

**Synergizing Research  
with Paper Industry!**



# **PRODUCT PANORAMA**

## VISION

We aspire to become a globally acknowledged and dynamic corporation that delivers speciality chemical solutions that are ahead of the times. With every endeavour of ours, we are committed to enrich the quality of life. Our research-based production allows us to tailor our products to meet the best needs of our customers. This not only helps us to stay ahead of the competition but that's the way we contribute to the "**Make in India**" quest of our government.

We are working hard towards new product development with an aim of **import substitution** across all industrial sectors.

## MISSION

- **To scale newer heights without compromising on our business ethics and principles**
- **To consistently meet customer expectations and remain sensitive to the needs of our employees, environment and society at large.**

We believe we will be successful if our clients are successful. Solving the hardest problems requires the best people. We think that the best people will be drawn to the opportunity to work on the hardest problems. With a view to reinforce our progressive strides and keep rising to the next level, we have defined our short-term goal. This goal is holistic, covering our certification aims, new product development as well as augmentation of our manufacturing capabilities for diverse needs.

## OUR STRENGTHS

Technical and Sales Training

Competitive Product Matrix

Industry Expertise

Application and Sales Support

Product Recommendations

Custom Formulation

Troubleshooting Support

On-site Technical Meetings

Rich Technical Text Available

Laboratory for R&D & QC



## OTHER INDUSTRIES WE SERVE

Plastics & Rubber

Food

Pharmaceuticals

Personal care

Textile

Laundry

Mining

Agriculture

Paints & Adhesives

Ceramics

## HIGHLIGHTS

Capacity: 1300 MT Per Month

Facility: Research & Development

Focus: Consistency

USP: Data Bank



## FUTURISTIC APPROACH

Advance Chemicals specializes in specialty chemical production for the pulp and paper industry, and we're bringing a futuristic approach to our products.

We believe that innovation is the key to the future of this industry. We're committed to creating technology that will make your business more efficient, effective and eco-friendly than ever before.

Our team has decades of experience in the industry, which allows us to offer solutions that are both cutting-edge and practical. If you're looking for something new but still traditional, look no further than Advance Chemicals.



# STRENGTH CHEMICALS

Dry and Wet strength of paper is never beyond your control.



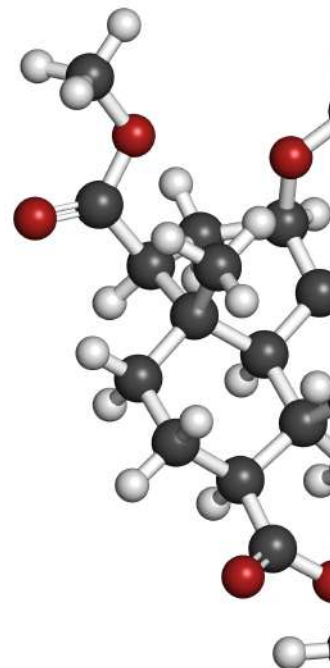
## DRY STRENGTH

Dry strength additives are used to improve paper strength under different conditions by assisting the formation of internal bonds between fibres. They are mixed with the pulp in the paper mill, at the wet end of the process. Typical additives are natural or semi-synthetic polymers like starch or carboxy methyl cellulose, or synthetic ones, such as polyamines, polyamides and polyacrylamides.

## WET STRENGTH

The wet-strength papers by definition are papers that resist falling apart when wet. Papers are classified as wet-strength when they retain 15% or more of their dry-tensile strength. Wet Strength additives ensure that the paper properties are retained and the performance of printing or pasting done remains constant.

Product Name	Characteristic	Application
ACCO - 0911	Cationic Dry Strength Resin	Paper Machine Wet End Cationic
ACCO - 0913	Anioninc Dry Strength Resin	Paper Machine Wet End Anionic
ACCO - 0915	Amphoteric Dry Strength Resin	Paper Machine Wet End Versatile
ACCO - 0917	Wet Strength Resin	Paper Machine Wet End Forming Section

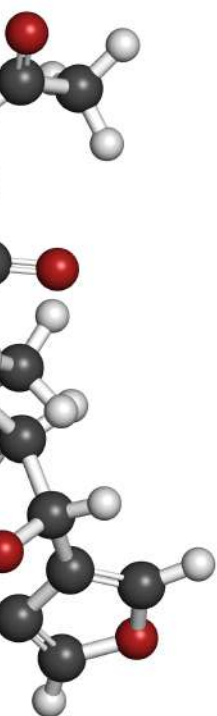


# PAPER SIZING

Sizing Agents impart hydro-phobic properties to paper and are of utmost significance when it comes to printability and use of adhesives.

