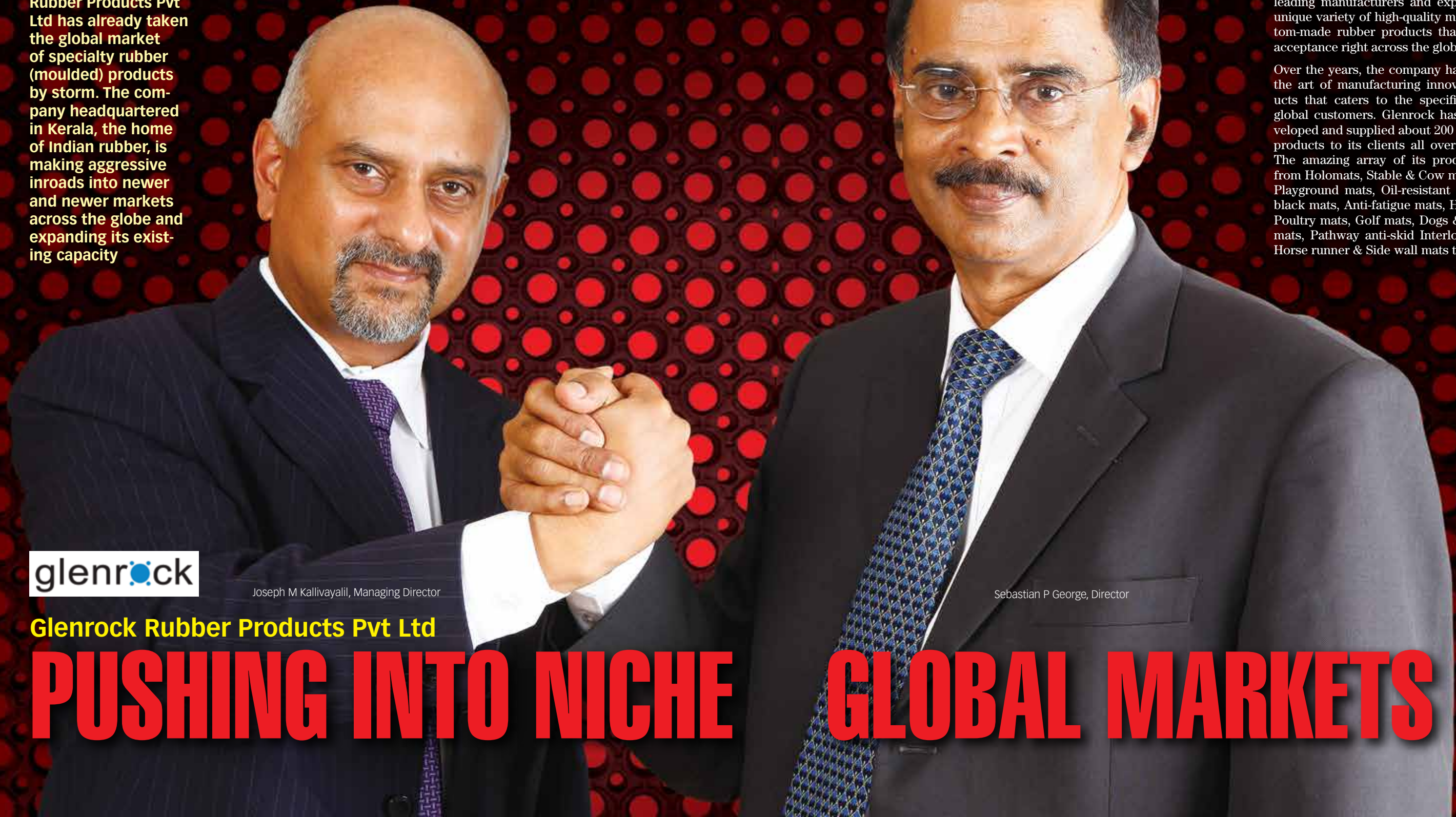


With an awesome range of innovative and custom-made products, Glenrock Rubber Products Pvt Ltd has already taken the global market of specialty rubber (moulded) products by storm. The company headquartered in Kerala, the home of Indian rubber, is making aggressive inroads into newer and newer markets across the globe and expanding its existing capacity

The lush green banks of the gently flowing Meenachil River at the foothills of the Western Ghats in Kerala are truly the rubber belt of India. It is also home of the renowned Glenrock Rubber Products Pvt Ltd., one of the leading manufacturers and exporters of a unique variety of high-quality moulded custom-made rubber products that find wide acceptance right across the globe.

