



A Group Company  
of Vicat, France



Every product needs  
a good packaging.

Bharathi Polymers the pioneers in manufacturing  
polypropylene laminated bags.




# EVEN THOUGH YOUR PRODUCT IS OF SUPERIOR QUALITY, THAT SHOULD NOT STOP YOU FROM IMPROVING YOUR PACKAGING

At Bharathi Polymers which is what we try to achieve every now and then trying to bring you the world class packaging materials.

## BHARATHI POLYMERS

Bharathi Polymers India Pvt. Ltd., is a subsidiary of Bharathi Cement Corporation Pvt. Ltd., which is a joint venture of Vicat Group, France. Vicat Group has a strong team of about 6700 professionals at various capacities working in three core divisions, cement, concrete & aggregates and other products & services.



Messrs.  
BHARATHI POLYMERS-VICCAT  
269/S/96, Sagar Society, Rd. No. 2  
Banjara Hills,  
500034 Hyderabad  
INDIA

Your ref.      Our ref.      AD/MB      Vienna, 2011-10-21

T:      +43 1 59955-200  
F:      +43 1 59955-180  
E:      sales.ad@starlinger.com  
Internet:      www.starlinger.com

Re:      trademark AD\*STAR®

To whom it may concern

Starlinger & Co Gesellschaft m.b.H. is owner of the trademark AD\*STAR, which has been registered in more than 60 countries, amongst others in India.  
AD STAR bags made of synthetic coated fabrics are mainly used for packing of industrial goods such as cement, fertilizers etc.

Messrs. Bharathi Polymers-Viccat (formerly Bharathi Polymers (India) Private Ltd) have purchased a complete plant for the manufacture of AD\*STAR block bottom valve bags from Starlinger & Co Gesellschaft m.b.H.

This is to inform that Messrs. Bharathi Polymers-Viccat are official AD\*STAR Partners of Starlinger & Co Gesellschaft m.b.H. and thus entitled to use the trade mark AD\*STAR.

Starlinger & Co Gesellschaft m.b.H. herewith emphasize that exclusively bags manufactured by use of equipment and machinery of Starlinger & Co Gesellschaft m.b.H. entitle to the use of the trademark AD\*STAR.

Any unauthorized use of the trademark AD\*STAR for bags manufactured by use of machinery and equipment of other manufacturers than Starlinger & Co Gesellschaft m.b.H. constitutes a violation of the patent and trademark rights of Starlinger & Co Gesellschaft m.b.H. and will be persecuted with all available legal remedies.

Kind regards

STARLINGER & CO.  
Gesellschaft m.b.H.  
Sonnenhügelgasse 4  
1060 Vienna Austria  
Adrian Hermann

Starlinger & Co Gesellschaft m.b.H., Sonnenhügelgasse 4, 1060 Vienna, Austria, T: +43 1 59955-0, F: -25, www.starlinger.com  
Rufnummer Zentralbereich Österreich AG, Kontonr. 1100-025-671, BIC 310000 BIC 420400700, IBAN AT90 1100 0001 0042 5611  
Umschreib Bank Austria AG, Kontonr. 1000-10 0000 002 10000, BIC BAUW0330, IBAN AT10 1000 0000 0000 0000  
Stz der Gesellschaft: Wien, Register: Handelsgericht Wien FN 117230 Y, UID-Nr. ATU 146036004. A member of Starlinger Group

Bharathi Polymers India Pvt. Ltd., manufactures around 60 million Poly Propylene Laminated (PPL)bags annually. The state-of-the-art plant located at Ippatla Village, Lingala Mandal, YSR District of Andhra Pradesh is first of its kind in the country. The Manufacturing plant is backed by the latest technology by Starlinger Export, Austria.

The PPL bags are manufactured with 'Heat Seal Technology' and 'Flexography Printing Process'. Another USP of the PPL bag is minimizing spillage by way of dust through weave gaps thus making the bag tamper proof in nature.

### Bharathi Polymers manufacturing unit is equipped with state-of-art machineries:

- Polypropylene tape manufacturing unit
- Looms fabric manufacturing unit
- Printing unit
- Lamination unit
- Bag making machines - 3nos

## ADVANTAGES

Polypropylene bags are different from bags made from other polymers, including cellophane, polyethylene, and vinyl. Polypropylene is similar to polyethylene; however, it is better by