When it comes to machine operations, the concerns of behaviour, consumption, performance and durability starts to loom. We have engineered all our products to suit the process of paper- making across all grades while taking care of the planet.

Selection of Sizing Agents is a critical step as entire economy of the dry end can vary due to application of size. Also the type of application and method of cooking is to be considered.



<b>Product Name</b>	<b>Characteristic</b>	<b>Application</b>
ACCO - 0924	AKD Emulsion	Paper Machine Wet End Neutral Sizing
ACCO - 0925	Fortified Rosin	Paper Machine Wet End Acidic Sizing
ACCO - 0921	Surface Size Anionic	Paper Machine Dry End Anionic Surface Sizing
ACCO - 0922	Surface Size Cationic	Paper Machine Dry End Cationic Surface Sizing

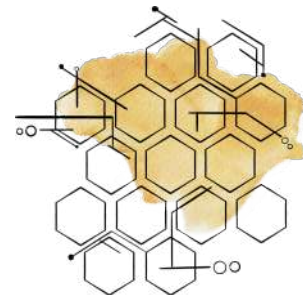
# COAGULANTS AND FLOCCULANTS

Advance Chemicals manufactures a range of coagulants & flocculants for use in paper machine systems and wastewater treatment plants. Coagulant finds use as charge neutralisers of anionic trash, fixing agents, controlling the 'stickies' in water treatment streams. Flocculants ensure entrapment of fine particles into a polymeric web. Water conservation is the need of time and we contribute in a way so that every manufacturing process is able to achieve desired targets.



<b>Product Name</b>	<b>Characteristic</b>	<b>Application</b>
ACCO - 0932	<i>High Viscosity, High Charge Coagulant</i>	<i>Waste water treatment charge neutralization</i>
ACCO - 0931	<i>Medium Viscosity, Medium Charge Coagulant</i>	<i>Waste water treatment, charge neutralization and dye separation</i>
ACCO - 1203	<i>Low Charge Cationic Powder</i>	<i>Waste water treatment flocculation agent</i>
ACCO - 1204	<i>Medium Charge Cationic Powder</i>	<i>Waste water treatment flocculation agent</i>
ACCO - 1206	<i>High Charge Cationic Powder</i>	<i>Waste water treatment flocculation agent</i>
ACCO - 1307	<i>High Charge Anionic Powder</i>	<i>Waste water treatment flocculation agent</i>





## RETENTION AND DRAINAGE

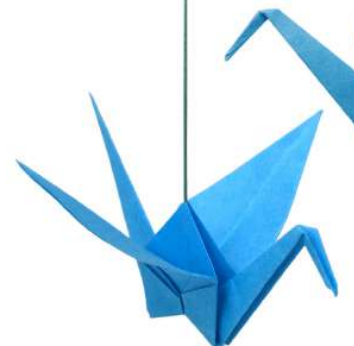
RDA programme improves drainage and increase retention of fine particles. They function as both process & productivity aids, since they increase speed and increase fines' retention. These are high molecular weight polymers that ensure successful formation of polymeric web around fines, trapping them together. Drainage chemicals reduce surface tension of water.

Product Name	Characteristic	Application
ACCO - 0901	High Charge Cationic Retention Aid	Paper Machine Wet End
ACCO - 0903	Medium Charge Cationic Retention Aid	Paper Machine Wet End
ACCO - 0902	Low Charge Cationic Retention Aid	Paper Machine Wet End
ACCO - 0904	High Charge Anionic Retention Aid	Paper Machine Wet End Anionic Chemistry
ACCO - 0991	Drainage Aid	Paper Machine Forming Zone



## ABSORBENCY

It is a specially designed product for specific application in Absorbent Kraft paper. It increases the absorbency by improving the porosity of fiber mat.



<b>Product Name</b>	<b>Characteristic</b>	<b>Application</b>
<i>ACCO - 1003</i>	<i>Drainage Aid - Liquid</i>	<i>Paper Machine Forming Section</i>

## OTHER WET END

Cleaning of fabrics and removal of odour from paper are critical issues which ensure paper quality excellence. We ensure that the feel of paper is never lost while securing the productivity.