Over the years, the company has mastered the art of manufacturing innovative products that caters to the specific needs of global customers. Glenrock has so far developed and supplied about 200 customized products to its clients all over the world. The amazing array of its products range from Holomats, Stable & Cow mats, Gym & Playground mats, Oil-resistant coloured & black mats, Anti-fatigue mats, Health mats, Poultry mats, Golf mats, Dogs & Other Pet mats, Pathway anti-skid Interlocking tiles, Horse runner & Side wall mats to Industrial



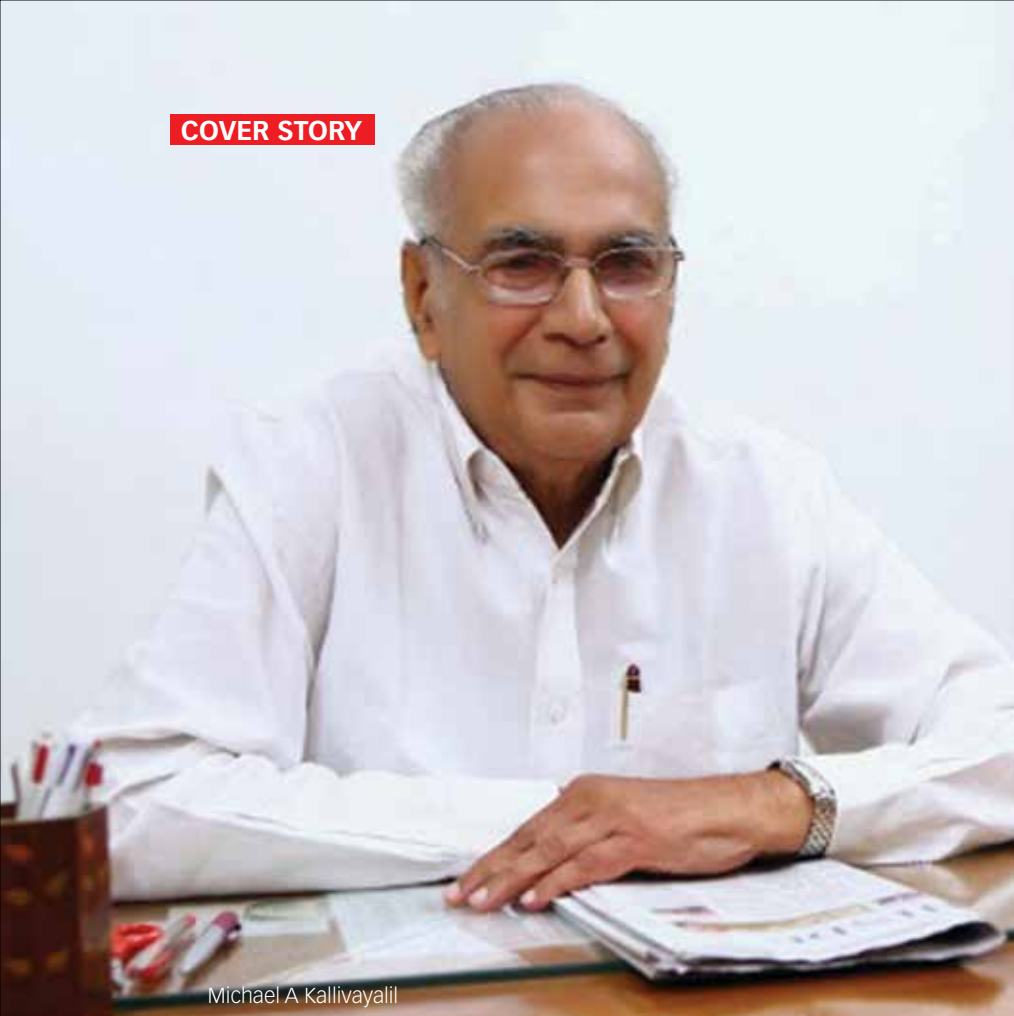
glenrock

Joseph M Kallivayalil, Managing Director

Sebastian P George, Director

Glenrock Rubber Products Pvt Ltd

PUSHING INTO NICHE GLOBAL MARKETS



Michael A Kallivayalil

mats and Stud mats in rolls. The patented Rubber Pavement Tile and Roofing Sheets are the latest innovative products in Glenrock's high-tech products profile.

