Empowering the Rubber
Industry with Sustainable
Chemical Solutions

Dr. Anshu Singh Ghosal
Director

₹150



Industry Outlook TOP 10
CHEMICAL MANUFACTURERS FOR RUBBER
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SINGH PLASTICISERS AND RESINS

Empowering the Rubber Industry with Sustainable Chemical Solutions

In recent years, the chemical producers supplying the rubber products industry in India have witnessed significant growth. The country's booming automotive industry, infrastructure development, and growing consumer base have fueled the demand for rubber products, such as tires, hoses, rollers, industrial belts, and many other automotive parts. The market in India has evolved rapidly to demand a greater emphasis on sustainability and environmental consciousness. Increasingly, customers are seeking eco-friendly products and solutions that comply with international standards and regulations. This shift in consumer preferences has necessitated that chemical manufacturers innovate to develop sustainable alternatives that reduce the environmental impact of the end-use rubber products industry. Since the industry is highly competitive, there is a need for constant technological advancements, Research and Development (R&D), and adherence to stringent quality control standards. To thrive, companies must be innovative, sustainability-focused, capable of efficient supply chain management and development of a skilled workforce. Out of this landscape, Singh Plasticisers and Resins (SPR) emerges as a firm that possesses the key attributes for success.

Dr. Anshu Singh Ghosal
Director



New product developments, adoption of cutting-edge process technology, a focus on technology adoption, stringent quality control, and sustainable manufacturing processes prepare SPR to meet the new requirements and challenges for the resins industry

**COVER
STORY**



Bhupendra Pal Singh
Director



Headquartered in New Delhi with manufacturing facilities in Bhiwadi, Rajasthan, SPR is the manufacturer of the well-established POWERPLAST brand of rubber processing chemicals. A Government of India recognized export house, SPR is dedicated to delivering exceptional quality and service to its customers. With a strong presence in the global market, SPR is a key supplier to tire and industrial rubber products manufacturers worldwide. The POWERPLAST product portfolio includes dry bonding chemicals (Resorcinol-based as well as Resorcinol-free), Dipping Resins, Tack Resins, Amino Curing Resins, Reinforcing Phenolic Resins, Curing Phenolic resins, Antioxidants, and more.

These products impart essential properties to products ranging from high-quality tires, hoses, industrial belts, rollers, rubberized fabrics, and more.

“At SPR, we leverage our technical expertise and state-of-the-art facilities to develop products that cater to a wide range of applications. Our commitment to innovation and continuous improvement ensures that we stay at the forefront of the industry, meeting the evolving needs of our customers. With a customer-centric approach, SPR provides reliable solutions, maintaining strong partnerships with international and domestic customers. While SPR started by providing import substitution products almost two decades ago, today we partner with the global rubber products manufacturing industry in delivering innovative products at optimal cost, while delivering world-class

quality”, states SPR’s Director (Technical), Dr. Anshu Singh Ghosal.

SPR places a strong emphasis on Quality and R&D to drive sustainable growth. SPR’s Quality department operates state-of-the-art laboratory facilities to conduct extensive testing of raw materials, in-process materials, and finished products in accordance with ASTM test methods. The company’s success can be attributed to its unwavering commitment to world-class quality and product consistency. The organization has achieved the following certifications - ISO 9001:2015 for quality, ISO 14001:2015 for environmental management systems, and ISO 45001:2018 for occupational health and safety; and is currently pursuing Sustainability Certifications. As an early adopter of REACH Certification for the EU domain, all of SPR’s products have completed REACH registration. Third-party testing for SVHC, RoHS, and PAH ensures their products meet the regulations set by the European Chemical Agency, and the safety and environmental standards established by several countries. The company is committed to maintaining the highest standards of quality and safety.

Leveraging Technology to Drive Growth

Technology plays a crucial role in the chemical manufacturing industry for the rubber sector. With the advancements in technology, processes become more efficient, cost-effective, and sustainable. Automation and digitization streamline production, reducing human errors and increasing productivity. Technology facilitates research and development, accelerating innovation and the introduction of new products.