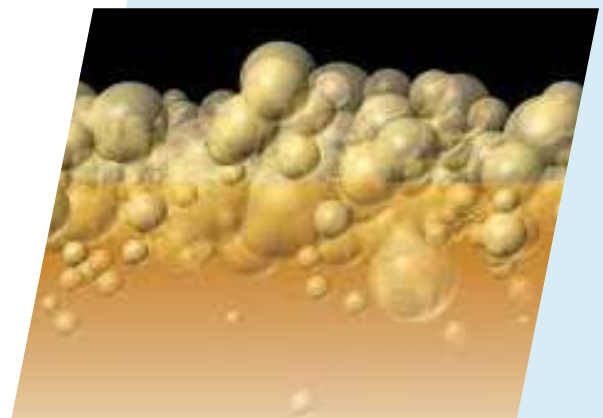
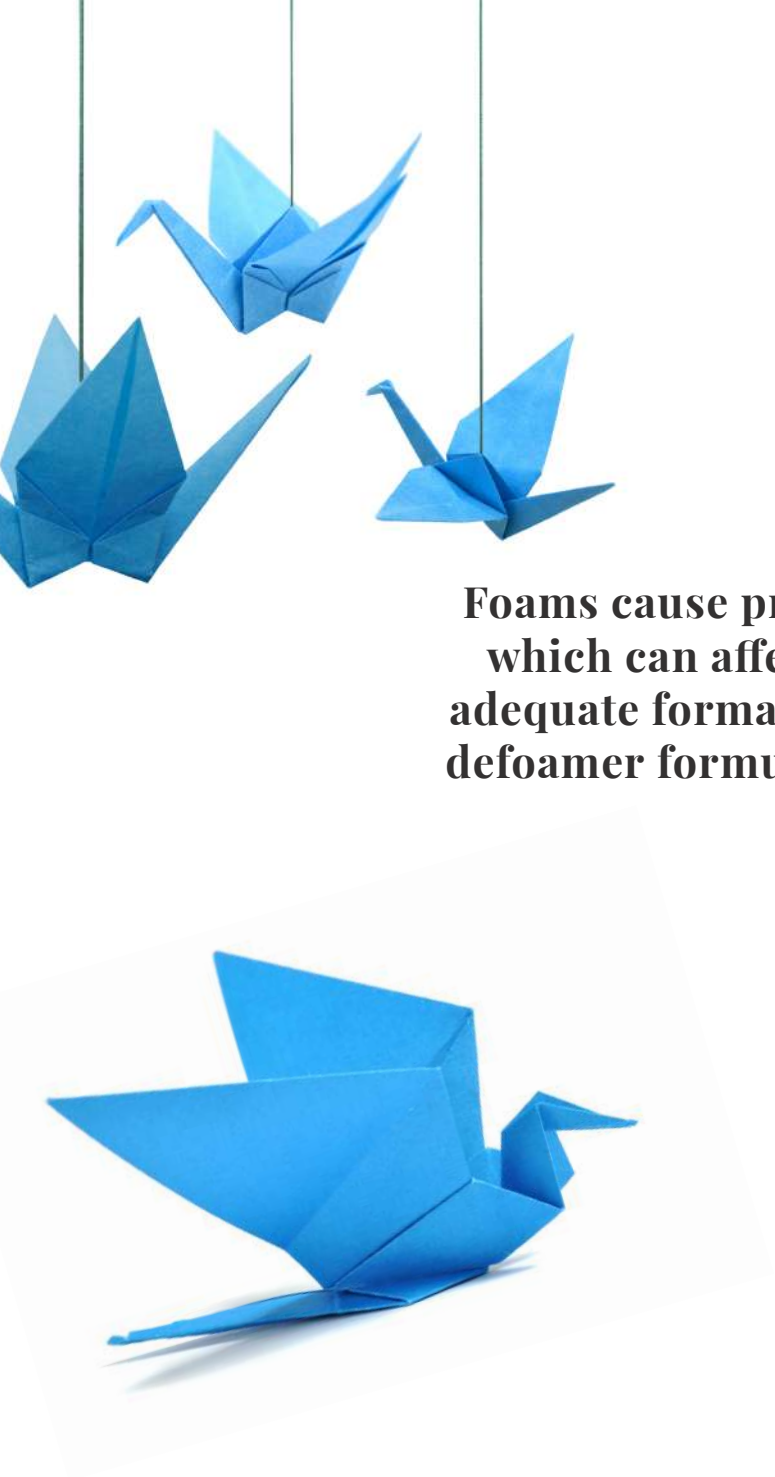
<b>Product Name</b>	<b>Characteristic</b>	<b>Application</b>
<i>ACCO - 0951</i>	<i>Surfactant Based Fabric Cleaner</i>	<i>Paper Machine Press Section</i>
<i>ACCO - 1011</i>	<i>Anti-Smell Biocide</i>	<i>Waste Water Re-circulation System</i>



