

## SEKISUI-DLJM PARTNERS UP WITH HENDOR FOR THEIR NEW POP LINE IN INDIA

One of Asia's leading suppliers of moulded components in the automotive industries has partnered up with Hendor. Sekisui opted for the pumps and filters of the Dutch-based family business for their new Plating on Plastic line in Chennai in India. Hendor was asked to manufacture and deliver more than 40 pumps and filters in the span of just four weeks. They were also on site in India for the commissioning of their products. Among other aspects, the sustainable quality, high ROI, and low cost of ownership of the products were deciding factors in Sekisui's choice for Hendor.



### Manufactured and delivered in four weeks

41 filter systems including magnetic drive pumps and 10 vertical pumps for circulation: all delivered onto the doorstep of the Sekisui plant in India, to be installed in their new Plating on Plastic line (POP). Hendor fired up the manufacturing process of this large number of pumps and filters in June 2019, and was able to ship the considerable freight to India in a matter of four weeks.



Besides production, Hendor also helped with the commissioning of their pumps and filters on site in November. Experts from the Dutch family business trained Indian mechanics and operators that will be maintaining and working with their units in the Sekisui plant.

### Chrome plating in high demand in automotive industry

Sekisui is one of the most renowned suppliers of moulded parts in the automotive business, as well as in the motorcycle market. Decorative chrome plating of moulded components is in high demand in the automotive industry. The Japanese multinational delivers these finished components worldwide to clients such as Ford, Yamaha, Suzuki-Maruti, and Ashok-Leyland.

Instead of outsourcing, Sekisui decided to extend their moulding factory in Chennai with its own POP line. The company aimed for a plating process of the highest possible quality. After extensive research, they decided the pumps and filters of Hendor would be able to deliver just that. To ensure an even greater standard of their components, Sekisui also collaborated with the Japanese POP plating specialist Shinkosya Co.Ltd that has plants in Japan and Mexico. These experts were brought in for the selection of the chemical processes and equipment.



### Japanese multinational opts for sustainable pumps and filters

Sekisui opted for the high-quality standard and craftsmanship of Hendor. The Dutch company has expert knowledge of the application of their products in several industries and is capable to look beyond the mere production of pumps and filters.

Other factors that won Sekisui over in their choice for Hendor were the robustness and sustainability of the products, low cost of ownership, the profitable return on investment, the low power consumption of the pumps and filters, long lifespan of an average of twenty years, and the promise of easy maintenance and little downtime. Besides that, Hendor is also able to provide Sekisui with local and fast response service support in the ongoing future.

The manufacturing, shipping and commissioning of the pumps and filters went swift and successful. Better yet, the POP line has been in use since February 15<sup>th</sup> 2020, and will soon be capable of applying decorative chrome plating on a surface up to 900 m<sup>2</sup> per day.

Want to know more about this project, or, are you interested in what we can do for you in the plating industry? Contact [Paul van Ham](#) for more information.



#### Figures

• Filter systems:	41
• Circulation pumps:	10
• Line capacity:	900 m <sup>2</sup> /day
• Tank size:	2,7 x 1,7 x 0,6 m
• Line builder:	Growel
• Chemistry:	Atotech