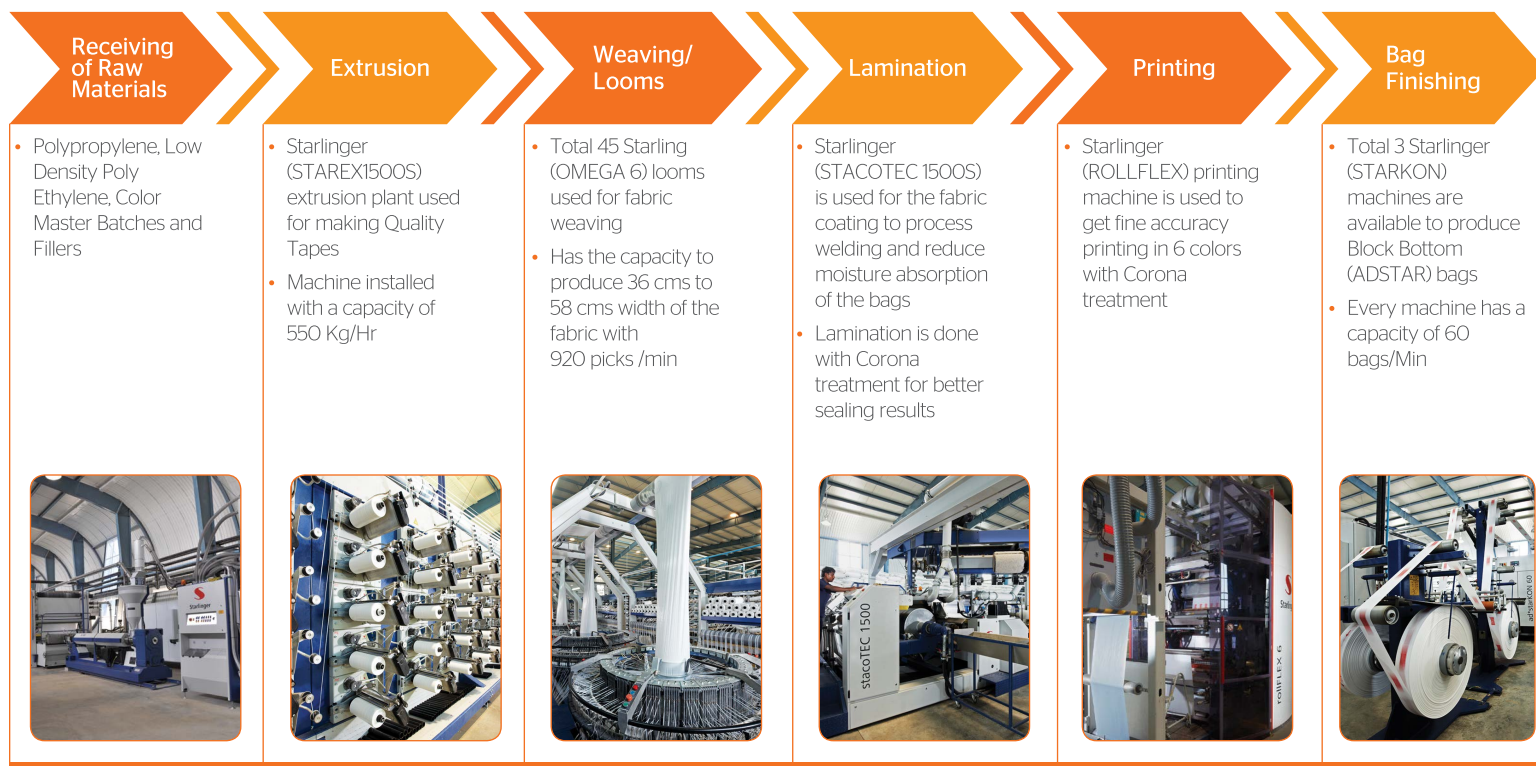
certain characteristics, the important being - its low cost. The specific properties inherent to polypropylene give a good reason to choose it over other types of polymers, including polyethylene.

### Main advantages of Polypropylene:

- Cost effective
- More durable
- Light weight & Stiffer and stronger
- Resistant to various types of damage
- Better moisture retention properties
- No/ negligible spillage.



## Bharathi Polymers India Private Limited - Production Flow Chart



### THE SCOPES OF USE

Today, in all industries, polypropylene packaging is in great demand. They are used for packaging, transportation and storage of bulk chemicals, food products, agricultural products, and debris. Polypropylene bags are also used for packing of textiles, jewellery, printed materials (postcards, magazines), personal hygiene items, stationery, bakery products, toys etc.

### FEATURES

The high chemical resistance of these bags are not the only features of making your choice in their favour. Polypropylene packages are endowed with such other features too such as

the ability to protect the contents from dust and moisture, impact resistance, resistance to sliding, and a high durability. They are neither subject to decay or mold and are suitable for automated processing and stacking. They keep static electricity minimized, which is very important in storing electronic goods.

Today, technology allows to produce the package in various configurations, including polypropylene bags with patch handles, adhesive tape, hang-holes, grommets, micro-punching, bottom fold, and many other handy options. The bags can combine several of the enlisted configurations in a single item.

### BRANDING ON PPL BAGS

It is easy to see that Polypropylene bags may be one of the best branding/ advertising mediums. They are extremely popular among consumers for being affordable and durable. Hence, companies use these bags for their marketing needs. The advertising is typically applied onto the packages using the Flexography Printing Process. Flexography is a specific printing method, which allows printing on flexible materials in full colour. It is used for printing on packaging, plastic bags, labels, etc. The flexographic images do not produce any odor after printing and is free of any solvent fumes.

If you are looking for a way to expand the marketing of your company, you may want to consider the affordable and in-demand polypropylene bags for your next marketing step. We at Bharathi Polymers would be glad to associate with you in that direction.

## BHARATHI POLYMERS INDIA PRIVATE LIMITED CLIENTELE



**RAMCO**™



### USPs of AD\*Star PPL Block Bottom Valve bags from Bharathi Polymers

- Minimizing spillage in-house
- Reduction in burstage / breakage
- In-time delivery
- Better print quality for Branding
- Tamper Proof
- Moisture resistant
- Perfect Brick Shape
- Environmental friendly, 100% Recyclable



## Bharathi Polymers India Private Limited

Ippatla Village, Pulivendula, Cuddapah District - 516 289.

Email: [sales.polymers@bharathipolymers.com](mailto:sales.polymers@bharathipolymers.com), Toll Free No. 1800 200 9669.