"Whatever be the customer's need in rubber, Glenrock has a solution whether it is kitchen spatula, musical stand pegs, traffic calming items like kerbs or humps or anything of the sort in moulded goods. We are used to taking on challenges and overcoming them to ever be in the forefront in our field of business," says the company's resourceful and visionary Managing Director Joseph M Kallivayalil, and the ever dynamic Director Sebastian P George, who oversees the entire production.

The beginning

The Glenrock's story began with the commencement of Technically Specified Rubber (TSR) production in 1973 by its predecessor, Heveacrumb Rubber Pvt. Ltd, one of the pioneers of TSR processing in India. This was just an experimental venture by a team of dedicated investors mainly from the agri-based Kallivayalil family hailing from the rubber-rich Central Travancore District of Kottayam. The family is headed by Michael



Compounding division



Moulding division

A Kallivayalil. A man of steel and farsightedness, he continues to be Chairman of the Group and its guiding spirit. Mikhail J Kallivelil, the grandson the of the founder and son of the MD, has also joined the company of late to drive its aggressive marketing and capacity expansion initiatives

"It was not a smooth sail for the good old Heveacrumb," recalls Joseph. Being the first in the market with block rubber, otherwise known as TSR, the company had to undergo long periods of struggle to penetrate into the market which ultimately ended up in losses. "We learned some tough lessons from the experiment and the failures led us to think in terms of diversifying into other areas of manufacturing such as manufacturing of specialty (moulded) rubber goods for export market," recalls Joseph. "Raw material, power and labour were available aplenty, but the main hurdle was to find a profitable market for our products," he says.

Undeterred by the setbacks they had with

Heveacrumb, the young and agile team decided to hire a sick industry which was producing some niche rubber products and test marketing them abroad. Showcasing these products at the world's biggest annual flooring exhibition at Hanover, Germany, called Domotex, rejuvenated the confidence of the team. Back home from their much encouraging maiden Domotex appearance, the team set up a world-class manufacturing facility at Poovarany, in Mallikasserry in 1995. The facility today is spread over 160,000 sq ft in 10 acres of land. "Domotex still continues to be Glenrock's most favourite show which we never miss since it brought us a major break in business," says Sebastian, adding that the company makes its presence felt in all the major international expos related to their products.

Manufacturing facility

Glenrock's manufacturing operations ensure uninterrupted flow of raw materials



R&D centre



Glenrock will start reclaimed rubber production abroad

Joseph M Kallivayalil, MD & Sebastian P George, Director

Glenrock Rubber Products Pvt Ltd has come a long way ever since it forayed into the manufacture and export of a host of niche rubber products. Demand for high quality, highly specialized products for wide ranging applications is on the rise both in India and abroad. The company is fast moving toward setting up own rubber goods manufacturing facility abroad. In a joint interview to *Rubber Asia*, the company's MD Joseph M Kallivayalil and Director in-charge of Production Sebastian P George, speak about the company's strengths, challenges and future plans. **Excerpts:**

We understand that Glenrock has over the years emerged as one of India's leading manufacturers/exporters of rubber mats and custom-made rubber products. What are your latest challenges and how do you plan to overcome them?

Yes, we are facing some challenges, especially in serious shortages of certain raw materials like reclaimed rubber made from

used tyres. Of late, a major chunk of used tyres, which were used for producing reclaimed rubber, is being used for regeneration of oil and carbon black. Therefore, the availability of reclaimed rubber has come down and prices have gone up by 15 to 20%. This is affecting our profitability as also posing an even more serious challenge of maintaining the quality of the final product.

In this backdrop, Glenrock is seriously thinking in terms of starting own rubber goods manufacturing facility abroad where raw material is available in plenty. Homework is going on for the fast implementation of the project.

