



The market is in favour of more stringent quality norms

» Anupam Shil, Head - SBU (Protective Coating), STP Limited

Customer, manufacturer as well as the application contractor have come to understand the importance of quality products to ensure that the desired output is achieved using the selected materials.

What is your strategy to expand business for the existing product range?

STP is focused on developing customised solutions for the customers. Instead of offering off-the-shelf stock, STP believes in designing products to suit customer's specific needs. With this aim we have introduced and modified several product technologies after meticulously studying problems encountered by the industry.

In your journey so far do you believe the consumer has now become more quality conscious when it comes to choosing the right product?

Not only the customer has become quality conscious but the market is seeing an upward movement towards implementation of more stringent quality norms for both the product manufacturer as well as the application contractor. The supplied lots are cross-checked by third party agencies to ensure consistency in terms of quality. Contractors are made to follow strict quality assurance plans in order to ensure that the maximum output is achieved from selected materials.

What are the new products you are introducing in the market this year?

This year we shall be offering various innovative products to address market needs. To mention a few, high build epoxies has been introduced to cut repeated application of paints in order to build thickness; moisture insensitive epoxies and polyurethanes has been developed to deal with high humidity zones and period of the year; water based epoxies and polyurethanes formulation are offered in an effort towards offering greener technological choices to the customers etc.

What are the challenges being faced by the Chemicals and Coatings industry in dealing with

the upcoming demand and supply?

The biggest challenge faced by industry in chemicals and coatings market is lack of proper knowledge and available guidelines for customers, specifiers and contractors. To bridge this gap will require equal and consistent participation on all stake holders including the manufacturer. All of them jointly with several industry associations and research organisations will have to develop standards and norms and put in practice.

What is your expectation from the industry bodies and policy makers to capitalise the present market?

To work towards more sustainable ways to carrying out development without compromising on issues affecting long term effect on environment and people

What is your company's outlook for 2022?

STP plans to become a more reliable and preferred brand operating in its niche market segment by 2022 in the field of Construction Chemicals & Coatings. We are committed to contribute to the success of our country and industry as a whole with ceaseless efforts and team work. ■



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