INTRODUCES

SNEHABHA CARPET BACKING SYSTEM
FOR BACKING HANDTUFTED CARPETS OR SUCH THICK FABRICS

THROUGH Licensee of Snehabha :
M/S TAGBROS
Address: 14, INDUSTRIAL AREA, TILAK NAGAR NEW DELHI 110 018, INDIA
PH: +91 -11-42137239, FAX +91 -11-42137238, Email: tag_bros@yahoo.com

ADVANTAGES

❖Light weight ❖ More Flexible & better compatibility
❖Much higher Productivity ❖More eco-friendly

Thus overall the substitution is cost effective.
This new backing system has been considered for commercialization in the interest of trade and industry through support of DC(Handicrafts), Ministry of Textiles, Govt. of India.The acceptance of the project academically subsequently for commercialization by Industry, and finally by Executive Committee of IICT is a testimony of the worth of the concept. The handtufted carpet industry in particular and such fields in general will be benefited largely on implementation of the concept in mass scale. "Intervention of Technology & economy to Art & craft is relevant in present global scenario" has thus begun.

What is Snehabha?

Snehabha is a New Carpet Backing concept involving use of polymer sheet which can be fixed at the back with or without third backing. The backing of Handtufted Carpet using this new substitution technique Invented by Prof. (Dr.) Kamal Kanti Goswami, Director, Indian Institute of Carpet Technology (IICT) Bhadohi is available for adoption by industry.
Handtufted Carpets are backed using two series of fabrics and two tier latexing followed by drying etc. The process has been of time consumption, drudgery and non ecofriendly. Industry therefore needed cost effective substitution for which IICT could devise a system. The system relates to "new polymer sheet and method of backing carpet or such thick fabric material with the polymer sheet" & "A Machine for backing Carpet" respectively.

Why Snehabha?

It has unique selling proposition (USP)

Better

Eco-friendly

Cost effective

New and Niche

How Snehabha?

- **Approach M/s TagBros, New Delhi Licensee of IICT who will arrange sampling/trial run.**
- **Market the new backing system on the identified USP.**

Where to go for Snehabha?

Snehabha backing system comprises of Snehabha Polymer sheet (SBPS) and Snehabha Carpet Backing (SBCB) Machine available from M/s TagBros. 14,Industrial area , Tilak Nagar ,New Delhi-110018.
Tel.: 011-25461362, Email:tag_bros@yahoo.com

Sampling

One can assess the system and decide course of action .
Small samples may be made available on request by Mr. M.A.Ansari (carpet training officer) Mobile: 09935054059

Performance Criteria of the Polymer Sheet:

❖The sheet may be with and without reinforcement with scrim fabric.

❖The sheet may have or not inbuilt textile backing (TB)

❖The sheet shall attach tufted carpet and in built TB or separate TB through certain temperature, pressure and duration.

❖The tuft of the hand tufted carpet shall get locked with sired tuft withdrawl force

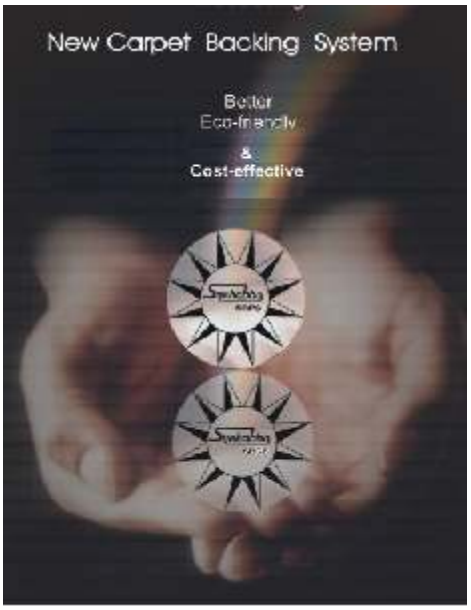
❖The delamination force amongst the tufted fabric & backing component should be such which does not permit easy separation (30 Kgf or more).

❖Eco-friendly process & product.

❖Required flexibility & floor compatibility.

❖Required resistance to washing.

Cost Effectiveness: The material is a substitute to existing latex mix. The new material is cost effective



Performance Criteria of the System:

❖The system may be of particular size (width x length) having flexibility to cater different size (width x length) of carpet having suitable temperature management of factors like temperature, duration and pressure.

❖ The machine may have electrical or otherwise any suitable heating system

❖ The machine may be movable and dismantalable so that any time any where operation can be carried out to suit the rural need.

❖ The trapezoid frame of proprietary design and required size needs to be in place over which carpet of required size to be laid duly stretched placable over platform.

❖ The temperature of the system should be uniform across the size of carpet to be backed.

❖ The system is able to fix the tufted carpet & backing component in such a manner that uniform adhesion through uniform pressure throughout for a desired prefixed dwell time.

❖ Equipped with necessary safety devices.

❖ Required flexibility & floor compatibility of the end product.

❖ Required resistance to washing of the end product.

❖ Cost Effectiveness : The system is a substitute to existing latex backing system. The new system should be cost effective.

Performance Data

Parameters	ExistingLatex	Substitution by SBPS & SBCB
Tuft Withdrawl Force (Kgf)	2.15	2.50
Delamination force (Kgf)	-	Satisfactory as compared to existing latex
Resistance to Cracking	-	Satisfactory as compared to existing latex
Resistance to washing	-	Satisfactory as compared to existing latex
Flexibility & floor compatibility	-	Better as compared to existing latex
Adhesive Quantity (gms/M^2)	1452	864