



Rudolf Atul Chemicals Ltd (RACL) conducts seminar in Tamil Nadu and Punjab

RACL, an innovative textile chemicals manufacturing company, conducted a series of seminars for its customers in both North and South India to spread awareness about the new concepts in cotton yarn processing.

In its endeavor to educate its customers on the latest trends in textile processing, RACL held these seminars in Erode, Tamilnadu and Zirakpur, Punjab last month. Both the seminars were met with overwhelming response from customer representatives.

The key highlights of the seminars were sessions by Mr. Stefan Wirag, Head- Yarn lubricant business, Rudolf Group, Germany who educated the audiences on optimized conditions to achieve good wet waxing and effective processing of sewing thread lubricants.

This was followed by Mr. Norbert Haberer, Marketing Manager, India of Rudolf Group's discussion on sustainability in process chemicals, use of biotechnology and process shortcuts in pretreatment and dyeing.

The seminars were chaired by Dr. GVG Rao, Managing Director, RACL and Mr. Shekhar Singh, Business Head, RACL.

"We have successfully created our space in Textile chemicals market. With Rudolf Group's expertise in wet waxing and sewing thread lubricants and Atul's market reach, RACL is poised to become a top quality supplier in years to come. In yarn processing, Rudolf has various concepts and products for all processes, most noted is the 'yarn lubricants' from RACL."



(Dr. GVG Rao, giving introductory speech about RACL)



(Dr GVG Rao, Mr. Norbert Haberer, Mr. Stefan Wirag, (extreme right) with customer representatives in Erode)



(Mr. Norbert Haberer, conducting a session on 'sustainability in process chemicals')

Speaking on the success of these seminars, Dr. GVG Rao said, "In India, Atul has established itself as dyestuff supplier in terms of quality and technical services over the past 50 years, however it started exploring textile chemicals space through RACL which is a JV company of Atul Ltd and Rudolf Group in 2012. With Rudolf Group in past 3 years we have achieved significant growth in various segments of textile industry. The synergy of technical support from Rudolf Group globally and world class infrastructure legacy of Atul Ltd will surely lead us to be a key textile chemicals supplier in India."

Mr. Shekhar Singh, Business Head, RACL added,



(Mr. Stefan Wirag, conducting a session on 'wet waxing and sewing thread lubricants')