

ORGANIC CHEMICALS MANUFACTURERS

Industry Outlook

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Leading Innovator
& Manufacturer of
High-Quality
Organic Peroxides

PLASTI PIGMENTS

Prateek Dhruva
Director

Hiren Dhruva
Director

₹150



Industry Outlook TOP 10
ORGANIC CHEMICALS
MANUFACTURERS - 2024

PLASTI PIGMENTS

Leading Innovator & Manufacturer
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The global organic peroxides market is growing robustly resulting from the rising demand for engineered plastics, where organic peroxides are used as polymerisation initiators or catalysts. The Indian market is mirroring these trends driven by the growing polymer and composites industry, which in turn is propelling the demand for organic peroxides in applications like polymers, coatings, adhesives, and healthcare. Moreover, the increase in the number of Indian manufacturers of high-quality organic peroxides, coupled with the global shift away from China and towards India for the exceptional capabilities of the nation are giving way for the industry's advancement.

Hiren Dhruva
Director

Prateek Dhruva
Director

COVER STORY



However, organic peroxides are highly volatile compounds, which lead to challenges pertaining to safe storage, transportation, and handling, without damaging the product integrity or causing an explosion. This industry presents a fertile landscape, full of opportunities for manufacturing companies, and the Navi-Mumbai based Plasti Pigments, one of the earliest organizations involved in manufacturing organic peroxides is rising to the challenge, addressing critical industry issues, while carving a distinguished presence on a global scale. Established in 1971, Plasti Pigments has evolved over the decades into the trailblazing organization it is today, offering a wide range of meticulously manufactured organic peroxide products.

Pioneers of Organic Peroxide Production

As one of the oldest players in this market, Plasti Pigments began its journey as a key player within the synthetic pearl pigments manufacturing domain, growing with the evolving market demands and diversifying into the organic peroxide market. Entering the segment while it was still in its nascent stages of growth within India, the company gained a significant advantage over emerging competitors due to its established infrastructures and capabilities which enabled it to experiment and innovate new products, adapt to market changes with agility, establish robust quality control mechanisms, and stay ahead of emerging trends.

In this capacity, Plasti Pigments also stood out for introducing a lot of industry firsts such as the development and implementation of comprehensive sustainability and environmentally-friendly measures into its manufacturing processes, decades before they became a mandate. In an industry where effluent generation cannot be completely avoided, Plasti Pigments was the first to establish robust filtration features, ensuring that the waste released from the facility was not harmful for the environment and society at large. Moreover, at the time, the company developed the biggest green cover in the area in its manufacturing facilities, reinforcing its commitment to environmental well-being.

“Our journey began with a West German collaboration, and at the time, we were the first in India to manufacture pearl pigments, bringing change in an industry which before our

establishment relied solely on imports. Our visionary founder, Late Shri Shashikant Nagardas Dhruva built the unshakeable foundation upon which our company is thriving today. He received 2 awards for being the first in the segment from the then Vice President Hon Shri B. D. Jatti and the then President, Hon Shri Zail Singh”, shares Hiren Dhruva, Director, Plasti Pigments.

The prominence of pearl pigments and applications across diverse industries allowed the firm to bloom, gain in-depth expertise in precision chemistry and quality control, and offered the critical knowledge that shaped subsequent future endeavors of the firm.

‘Plasti Pigment’ may initially appear to be solely about pigments, but its scope within the chemical industry is far broader. While the name reflects its origins, the company has evolved to become a key player in peroxide manufacturing, delivering advanced solutions that prioritize quality and safety. Although the article captures this evolution, a more explicit emphasis on the company’s heritage and versatility would enrich the narrative, showcasing how “Plasti Pigment” has grown from its pigment roots to a trusted name in chemical innovation.

