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EOC Group completes plant in India

July 11th 2008, Belgium's EOC Group completes building its first latex compounding facility in India. The plant will produce for the local textile and carpet market, with its name plate capacity of 20.000 tons.

"We have chosen a different location to our existing JV water-based acrylate plant, and build a Greenfield operation in New Delhi. It was an organizational and legislative challenge to build this plant in 100% ownership, and once more EOC Groups employees have demonstrated to face a global challenge successfully", says Marc Weyme, the Chief Operating Officer at EOC. The construction time until the first commissioned product was 9 months.

The new compounding facility is the next step in EOC's globalization of its production network. The "sister-plant" of the recently opened plant in China, adds 20.000 mt of compound capacity, to serve the local customer base with equal quality and service," says Martin Tauber, Chief Sales Officer. "A new dynamic sales team was hired and will be directed by a long-experienced local manager, who also served in the already existing polymerisation plant."

India with its rapidly growing economy, is often mentioned right after China, when companies look for global growth opportunities outside of Europe. "However, both China and India are growth markets, but still need completely different market strategies and customer approaches", says D.D. Gangurde, Director of EOC India who will lead the local Sales team.

The facility will employ 20 people and has a local production manager. Most compounds will use carboxylated Styrene-Butadiene or natural latex as raw materials as a basis for ready made compounds, which are used in different types of backings for carpets.

Besides Europe, the Group already has production facilities in Thailand and China. The local headquarters for Asia are based in Singapore.

The EOC Group develops compounds, latices, adhesives, surfactants and emulsions in production units in Europe and Asia. EOC Group offers a wide range of high-quality products for the textile, carpet, automotive, non-woven, paper cardboard, paint, adhesive, detergents and cosmetic industries.

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