



## ITC Limited Baddi (India)

**CUSTOMER**  
ITC Limited

**SECTOR**  
Perfume Industry

**DATE**  
February 2020

### PRODUCTS

- Nitoflor SL3000 UT - ESD

### THE PROJECT

ITC, the largest Indian consumer products manufacturer, is also a renowned brand in personal care products. ITC operates a perfume plant in Baddi. They use solvent at the plant as a part of the manufacturing process. Because the solvent is a highly flammable product, the plant requires stringent safety standards in respect of static charge generation during operation. Along with ESD requirements, ITC needed a tough, sustainable floor which could handle daily trolley and forklift movement.

### THE SOLUTION

Fosroc's Nitoflor 3000 UT ESD, a 4mm thick, high-grade polyurethane- cement based ESD flooring was the answer. The perfume plant was of 630 sq.m. which also needed a coving along the periphery of the floor area.

### THE BENEFITS

Nitoflor 3000 UT ESD provides a tough sustainable flooring with resistance to surface charges of static due to friction that may cause ignition to the solvents being used in the manufacturing process. The polyurethane - cement based topping, provides the resistance to high impact and abrasion. The ESD property of this system ensures utmost safety to the entire area where the perfumes are manufactured to comply with the HSE norms.



Manufacturing area



Applied area



Finished floor