

# Innovation and environment friendly is the success mantra

The All-India distributor of 'The Global Inc (India)' textile printing inks has made customer satisfaction its key area of focus. Lakshmi Marketing, prior to getting into this venture in 1995, did an in-depth survey of the market potential of textile printing inks. As the result was very much encouraging that prompted them to get into this trade.

Hailing from Tirupur and the city being the hosiery hub of India was another major factor to start this business. Since the quality of the inks was superior and the results were pretty good, they started getting repeat orders.

The main reason for starting this business was that the demand for these products was phenomenal. These days no garment goes without any art or printing work on them. The printing inks are of utmost importance among the material required by every garment manufacturing company.

## Environment conscious

As per the US and European buyers demand, the finished garments are necessarily to be eco-friendly, including all the contents right from yarn till accessories and printing inks. This is what made Lakshmi Marketing focus on eco-friendly textile printing inks. The company being environment conscious and the policy has been to supply products that are environment friendly as part of the endeavour towards achieving a green globe revolution.

One of the other major challenges was to compete with the existing market in the country and also from other foreign countries.

At par with any international brands, they were able to place them selves very competitively not only with regard to quality but also the pricing level. They offer personalized service with the attitude of 'what best can be done for the clients', which has kept Lakshmi Marketing in the forefront of business.

## Comprehensive range

They started out supplying TGL Plastisol Inks and moved ahead adding a new series of products, like TGL phthalate free plastisol inks, TGL aqua waterbase PVC and phthalate free inks, which is very eco-



M.S. Kathiresan and V. Prakash

friendly. The other products are khadi, acrylic binders, pigment dispersion, discharge binders etc.

The recent invention is TGL Akrysol, Solvent Base PVC and Phthalate free Inks. These user-friendly ink can be used for printing on any type of knitted fabric, leather and artificial leather etc. and they are usable for direct printing, heat transfer printing.

"From the beginning Lakshmi Marketing's key area of focus has been invention through R&D and customer satisfaction. Challenging requirements of the customers motivate us to do better product after product. This is how we ensure customer loyalty says M.S. Kathiresham."

As anybody would agree, customer satisfaction cannot be achieved merely by supplying the products. It has a direct link with the quality of the product and service. Another manor key area has been quality. An obligation to customer means accurate performance, unflagging consistency and dependable stability.

The main reasons for being able to maintain growth in a sustainable manner is the management's strategy of systems and procedure. Environment, health and safety systems and procedures are imparted to all internal and external customers from time to time.

"Lakshmi Marketing is committed to satisfying customers needs through product reliability and safety, responsive service and trustworthy partnership as well as to help customers find best ways through learning, professionalism and innovation" proudly adds V. Prakash.

In the near future, new products like paper coating inks and chemicals will also be available from them who have plans to spread the dealer network on all India basis. ●