What is your assessment of the future of rubber products industry with specific reference to the global and Indian markets?

For a green environment, natural rubber is the best. Natural rubber is bio-degradable and therefore there is a shift to natural rubber from non-degradable plastic for goods manufacturing. So, demand will only grow higher and higher.

What about Glenrock's marketing presence in India?

We are not currently concentrating on the Indian market, due to capacity constraints. However, from later this year, we plan to dedicate at least 20% of the capacity to the

fact, our experience is that every employee feels his or her responsibility and there is no need to push any one.

What are your major strengths, and the secret of your success?

Our employees and customers are our major strengths. Our employees are totally dedicated; our satisfied customers give us increased volumes very year. We are quite happy about it

Mutual trust and respect is mainly behind our success. We also do good home work, study market, adopt the updated right technology and, most importantly, our philosophy is WORK HARD – BE ON THE FLOOR UNTIL YOU WIN.

Our main cutting edge is that our R & D can develop any moulded product to the buyer's requirement in the shortest possible time span and in the most economical manner. We also have facilities for meticulous testing, right from purchase of raw materials to delivery of product.

What are the awards and recognitions in your kitty?

We have been receiving special export awards since 2007 from All India Rubber Industries Association (AIRIA). Glenrock is also in receipt of awards from CAPEXIL, Kerala State Small Industries Association and Department of Industries, Government of Kerala.

How integral is Heveacrumb and Hevea Engineering, the two group companies, to the success of the Group?

Glenrock, Heveacrumb and Hevea Engineering Works are mutually supportive. When there is a raw material short supply, Heveacrumb can support Glenrock by supplying raw rubber.

In the same manner, Hevea Engineering is providing mechanical and technical assistance for both Heveacrumb and Glenrock, during breakdown time, thus helping quick restoration of work. Also, with this sort of mutual support, down time or inactive time is reduced in all units.

A few words about your CSR initiatives, please.

Apart from our in-house CSR initiatives focusing on our employees' welfare and caring for the environment, we are supporting a local eye hospital in a major way.

Our main cutting edge is that our R & D can develop any moulded product to the buyer's requirement in the shortest possible time span and in the most economical manner. We also have facilities for meticulous testing, right from purchase of raw materials to delivery of product.

Indian market – for the dairy sector, to begin with.

Please tell us about your management style and practices

We take every employee into confidence and see that there is no barrier between management and employees. We also have strong HR Department to look after employees for their needs and discipline. In



Sheeting division - Rotocures

in the decided sheet form to each Hydraulic Press. To carry on production uninterrupted, the main production unit has sufficient inbuilt mixing and compounding capacity.

The overall compounding capacity is more than 3,500 tonnes per month with three K 5 inter mixes, one 80-litre kneader and three 30-litre kneaders. Apart from that, an 8" cold feed extruder that can give an output of



The Glenrock team



Mikhail J kallivelil, Director

4.5 tonnes per hour of sheeting compound makes sure an uninterrupted supply of compound.

Glenrock has a wide range of Hydraulic Presses, 24 in number, for manufacturing products ranging from 60 x 40 cm. to 2.8 x 2.2 meter. The running production capacity was 300-350 tonnes per month till a few months ago. But with the latest expansion, the capacity has gone up to 750 tonnes per month. A full-fledged mixing unit with K5 Internix is the latest addition to the array of advanced machinery in the company's fold.

Main export markets

Glenrock's main export markets are Europe and Australia, the US, New Zealand, the UAE, and Lebanon.

The bulk of the products goes for dairy farms, flooring industries etc. Glenrock has a niche presence in the global market of rubber flooring for sports, mainly indoor stadiums, Gyms etc.

"Above 90% of our products is customer specific," points out Sebastian, adding: "The company has capacity to produce flooring for various usages up to size 2.8 x 2.2 meters and such mats are widened to rolls of 10 to

Misty Mountain Plantations Resort

A paradise in nature's bosom

Apart from its rubber business, Glenrock also runs one of the best mountain resorts at Kuttikkanam, en route to the national wild life park of Thekkady, in the bosom of the misty High Ranges of Kerala.

The 'Misty Mountain Plantations Resort' is an eco-friendly property, located over 600 acres of coffee, cardamom, pepper and tea plantations and thick tropical vegetations, 3,500ft. above sea level.

