

Industry Outlook

INDUSTRIAL TAPES MANUFACTURERS

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IS PROUD TO PRESENT

ASN TECHNOLOGIES

AS ONE OF THE

TOP 10

INDUSTRIAL TAPES MANUFACTURERS

2024

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

Sudhakar Singh

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 Managing Editor
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ASN TECHNOLOGIES

ELEVATING THE ADHESIVE TAPE INDUSTRY WITH GERMAN PRECISION & INNOVATION

India's low production costs and abundant labor force fuel its growth, giving it a competitive edge over regions like Germany, Europe, and the USA. Increased awareness and exhibition participation have further driven the expansion of India's adhesive tape market. Recognizing the need for quality products to enhance the finish of goods in the Indian market, ASN Technologies emerged as an innovative manufacturer of pressure-sensitive self-adhesive tapes. With technology sourced from Germany and over 12 years of R&D in India, a team of experts led by Annand S. Naik worked with POLI FILM Germany, acquiring their unit and comprehensive knowledge of international markets. The company's production capabilities include a fully automated world-class coating line, offering natural rubber, solvent-based, and water-based acrylic adhesive tapes.

"In India, there is a significant demand for top-quality products, but importing from Germany is costly. To stay competitive, I focused on offering German-quality products at Indian prices, prioritizing those not yet manufactured locally and introducing future technologies. This approach has enabled us to meet customer expectations, driving our success effectively", says Annand.

Pioneering Sustainable Solutions

ASN Technologies' product portfolio includes a diverse range of protective films and specialty tapes designed to meet various technical requirements. Their offerings encompass surface protection films, freezer tape, application tapes, tapes for high-temperature applications, and more. Additionally, the company specializes in highly technical project joint ventures and develops custom solutions tailored to specific customer needs.

The company ensures the performance and reliability of its tapes for sensitive and high-temperature applications by selecting the appropriate raw materials and conducting rigorous testing. For instance, if a tape is designed to withstand 60°C, it is tested at 90°C to ensure reliability under specified conditions. Using expertise from Germany, the R&D team is focusing on developing import-substitute products, with a current emphasis on creating biodegradable products to support environmental sustainability. The first biodegradable turnkey project, Tapetech Solutions, is set to launch its products shortly.

The company's strategy for meeting the global adhesive tape demand heavily relies on joint ventures and strategic partnerships. By collaborating with channel partners on turnkey projects, the company ensures each product maintains high-quality standards while expanding its market presence. Partners benefit from German technical know-how, while the company strengthens its business and product offerings.



ASN Technologies is the first company in India to develop highly premium product Self Adhesive Vinyl Film with petrol resistance which is very rare technology nearly inaccessible

Turning Challenges into Opportunities

ASN Technologies views challenges as opportunities, relishing the process of developing solutions for customers. One of the main challenges encountered is during new product development, where customers are uncertain about the success of their product, leading to low initial demand. This requires



Annand S. Naik
 Founder

significant investment in R&D without a guarantee of future business. To address this, the company repurposes developed solutions if the original project doesn't succeed, turning challenges into opportunities.

Another significant challenge is managing last-minute customer requests, particularly in an industry with many unorganized sectors that don't maintain proper inventory. To meet these demands, ASN Technologies keeps stock on hand, investing resources to ensure timely delivery and fostering strong customer relationships. The company operates on a system-oriented approach, adhering strictly to ASTM standards learned from their German partners ensuring decisions are based on established processes rather than personal opinions, contributing to the sustainability of their products in the market.

In a nutshell, the expertise gained from Germany has been pivotal in refining ASN Technologies' processes, reducing wastage, minimizing rejections, and enhancing product durability while ensuring workplace safety. "This has enabled the company to improve efficiency and maintain competitive pricing without compromising quality. The company remains dedicated to continuous product upgrades, consistently exceeding client expectations, and proactively planning for future market demands", concludes Annand.