

C.R.Mohan

Secretary of LCMA & & Head - Sales & Marketing of TFL,

31.01.2011

45th LERIG - CLRI (C.R.Mohan)

LERIG Session 3: Market



Honorable Director of CLRI Dr.A.B.Mandal,

Respected Chairman of 45th LERIG Session 3. Mr. Srinivasan,

Panel members of this Session 3

Conveners of 45th LERIG

Distinguished Scientists & My Teachers

Valuable Customers

Dear Students & Ladies & Gentlemen

31.01.2011







In my 28years association with the leather industry, I have not seen such challenging times as we see today.

Almost in all areas, the Industry is facing big challenges and finds itself in a position where it has to constantly innovate to meet exact customer standards.

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Take the fashion cycle, the prevailing 'culture of informality' Demands

Products which look casual and informal, Denim like quality
Washed look,,
Natural unfinished look are some common requirements thrown at us.

All of these without compromising the lasting qualities for which leather articles are well known.

The challenge is creating informally formal products

A good pair of safety shoes should be lighter, shaped better without compromising on safety.

Environmental safety

Is another dimension which concerns all of us ,as citizens of the world.

We need a seachange in the methods that we process leather to ensure lower TDS discharges and ensure total absence of harmful chemicals.

Colours

No more black and brown, we are looking at a rainbow of colours

These are some of the colours predicted by TFL for Spring / Summer 2012

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As our frontier of knowledge expands, the chemistry and its impact on human health of the very many products that we use need to be looked at critically.

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The last couple of years has had a significant effect on society.

Cost control

Reduction of wastage etc have become significant issues

---- Calling us, to better usage of our key raw material ----

Ву

- Upgrading leather,
- Improving cutting yields,
 - Reducing cost

Are all the mantras of modern day tanning.

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All of these have brought in such varied requirements that practically our traditional segmentation of the market is no more relevant

8

We are looking almost infinite variations and combinations all to be developed keeping in mind the price/performance requirements of the customer.

It is no more standard set of chemicals.

The requirements have become almost custom-made and practically we have to tailor the chemical requirements and characteristic to meet every fine needs of the customer requirement.

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With the vision of TFL,

"To be a preferred Supplier to the leather industry on global basis, creating value for our customers through superior systems & services."

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We have developed some very elegant solutions to maximize cutting area and improve yields, keeping in mind the environment and safety needs and are in a position to provide tanners with appropriate cost effective solutions to meet exact international standards



We are highlighting some of these applications in our stall outside and in the fair the next couple of days

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THANK YOU.

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