



THE GOOD EARTH CHEMICALS

■ ■ *Innovating Value* ■ ■



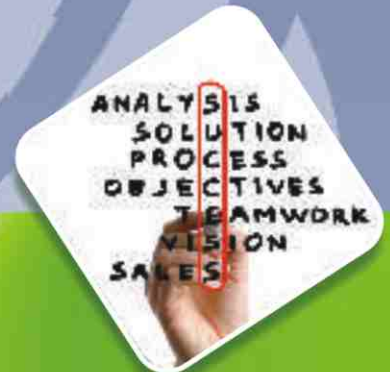
Company PROFILE

The Good Earth Chemicals is a leading organization engaged in mining and supplying of pulverized and processed minerals, extenders and fillers such as Talc / Steatite / Soapstone, Dolomite and Calcite for nearly half a century. The Good Earth Chemicals is a premium Business Partner/Supplier for leading companies in the Paint, Paper, Plastic, Rubber and Cosmetic Industry. By providing a superlative range of minerals, The Good Earth Chemicals has set a benchmark of quality in the national as well as in the international markets.

The organization has been consistently supplying high quality products conforming to World Class Standards by maintaining the overall quality parameters needed by the consumers. The organization has always stayed a step ahead from competition by setting standards for the Mineral Industry in areas such as innovation, technical assistance, product quality, health, safety, environment and ethical behavior.

Company Policy

We have always searched for betterment by means of Technological Advancement and Refined Processes. This has made us achieve the cutting edge, which is not only vital for our survival and growth but also for the betterment of the consuming industries.



Our Mission

Our mission is to create optimum value for all our stakeholders - customers, employees, and social partners - by remaining the mineral supplier of choice with a commitment to excellence and responsibility.

Our Vision

Our Vision is to be the most competitive and the most reliable Global player in the field of Manufacturing and Processing of Superior White Mineral products.



The Good Earth Chemicals Today Infrastructure

The Good Earth Chemicals is situated in the Industrial Area, Udaipur, Rajasthan. Spread across an area of 1,50,000 Square Feet, the company owns indigenously designed ten Micronising and Pulverizing plants.

Mines

Rajasthan has the second largest minerals reserves in India. The state produces 42 varieties of major minerals and 23 varieties of minor minerals. The requirement of Crude talc is met from mines situated near Village Amertia (Aaspur), Village Kadula (Dungarpur) and village Bharkundi. The requirement of crude Dolomite and Calcite are met from Mines situated near Village Rapcha and Salumar. These mines are situated within a radius of 300 Km from Udaipur.



Plant & Machinery

The Good Earth Chemicals has ten indigenously designed Micronising and Pulverizing plants producing over 2000 MT of material per month. Each Processing plant is designed to suit the nature of the mineral it is processing. The Good Earth Chemicals has different kind of mills for Soft and Light material like Talc & China Clay (Kaolin) and for Hard & Heavy material like Dolomite & Calcite. The micronising capabilities of the plant are from 25 to 5 micron.

Storage Facility

With a storage capacity of more than 30,000 MT, we at The Good Earth Chemicals believe that the storage of finished goods forms an important part of maintaining the overall quality of the product. At The Good Earth Chemicals, the finished product is stacked in closed warehouses thus protected from the weather conditions.

Packaging

The finished goods are packed in bags designed as per the requirements of the client. The product inside the bag is safe from any type of contamination from dust, water or moisture in the air. To further ensure the safety and the purity of the product, we at The Good Earth Chemicals provide double packing of laminated bags. These bags are then stacked in closed warehouses thus protected from the weather conditions.

Laboratory

The Good Earth Chemicals has state of art Laboratories in all their facilities. This helps us to meet our prime objective which is to supply good quality minerals consistently to the consuming industries, which in term helps them in not only reducing their loss of sales but also in creating good value for their product. These Laboratories are well equipped with testing capabilities of various characteristics of different minerals. We have Strict and stringent processes in place to ensure quality control of Raw Material, In Process Material and Finished Product.



Logistic Handling

At The Good Earth Chemicals, we believe in being a Business Partner to our customers. Therefore our job does not end when our material reaches our customer's premises safely. It begins there. Here at The Good Earth, we take care of our consumer's logistic requirements and monitor the inventory levels of our products at their end. This helps us in helping them to have absolutely problem free production.



Our Products



TALC

Talc (Steatite, Talc, French Chalk or Soapstone) is the softest and one of the most important industrial minerals in the world found in rocks formed over many millions of years. It is a hydrated magnesium silicate with the chemical formula $\text{Mg}_3\text{Si}_4\text{O}_{10}(\text{OH})_2$. It is also written as $\text{H}_2\text{Mg}_3(\text{SiO}_3)_4$, which corresponds to 4.8% H_2O ; 31.7% MgO and 63.5% SiO_2 .

Chemical Formula : $\text{Mg}_3\text{Si}_4\text{O}_{10}(\text{OH})_2$

Chemical Composition

Component	Percentage (Approx)
MgO	31 %
SiO ₂	60 %
Al ₂ O ₃	0.5%
CaO	0.1%
FeO	2.1%

Characteristics

- Talc is neither explosive nor flammable.
- It can withstand temperatures up to 1300°C and its melting point is at 1500°C.
- It has low electrical and thermal conductivity.
- It possesses lubricating properties, high luster and sheen chemical inertness, high fusion point, low conductivity to heat and electricity and hiding power as pigment extender.