The resort comprises of the residence of the Dewan of the erstwhile Travancore State, a typical colonial style bungalow atop a hillock. Several other attractions like cascading waterfalls, trekking, canoeing and fishing facilities etc. offer the visitors an unforgettable rendezvous in the bosom of nature.

The ultimate thrill of staying in the resort is the melodious call of the "Malabar Whistling Thrush" coming up from the deep ravines during day and night.





C A Tom, Director, HEW



Mathew Joseph, Manager, Heveacrubm

15 meter long, as per the specific requirements of buyers.”

“Our major clients are in Western Europe. Whenever we have a customer complaint, we send our technical personnel to the site and inspect the reasons for the complaints. If it is due to the wrong application of the product, we will show them how to do that right. If the problem is related to manufacturing, we will take the responsibility for the damages and compensate or replace the products at our own expense. So, none of our clients have left us because of poor after-sales service,” Joseph says.

The company currently supplies, a month, almost 2,750 tonnes of high quality carbon compound produced in-house to major



Glenrock products find application in a variety of niche fields

manufacturers in the rubber industry, he told *Rubber Asia*.

R&D edge

In line with international standards, the company has a full-fledged in-house R&D centre with testing facilities for all quality parameters required for rubber products. The well-experienced R&D staff gives technical insight and guidance to the manufacturing division, says Joseph: “As



an ISO 9001:2008 certified Company, we take every precaution with regard to quality – from procurement of raw materials to the dispatch of goods to the customers’ store.”

Initially, it is the responsibly of the R&D to design and formulate the compound – which has to be both technically and commercially viable. The manufacturing division ensures production to the designed standard. “There can’t be any flaw. This is basic for survival,” points out Sebastian.

Glenrock is flooded with enquiries for newer and better

Ltd., Glenrock’s maiden venture, is still alive and kicking after its early setbacks. One of the leading processors of TSR, Heveacrubm specializes in the processing and marketing of specific quality grades of Technically Specified Block Rubber (TSR) like ISNR 5, ISNR 10 and ISNR 20. “The processing envisions an optimum quality to go on a par with any international standards,” says Mathew Joseph, the young and dynamic Manager of the division.

Meanwhile, Hevea Engineering works Pvt. Ltd (HEW), another division of the Group, manufactures moulds and machinery such as Hydraulic Presses and Mixing Mills for rubber products manufacturing units across India, apart from meeting the customized machinery requirements of Glenrock. It also supplies machineries such as Electric / Diesel / Thermic Fluid Dryers, Crepers,



specialty rubber products from different parts of the world thanks to the whispering campaign of its highly satisfied and loyal clientele. “We have recently developed some very confidential and high-tech customized products for a few European companies. These products are for the sports sectors like marathon and road running, shooting ranges etc,” discloses Sebastian.

Other group companies

Heveacrubm Rubber Pvt.

Hammer Mills, Hydraulic bailing press, Pre-breakers etc for Technically Specified Block Rubber factories. It has also successfully undertaken turnkey projects in the North-eastern States of India and Sri Lanka.

“The prices of the machinery and equipment supplied by the company are highly competitive compared to its competitors,” says C A Tom, Director, HEW.

In the world of rubber, Glenrock is striving to make a difference, a difference in the quality and variety of products. And, its dedicated team is all set to take the company to great heights with more and more innovative products and matchless after-sales services. Watch out! ■

The Glenrock chronicle

- **1973:** The first rubber processing company, Heveacrubm Rubber Pvt. Ltd., was established in Paika, near Pala
- **1995:** Glenrock Rubber Products was established for rubber goods production.
- **1996:** Hevea Engineering works was established as a tooling division for Glenrock. Later it diversified into TSR processing machinery production. Today HEW is a major supplier of TSR processing Machineries.
- **1997:** Glenrock Polymers was established, also for manufacturing rubber goods.
- **1998:** Northfield Rubber Pvt. Ltd. was established for capacity addition.
- **2004:** The above companies were merged to a single entity, viz Glenrock Rubber Products Pvt Ltd.
- **2014 (September):** Major expansion to take the capacity to 750 tonnes a month for moulded products, and 2750 tonnes of custom rubber compounds.