Technology is at the heart of SPR’s operations, driving innovation and empowering their teams to develop new products and processes. “We have consistently relied on our technical capabilities to spearhead advancements in-house, ensuring that we provide the next generation of products to the industry. By investing in the development of in-house technology, we have the flexibility and control to tailor solutions that specifically address our customers’ unique challenges”, asserts Dr. Ghosal.

SPR’s manufacturing facilities, strategically located in the thriving Bhiwadi Industrial Area in Rajasthan, showcase the firm’s strong emphasis on innovation and advancement. The plant, designed for the production of high-quality resins, comprises six distinct manufacturing units, each equipped with a wide range of capabilities. This

diversified setup allows SPR to cater effectively to evolving customer needs. The plant’s finishing section is equipped to deliver its products in different physical forms, such as liquids, flakes, pastilles, or free-flowing powder. SPR’s packaging facility operates in a tightly controlled environment, which is crucial for moisture-sensitive products like Resorcinol Formaldehyde resins, allowing the company to safeguard product integrity and maintain their quality over time.

The team at SPR, drawn from companies like GE Plastics, Motorola, and more, is a powerhouse of diverse expertise, boasting decades of experience in introducing new products and solving customer problems. The team members bring a wealth of knowledge and skills to the table, particularly in the field of Polymers, Product development, and Six Sigma methodologies. The team’s focus on client engagement highlights opportunities for customized product development, with sustained customer feedback driving the successful commercialization of specialty products. Advanced development tools and robust process design ensures that the products meet the highest standards and that the processes are efficient and reliable.

The Way Ahead

SPR has been actively responding to the evolving needs of customers in an increasingly sustainability-focused market. The emergence of electric vehicles, and tire labeling regulations, point to the ongoing efforts towards reducing the environmental impact of the transportation industry. Resins have a significant role to play in meeting the challenges imposed by tire labeling regulations. SPR’s novel products, designed to meet these industry demands, are rapidly undergoing commercialization.

Sustainable tire development focuses on sourcing an ever-increasing percentage of raw materials from sustainable sources- whether recycled products or bio-origin feedstock. While the organization has been striving to provide sustainable solutions all along, the current industry emphasis on sustainability has created a greater demand for environmentally friendly products. SPR has placed a strong focus on the development of 'green' resins that reduce worker exposure without compromising product performance. This commitment has led to the successful introduction of various products in both the tire and non-tire segments. Several initiatives have been undertaken for reducing the carbon footprint of the resin manufacturing and supply chain. SPR is increasing its

contribution from bio-renewable content in the upstream supply chain in novel ways, utilizing up to 50 percent renewable sources for their raw material.



The United Nations Sustainable Development Goals (SDGs) comprising 17 global objectives was designed to address the world's most pressing challenges and create a more sustainable and equitable future for all. The SDGs provide a comprehensive framework to guide global efforts towards a more inclusive, sustainable, and prosperous future, where no one is left behind by addressing social, economic, and environmental dimensions. Recently, SPR has launched an initiative to align with several of the UN SDGs. Renewable energy and clean burning fuels are being used for the last few years, and SPR strives to increase the share of clean energy in its operations. Zero liquid discharge and rain-water harvesting are initiatives for ensuring a clean and sustainable water supply. Indigenization and localization of raw materials aim to reduce the carbon footprint through the elimination of a transportation-intensive supply chain.

Through continuous innovation, the SPR organization aims to address the new challenges brought about by the emergence of electric vehicles. Creating products that will support the industry’s push towards e-mobility, SPR recognizes the importance of incorporating sustainability and environmentally friendly practices in its operations. As the rubber industry continues to evolve, SPR remains committed to being at the forefront of innovation, meeting the changing demands of customers, and contributing to a more sustainable future. [||](#)

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IS PROUD TO PRESENT

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*in acknowledgement of its unwavering focus and dedication
to achieve excellence in quality and delivery in this field.*

Sudhakar Singh

Sudhakar Singh
Managing Editor
Industry Outlook