DOLOMITE

Dolomite is a double carbonate of calcium and magnesium, ($\text{CaMg}(\text{CO}_3)_2$). In other words, it contains 30% of CaO , 20% of MgO and 50 % of CO_2 . However, in nature there is variation in its composition. It is sedimentary origin and is supposed to have been formed due to alteration of Calcium Carbonate sediments or rocks, by sea-water rich in Magnesia.

Chemical Formula : $\text{CaCO}_3\text{MgCO}_3$

Chemical Composition

Component	Percentage (Approx)
CaCO_3	53.3 %
MgCO_3	42.0 %
CaO	31.7 %
MgO	20.5 %
Fe_2O_3	0.3 %

Characteristics

Dolomite has physical properties similar to those of the mineral calcite, but does not rapidly dissolve or effervesce (fizz) in dilute hydrochloric acid. It is also slightly harder, denser and never forms scalenohedrons (calcite's most typical habit).

Dolomite decomposes completely above 900°C The product resulting from this relatively low-temperature calcination is highly porous and reactive and is known as 'calcinated dolomite'.



CALCITE

Calcite is a naturally occurring "Calcium Carbonate" containing more than 98% CaCO₃. It is a crystalline variety of Calcium Carbonate and occurs in Rhombohedra form. This comes from its chemical component, Calcium Carbonate, which sometimes is mistakenly known as "lime." CALCITE is a carbonate of lime (CaCO₃). It consists of 56% of CaO, 43% of CO₂.

Chemical Formula: CaCO₃

Chemical Composition

Component	Percentage (Approx)
CaCO ₃	90.0 %
MgCO ₃	6.0 %
SiO ₂	3.01 %
Fe ₂ O ₃	0.03 %
Al ₂ O ₃	0.07%

Characteristics

- Exhibits phenomenon of double-refraction;
- Its high reactivity with even weak acids, such as vinegar, plus its prominent cleavage in most varieties.
- Dissolves readily (with effervescence) in cold dilute hydrochloric acid
- One of the main metaphysical characteristics of calcite is its property of energy amplification.
- Is best recognized by its relatively low hardness (H = 3)



INDUSTRIAL

Application of our products



Paints

We have a product range, which offers a whole range of benefits to coatings. We have also created specialized performance fillers, which gives wide range of benefits to the coating. Usage of our extenders:

- Improves the hiding power and titanium dioxide efficiency in interior and exterior decorative paints
- Provides a consistent body to the film of the paint.
- Controls the wet hiding and dry hiding of the paint film.
- Improves cracking resistance and sagging by acting as bridges between binder agglomerates and strengthen the paint film
- Enhance matting or gloss.
- Improve corrosion resistance and paint adhesion.





Plastic

With the plastic industry on a fast growth-track, the usage of fillers is growing fast in PP, HDPE, LDPE, PVC, ABS & Thermosetting Compounds. Usage of our Fillers imparts the following properties to your plastic based products:

- Improves Chemical & Heat Resistance.
- Improves impact absorbing strength.
- Gives dimensional stability.
- Improves stiffness, hardness, tensile strength.
- Gives electrical insulation property.
- Acts as anti-blocking agent in film-like bags used for fruits, vegetables etc.
- Improve mechanical strength and scratch resistance.



Paper

The paper industry is the largest consumer of Fillers and generally uses talc with 80% to 96% brightness. Our Talc based products.

- Give smoothness, porosity and opacity to paper in addition to reducing the cost.
- Controls Pitch and Stikies
- Reduces usage of expensive whitening products and helps in controlling gloss of the coat.
- Provides smoothness to the surface and imparts opacity to the coat.



Due to current transition of usage of Calcite in place of Talc, The Good Earth Chemicals has developed fillers which have the mechanical properties of Carbonates and functional properties of Talc. These fillers are composite materials, which are stable in moderate acidic conditions and resist dissolution in most acid fountain solutions, thereby reducing build up of what most printers call dust in printing press.



Rubber

Our Talc based products.

- Reduces the viscosity of rubber compounds, thereby facilitating the processing of molded parts.
- Improves extrudate qualities, increasing production rates and enhancing UV radiation resistance of exterior parts such as automotive profiles.
- In sealants and gaskets, they provide good compression resistance.
- In pharmaceutical stoppers, they create a barrier against liquids.
- In cables, they provide insulation and in tire manufacture, it makes excellent processing aids.

Some of the other industries we cater to are:

- Textile Industry
- Ceramics
- Cosmetics
- Optical Industry
- Construction/Building Material Industry.





Quality Policy

We the people of The Good Earth Chemicals are committed for building and maintaining long lasting business relationships with all of our customers and relentlessly strive to achieve customer satisfaction by processing and supplying industrial minerals of consistent quality.

“We will continuously anticipate and understand customer requirements, convert these into performance standards for our products and services and meet these standards every-time.”

Quality Control

To ensure that the Quality of our products (Talc/Dolomite/Calcite) comply with all the requirements of our customers, we have a Stage Wise Quality Assurance Plan.

By following the plan, we make sure that the material is thoroughly checked and analyzed at every required and important stage from Raw Material Acceptance to Finished Good delivery.



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