

Client: Grauer & Weil (India) Ltd	Date: December,18 - January, 19
Magazine: Chemical Products Finder	Page: 23

Growel the Trendsetter in the General Metal Finishing

Since 1957, Growel has been a trendsetter in the general metal finishing industry and a formidable player in the field of electroplating and specialty chemicals and engineering equipment's. In 2005, Growel ventured into real estate development and built a sprawling 4,75,000-sq ft shopping centre in the western suburbs of Mumbai. In 2007, with the addition of Protective Coatings & Industrial Lubricants into its manufacturing foray, Growel has become a one-stop-solution-provider for protection of all types of substrates across the various industrial segments.

Growel's R&D is recognized by The Indian Council of Science & Technology for its innovative and technological prowess in the chemical and paint divisions. This recognition stands testimony to their unwavering commitment towards developing and producing quality products that are safe for the environment.

Growel's chemical and paint division is IMS (Integrated Management System) Certified. They are also the first chemical company in India to have received the coveted AS9100 Aerospace Certification, established by The Aerospace industry, which demonstrates their ability to satisfy DOD, NASA and FAA quality standards.

As a Corporate citizen conscientious of their environment and people's welfare, they are constantly engaged in the development of newer and sustainable green practices within their organization and so also, work with the local communities through their various CSR activities, ensuring development of the human capital at large.

They are bound to all their stakeholders to build trust and deliver the highest quality products and services by embracing fair trade practices through ethical their transparent dealings. They are dedicated to operating their facilities with utmost respect for the communities and environment in which they all live and work as they constitute an integral part of their business philosophy effectively driving sustained growth.

Their commitment to excellence, innovation, people strategy, systems and processes have been designed to make Growel an employer of choice.

Grauer & Weil (India) Ltd participated in the Surface & Coating Expo 2018 held from August 31 to September 2 at the Chennai Trade Centre in Chennai. This was the 3rd Edition of India's

largest exhibition focused on surface engineering, preparation, finishing, coatings, corrosion protection and technologies, was organised by the Confederation of Indian Industry (CII).

Grauer & Weil (India) Ltd displayed a host of stellar products mostly related to the automotive industry during the expo. Among the products showcased were zinc and zinc alloys which included alkaline zinc, acid zinc and zinc-nickel plated components that meet the stringent automotive specifications of major OEMs like Hyundai, Ford, BMW, Maruti, TATA, Volkswagen, Nissan, Renault, Mahindra, TAFE and others. Other products were Trivalent passivated components in different shades like blue, yellow and black, Geomet-coated fasteners for automotive and wind mill industries were prominently displayed. High quality plated plastic components of car and two wheeler industries were displayed along with the specifications. Electroless nickel and hard chrome components related to oil drilling equipment, pipelines, and earth moving equipments were also put up as part of the Grauer & Weil (India) Ltd stall.

The surface preparation, treatment and coating sector has gained major importance in recent years due to the value addition it provides in terms of finish, life and lower maintenance. With increased pollution levels, metals tend to deteriorate much faster which necessitates a better protection of surface treatment. The Surface & Coating Expo has proved to be a common platform where stakeholders from the industry come together to share knowledge and expertise and create a strong base of information. The exhibition also aims to provide solutions for preparation of surface, treatment and coating for modern and complex materials used in equipment and machines which may need a delicate process for coatings.

Grauer & Weil (India) Ltd are pioneers and market leaders in the field of electroplating chemicals and engineering plants in the metal finishing industry. With a rich legacy of almost six decades, the company is a formidable force that offers a diverse product blend including anodising, phosphating, pre-treatment and topcoats, engineering plants, effluent treatment and waste recovery systems, industrial lubricants, high performance protective paints and coatings for the automotive and marine industry. It is now a one-stop-solution-provider for protection of all types of substrates across various industrial segments.

With its corporate office headquartered in Mumbai, the company has manufacturing plants with state-of-the-art equipment in different parts of the country – two in Dadra Nagar Haveli, one each in Vapi, Alandi and one each in Barotiwala and Jammu in North India. To uphold the best of quality standards, its team introduces new innovations in its special R&D unit based in Mumbai, which has been recognised by the prestigious Indian Council of Science and Technology since 1977. Grauer & Weil (India) Ltd has been awarded the CHEMEXCIL Certificate of Merit for Outstanding Performance in the Exports of Inorganic, Organic and Agro Chemicals. Its Dadra Nagar Haveli plant received the second prize in the Safety Awards organized by Silvassa Industries Association in collaboration with the Chief Inspectorate Factory and Boiler, Dadra and Nagar Haveli. In 2010, the company forayed into the real estate sector and has been creating waves in the industry since then by setting up India's first themed mall Growel's 101 Mall in Mumbai's Kandivali suburb.

Mission

To be a predominant global player in the field of surface finishing which invokes pride in all their stakeholders through innovation, customer centricity, fair trade practices, integrity, sustainability and care for their planet.

Vision

To be in the top 2 in all their businesses on the strength of their people and values. ■



V Ramesh
DGM – TSD (Chemicals)
Grauer & Weil (India) Ltd
S2 Nelson Plaza
No: 90 Nelson Manickam Road
Choolaimedu, Chennai 600 094
E-mail: chennai@growel.com