# DEFOAMERS

A defoamer is a chemical additive used in industrial process liquids to reduce and prevent foam formation.

Foams cause problems in industrial processes, which can affect surface coatings and prevent adequate formation of paper. There are various defoamer formulations available to prevent and reduce foam formation.

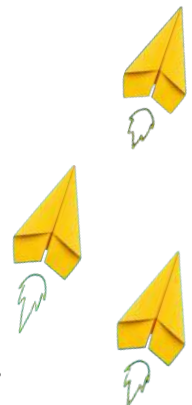


<b>Product Name</b>	<b>Characteristic</b>	<b>Application</b>
ACCO - 0941	<i>Silicon Defoamer - Medium Strength Paste</i>	<i>Paper Machine End</i>
ACCO - 0943	<i>Silicon Defoamer - High Strength Paste</i>	<i>Pulp Mill</i>
ACCO - 0944	<i>Oil Based Defoamer</i>	<i>Paper Machine Vacuum System</i>

# OUR TEAM



We have had an amazing journey so far, and the drivers of the journey are the one's who have experienced every bit of troubles. Those who brainstormed the ship to success are:-



**Arvind Kumar Gupta** (Chairperson) is a seasoned Paper Technologist from IPT Saharanpur (Now a part of IIT-ROORKEE). He comes with a diverse experience of more than 4 decades in a variety of paper production segments. He is one of the few Agro pulping specialists present globally and the chemicals produced at Advance Chemicals tell a complete tale of his experience at the time of performance. His insights have been utilized by various mills to optimize and redesign there economics completely.

**Rocky Gupta** (CEO) is an IIT-Kanpur graduate having 15 years of industrial experience and brings along excellent leadership skills which are embedded into the core values of Advance Chemicals. His zest for development and research is the most significant driving factor for the entire company. His networking skills, flare for experimentation and determination towards success has made the company achieve several landmarks in every segment.



**Dr. Anubhav Gupta** (R & D Head) comes with 2 decades of versatile business operations, and Technical & Research experience. He is a Chemical Engineer with the added accolade of a Doctorate under his name. His involvement in manufacturing processes is not limited to one industry only as he has been consulting for Pulp & Paper, Sugar, Textiles, Hospitality and several other industrial sectors.





## **PRIME CUSTOMERS**

**Some of our reputed clients  
in INDIA are:-**

### **NORTH INDIA**

**Bindal Papers Ltd, Muzaffarnagar (UP)**  
**Aristro craft Papers pvt ltd, Muzaffarnagar (UP)**  
**Suyash Kraft & Paper Ltd, Muzaffarnagar (UP)**  
**Kamakshi Papers Pvt Ltd, Gajraula (UP)**  
**Haripur Papers Pvt. Ltd., Baddi(HP)**  
**Haripur Krafts Company, Baddi(HP)**  
**SN Paper Mills Pvt Ltd, Ludhiana**  
**Shree Jagdambe Paper Mills Ltd., Sirsa(Haryana)**  
**Hariom Industries Ltd., Kanpur (UP)**

### **SOUTH INDIA**

**Kolar Paper Mills Ltd, Utharapukhandriga (AP)**  
**Jagdhatri Papers Pvt. Ltd., Chennai (TN)**

### **EAST INDIA**

**Pinax Paper Mills Pvt Ltd, Durgapur (WB)**  
**Kanha Paper Mills Pvt Ltd, Siliguri (WB)**  
**Ballavpur Paper Manufacturing Ltd, Raniganj (WB)**  
**Angel Papers Pvt Ltd, Bihar**





# Cleaner, Smarter Paper Making!

Design by [www.marketingseo.in](http://www.marketingseo.in)



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