



ASR UNIVERSAL LTD

A NEW AGE PACKAGING COMPANY

COMPANY PRESENTATION

THE BASICS

What is the presentation about?

- To introduce our company ASR Universal Ltd
- Products we offer
- Our Quality testing infrastructure
- Certification we have
- Why choose us
- Contact details

ABOUT ASR UNIVERSAL LTD

ASR Universal Ltd is led by Mr. Abhimanyu Singh Rathore and a team of 25 People who are putting every effort to make a mark in Packaging and bring world-class innovation, Products, and ideas with affordability to its unique customers. We have our manufacturing facility in Bhiwadi Rajasthan (India) 45 Kms from Delhi.

We work on three principles.

1. Quality Satisfaction

Achieve 100% quality satisfaction for every dispatch we make to our customers.

2. Education

Educating Customer for products and realistic prices which do not hamper the product quality and performance.

3. Future Trends

Staying ahead of technology, process and innovation to keep our customers aware of current or future market trends



BARCODE PRINTERS

- Low Volume Desktop Printers
- Mid Range Printers
- High Performance Printers



BARCODE SCANNERS MOBILE TERMINALS

- Ergonomic Streamlining Design
- Decode Ability
- Scanning performance
- Rugged Design
- Connectivity



BARCODE LABELS

- Labels for item labelling; thermal transfer & direct thermal.
- Tags for apparel / garment labelling
- Labels for shipping cartons
- Synthetic labels for demanding industrial applications
- Removable labels for labelling gift items
- Jewellery labels
- Labels for tamper proof / tamper evident labelling
- Labels for freezer applications
- Labels for drum labelling and many more...



AUTOMATIC IDENTIFICATION & DATA CAPTURE

RFID TAGS

- Plastic Cards
- Handheld RFID Readers
- Smart Cards
- RFID Analys & Tags
- RFID Printers
- Desktopo Readers
- Fixed RFID Readers
- Wrist Bands



RIBBONS

- Wax
- Wax/Resin
- Resin
- Care



Tie up : Armor & Lintec



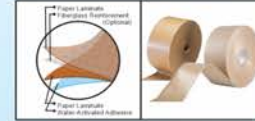
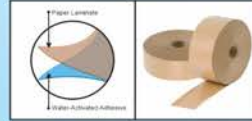
BOPP TAPE

- General purpose adhesive tapes
- Industrial tapes
- Printed Industrial tapes
- Colored tapes



PAPER TAPE

- Water Activated Paper Tape (WAPT)
- Normal Paper Tape
- Reinforced Paper Tape



- Self Adhesive Paper Tape (SAPT)



KRAFT MAILER PAPER BAGS

- Paper Apparel Mailer



- Self-Sealing Rigid Mailers



- Padded Mailers



PACKAGING PRODUCTS

STRETCH FILMS

- Standard Manual use



- Standard Machine application



POS (POINT OF SALE) THERMAL PAPER ROLLS

- Made from 100% Wood Pulp
- Image life of 2-3 Years
- Double coating
- Our paper has very good Dynamic and Static Sensitivity.



**QUALITY
TESTING
INSTRUMENTS
AT
OUR FACTORY**

Tensile Strength Tester

This is an equipment which can perform :

- Tensile Strength / Breaking Load Test
- Elongation Test
- Seal Strength Test
- Laminated Peel Test
- Coefficient of Friction (COF) Test

Confirms to :
ASTM D882 / F904 / F88 / D1894
TAPPI T549



Grammage Tester / GSM Tester

This is an equipment used to measure the grammage (gsm) of paper paperboards and plastic films.

Confirms to :
TAPPI T410 / ASTM D 646 / ISO 536



Caliper Thickness Gauge

This is an equipment to measure the thickness of Paper, Film, Foil, Laminate, Tapes, Labels or any substrate in Sheet Form under a specified contact pressure.

Confirms to :
TAPPI T411 / ASTM D645 / ISO 534 / 3034 / PSTC 133

Adhesive Peel Tester

This is a Tensile Tester specifically designed to perform the following :

- 180° Adhesive Peel Test.
- 90° Adhesive Peel Test.
- Loop Tack Test.
- Roll Peel Test.
- Release Force Test of Silicon Liners

Confirms to PSTC 101/16/8 / ASTM D 3330



Tape Shear Holding Tester

This is an equipment to test the Static Shear or Shear Adhesion Test of Pressure Sensitive Adhesive (PSA) Tapes.

Confirms to : PSTC 107 / ASTM D 3654



Hot Air Oven

This is an equipment to measure the moisture in Paper and solid content in adhesive.

