

DELHI · ROORKEE · EST. 2010

FOCUS POLYMERS & EMULSION

White Magic

WATER-BASED PSA EMULSIONS & SPECIALITY ADHESIVES

Focus on Quality & Customer Satisfaction

ISO 9001:2015 · LABEL STOCK · LAMINATION · TECHNICAL TEXTILES · BATTERY GAUNTLETS



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Company

Focus Polymers & Emulsion Ltd. was incorporated in 2010 and manufactures water-based pressure sensitive adhesives, hot melt and solvent-based adhesives and specialty emulsions under the **White Magic** brand. Our works at Bhagwanpur, Roorkee (Uttarakhand) operate under an ISO 9001:2015 certified quality management system, with the registered office in Azadpur, Delhi. We supply label stock coaters, laminators, technical textile processors and battery manufacturers across India, and are building export partnerships in South Asia, the Middle East, Africa and South-East Asia.

Manufacturing

Installed capacity exceeds **1,200 MT per month** across a range of 27 grades. The company is organised on a division-of-labour principle, with separate R&D, quality control, production and marketing functions, so that each stage of an order is handled by a specialist team rather than a generalist one.

Research & Development

Our R&D team works alongside technical service and marketing to upgrade existing grades and to develop new ones as customer requirements change. We also undertake grade development against a specific customer specification, and provide technical support through trial, scale-up and production.

Quality

A dedicated quality control function supports every production batch. Technical data sheets and safety data sheets are available for our grades on request, and samples are supplied for coating trials before commercial supply begins.

Markets We Serve

- Label stock and self-adhesive laminates
- Film and paper lamination
- Technical textiles and foam-to-fabric lamination
- Battery gauntlet impregnation
- Medical and textile tapes
- Automotive filter media and barrier coatings

How We Work

Customers. We aim to understand, meet and exceed what our customers need, and to provide value for money through consistent quality and reliable service. We treat that consistency as the precondition for a long business relationship, not as an added extra.

Employees. Our staff are our most valued resource. We are committed to a safe, healthy and stimulating working environment that lets people deliver to their full potential and develop their skills, and our reward systems are designed to link performance clearly to recognition.

Partners and suppliers. We are committed to mutually beneficial relationships with our suppliers and business partners, and we honour the terms of the contracts we enter into.

Ethics. We compete on the strength of our products and our knowledge of them. We compete fairly, in full compliance with applicable law, and we do not seek advantage through misrepresentation, concealment or misuse of confidential information.

PRESSURE SENSITIVE ADHESIVES — WATER-BASED

GRADE	APPLICATION
HX-855	General purpose label stock PSA with excellent ageing properties.
HX-855H	Label stock, automotive components, medical and textile tapes. REACH (242 SVHC, not detected) and RoHS-10 compliant — TÜV Rheinland 147026476.
WB-3400	Pure acrylic PSA for water bottle labels. Excellent water resistance, low to high temperature service. pH 7–9. RoHS-10 and phthalate-free.
BATT-1000	Acid resistant PSA for battery labels.
RM-9850	Removable pure acrylic PSA. 50–51% solids.
RP-9500	Repositionable pure acrylic PSA.
WO-1918	Wash-off labels for the beverage and liquor industries.
Black PSA	Industrial labels for electrical components, machinery and chemical containers. Excellent opacity.
HX-2134	Excellent loop tack and peel with high shear resistance. FDA 21 CFR 175.105.
HX-3070	Specially for label stock applications requiring high peel and high shear.
FL-50	General purpose PSA for filmic labels.
PF	Phthalate-free (8P) PSA for labels, including food contact and children's products.
HX-1100	High viscosity PSA for medical and textile tapes. 54 ± 1% solids.

HOT MELT & SOLVENT-BASED ADHESIVES

GRADE	APPLICATION
HM-666	Hot melt PSA for labels and stickers with excellent ageing properties. FDA 175.105.
HM-555	Hot melt PSA for filmic labels with excellent water resistance.
SHM	Solvent-based rubber adhesive. High loop tack, peel and shear; service range –20°C to +50°C. 65 ± 1% solids.

GAUNTLET BINDERS — GT SERIES

GRADE	SOLIDS %	pH	APPLICATION
GT-1000	45 ± 1	6–7	Standard recommended binder for woven and non-woven polyester tube gauntlets. Provides the stiffness required for gauntlet construction and acid resistance in service.
TB-5000	50 ± 1	6–7	High solids version, chemically identical to GT-1000. For a thicker gauntlet wall or fewer impregnations, at the same performance level.
A-99	45 ± 1	6–7	Same dip-pad-dry-cure technology. A direct replacement for imported gauntlet binders of the same performance level.
E-43	43 ± 1	6–7	Chemically identical to the GT series. Recommended where cost effectiveness is the deciding factor.

Self-crosslinked acrylic copolymers, applied by a five-step dip-pad-dry-cure-de-rod process. GT-1000 viscosity 80–120 cps (Brookfield RVT spindle 2; 14–18 sec B4 Ford Cup). Stiffness and oxidation resistance vary by grade — ask us for comparative test data.

OTHER PRODUCTS

GRADE	APPLICATION
F2F-3500	General purpose emulsion for foam-to-fabric lamination.
F2F-5000	Acrylic emulsion for foam-to-fabric lamination with excellent bond strength.
PX-1077	Water-based emulsion for automobile filters (cloth and paper).
PX-1059	Non-yellowing emulsion for automobile filter caps.
PX-6500	Silicone friendly acrylic binder for barrier coatings.

Solids, pH, viscosity and full test data for each grade are given in its technical data sheet — write to info@focuspolymers.com or scan the code on the back cover.

FOCUS

POLYMERS & EMULSION



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