Shifting to the manufacture of organic peroxides, the company strategically leveraged its chemical manufacturing expertise to expand its horizons, and offer new avenues for the second generation to innovate and evolve. It was during this time that Shri Hiren Dhruva made his debut, and shook things up, elevating the company to immense new heights, expertly handling challenges brought on the transition. Investing heavily in R&D endeavors, he refined the firm’s capabilities, prioritized safety infrastructure, and technical expertise to master this complex product line.

“As we gained a foothold in the organic peroxide market, we continued expanding our range of products. Our focus on customization and tailored solutions allowed us to meet the specific needs of clients in diverse industries. We also expanded our production capacities, incorporating sustainable practices to align with environmental regulations and industry trends. Today, we are at the forefront of advanced chemical solutions. Our product range has evolved majorly over the years to include not only the standard organic

peroxides but also eco-friendly alternatives”, further shares Hiren.

Product and Quality Focus

An innovation driven firm, Plasti Pigments is renowned for the wide range of organic peroxides it manufactures, spread across four key categories including MEK peroxides, benzoyl peroxide, tertiary butyl peroxides, and other specialised peroxides. These diversified and versatile offerings cater to the unique needs of the company’s customer base that spans across industries like polymers, plastics, rubber, paints and coatings, adhesives, and healthcare.



Committed to take industry by the storm (globally), the company has big aspirations and strategic blueprints for its future growth endeavors

Currently, the firm is dedicating its efforts towards the development of nanotechnology-driven formulations and bio-based chemicals, to further enhance its offerings, while concurrently emphasizing quality, innovation, that drives customer satisfaction. With this core philosophy, the company aims to become a preferred global partner, prominent for addressing complex industry challenges, successfully.

Adopting a quality driven approach, the company takes a firm stand on ensuring optimal quality of every batch of products supplied to clients, not hesitating to discard entire batches of product in case of identification of even the slightest compromise on quality. This rigorous stance has positioned the firm as a trusted partner in this segment. To ascertain this position remains unharmed, the company not only implies quality checks at the end, but throughout the manufacturing process.

“Before being packed and shipped, our organic peroxide products undergo several stringent quality checks to ensure safety, performance, and compliance with industry standards. Our quality control measures start at the very beginning with comprehensive examinations of every batch of raw materials for purity and consistency. Following this, extensive in-process monitoring measures are implemented along with purity and composition analysis techniques like HPLC and GC. Our reactivity and stability tests, along with assessments of the packaging materials guarantee safe transportation”, shares Ravi Jagannathan, CEO, Plasti Pigments.

This rigorous quality focus, along with the firm’s prioritization of product consistency, and the keen eye on details such as development of strong packaging materials which clients are known to utilize for months and years for other storage purposes, are just some of the reasons why Plasti Pigments has stood out in the industry, outshining competitors, old and new.

Future Roadmap

“Committed to take industry by the storm (globally), the company has big aspirations and strategic blueprints for its future growth endeavors. The key priorities for Plasti Pigments are multifold, focused on increasing production capacity, expanding its footprint globally, establishing a new state-of-the-art plant, and engaging in exports” adds Prateek Dhruva, Director, Plasti Pigments.



Simultaneously, the firm also plans to lead the charge in terms of innovation and implementation of sustainability practices. “With our dedication to continual product quality improvements and the launch of new offerings, the company is poised for tremendous growth. This marks yet another exciting beginning, one that promises to bring the company to new heights in innovation and market reach”, says Prateek Dhruva.

To fulfill these plans, the company is taking proactive measures like collaborating with industry experts for driving its green initiatives, investing in better automation and efficiency and creating professional structures within the company. The company is further pursuing key international certifications and accreditations that will enable it to explore global markets. With the launch of the new plant, the company aims to strengthen its production capacity which will allow it to cater to the growing product demands as well as its exporting ventures. The company is also grooming its third generation, Prateek Dhruva, to take over the day-to-day management. Through these multifaceted practices, Plasti Pigments is creating the roadmap for leading the industry for the next fifty years.

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IS PROUD TO PRESENT

PLASTI PIGMENTS

AS ONE OF THE

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2024

*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