Confirms to : TAPPI T412 / ASTM D 644 / ISO 287



Rolling Ball Tack Tester

This is an equipment to measure the tackiness of adhesive coated substrates such as Tapes and Labels, using the rolling ball method.
Confirms to : PSTC 6 / ASTM D 3121



Ink Rub Tester

Also known as the Sutherland Rub Tester, this is an equipment to test printed substrates such as plastic films / foils / labels / papers or paper boards for resistance to scuffing / rubbing / smudging

Confirms to : TAPPI T-830 / ASTM D-5264-92



CERTIFICATIONS WE HAVE



QUALITY, ENVIRONMENT AND
SOCIAL COMPLIANCE

SMETA[®] Sedex Audit Reference: 2022INQ2A4416589262 • Sedex Members Ethical Trade Audit Report Version 6.1

Audit Details			
Sedex Company Reference: (only available on Sedex System)	ZC416172995	Sedex Site Reference: (only available on Sedex System)	ZS416345620
Business name (Company name):	ASR Universal India Pvt Ltd		
Site name:	ASR Universal India Pvt Ltd		
Site address: (Please include full address)	J-1042, AL-1, Phase-III, RICO Industrial Area, Bhiwadi.	Country:	India
Site contact and job title:	Mr. Shyam Singh Rathore		
Site phone:	+91-9950762169	Site e-mail:	indiasales@asruniversaltd.com
SMETA Audit Pillars:	<input checked="" type="checkbox"/> Labour Standards	<input checked="" type="checkbox"/> Health & Safety (plus Environment 2-Pillar)	<input checked="" type="checkbox"/> Environment 4-pillar <input checked="" type="checkbox"/> Business Ethics
Date of Audit:	24.09.2021		

Audit Company Name & Logo:	Report Owner (payer): <small>(If paid for by the customer of the site please remove for Sedex upload)</small>
TUV NORD Cert GmbH 	ASR Universal India Pvt Ltd

Audit Conducted By			
Affiliate Audit Company	<input checked="" type="checkbox"/> Purchaser	<input type="checkbox"/> Retailer	<input type="checkbox"/>
Brand owner	<input type="checkbox"/> NGO	<input type="checkbox"/> Trade Union	<input type="checkbox"/>
Multi-stakeholder	<input type="checkbox"/> Combined Audit (select all that apply)		

If you have any concerns or queries about this SMETA report or the associated SMETA audit, please contact enquiry@sedex.com.

To confirm the validity of this report, please visit <https://www.sedex.com/audit-verify/>

Audit company: TUV NORD Cert. Report reference: 35300640 Date: 24.09.2021 sedexglobal.com 2

4 PILLAR SEDEX

QUALITY MANAGEMENT SYSTEM

Certificate of Registration

This is to Certify That The Quality Management System of

ASR UNIVERSAL INDIA PVT. LTD.

PLOT NO.: J-1042 M, PHASE-III, RICO INDUSTRIAL AREA, BHIWADI-301019, DISTT. ALWAR, RAJASTHAN, INDIA

has been assessed and found to conform to the requirements of

ISO 9001:2015

for the following scope:

MANUFACTURING, SALES AND MARKETING OF PACKAGING MATERIALS AND AUTOMATIC IDENTIFICATION AND DATA CAPTURE SYSTEMS.

Certificate No	21DQIV28	Issuance Date	: 23/08/2021
Initial Registration Date	: 23/08/2021	Date of Expiry*	: 22/08/2024
1st Surve. Due	: 23/07/2022	2nd Surve. Due	: 23/07/2023

DIRECTOR
ROHS Certification Pvt. Ltd.

IAF
 CB-QMS-035

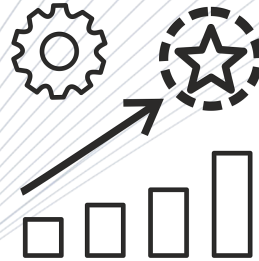
ISO 9001:2015

WHY THINK ABOUT US



Peace of mind

Once we are your vendor, you will have peace of mind regarding Quality, On-time delivery, Professional behaviour and Competitive pricing.



Synchronize Growth

We have the capability and resources to synchronize our growth with your current or future growth requirements.



Exposure to New trends

With our Tie-ups with International Suppliers and exposure to MNC Customers Coupled with our R&D Office in North America, we can keep you ahead of the curve for new Market trends or technologies.

CONTACT US



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J 1042 M AL-1 Phase III

RIICO Industrial Area Bhiwadi 301019 Rajasthan

INDIA

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Canada

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