



A world without trees is hard to imagine. So is a world without paper. Ever since the Egyptians turned papyrus into 'paper', people have explored alternative materials such as tree bark, rice husk, garlic skin, biogases, jute, bamboo and even coffee chaff, to make paper. At a time when ecological consciousness is driving several industries to change processes, Trident Paper is a strident eco warrior. With a production capacity of 175,000 TPA, it is the world's largest producer of wheat-straw based paper. The group's sustainable eco-friendly paper is not only green by nature, but helps keep the planet greener by saving up to 5,000 trees every single day.

**Market**

Paper is an indispensable part of our everyday lives. Even with the world going digital, there are as many hard copies of documentation as there are soft copies. The world consumes around 300 million tonnes of paper each year. Education remains the single-largest sector that dominates the usage of paper.

The Indian paper industry accounts for almost 4% of the world's production of paper and paper

paper industry had been protected by government policies. With a freer market and consumers demanding more choice, the industry is facing the onslaught of international competition.

While the production and quality levels have been hoisted to face global challenges with resilience, the biggest challenge is to produce paper sustainably by conserving natural resources and reducing costs. And this is where the Trident

company's quest for excellence has yielded several awards – the CII's National Award for Excellence in Energy Management, Star Trading House FIEO Export Excellence Award, Indian Exporters Excellence Awards and the Government of India's National Energy Conservation Award among many others.

Trident's paper segment revenue stood at ₹73,000 crore in early 2020 with a 10-12% market share (Source: internal estimates). It now has a



global footprint that spans across 35 countries. Its green, agro-based resources have been certified by the Forest Stewardship Council (FSC) to cause less carbon emissions. In the recent past, it was certified by the Carbon Footprint Standard, another step towards a more comprehensive environmental footprint.

One sheet at a time, Trident has been re-writing the history of paper in India.

**History**

Paper has a fascinating history. For centuries knowledge was imparted verbally. But with the discovery of scripts, this was replaced with written records. In ancient India, natural writing material was used, both hard and soft, ranging from wood and palm leaves to leather and cloth. Paper, as a writing material, came in only around the 11th century AD through a circuitous route from China via Samarkand. Post that, there were various elaborate handmade paper techniques that were utilised in different states in India.

board. With the paper industry's turnover of around ₹60,000 crore, India is the fastest growing market for paper globally and is poised for even more growth.

But paper, in all its various forms, impacts the environment since traditional paper is made from wood pulp and leaves behind an enormous carbon footprint. The push today is to seek out alternatives to traditional paper sources and be equipped with the right technology to create paper that meets consumer demands.

The Indian paper market has seen a paradigm shift in demand patterns and consumer preferences. Higher education, awareness and disposable incomes have transformed mindsets. The demand for quality paper and value-added products is rapidly increasing. The per capita paper consumption in India is projected to increase to at least 17 kg by 2024-2025 from 13 kg in 2018.

Another force that is affecting the Indian paper market is the entry of international players looking for ways to establish themselves. Until 1990, the

Group stands tall – by fulfilling business demands and protecting the environment at the same time.

**Achievements**

As the world's leading supplier of wheat-straw based paper, the Trident Group has carved a niche for itself in today's competitive paper market. Its consumer-centric approach, superior quality, ethical practices and a vision for positive change has set the gold standard for paper manufacturers.

By opting for Trident Paper, you can help save over **1.5 MILLION** TREES EVERY YEAR

Trident was among the first mills globally to produce copier paper from wheat-straw and is now the largest paper unit in India to do so. It was also the first mill to use ECF bleaching and oxygen delignification on wheat-straw and to adopt Fuzzy Logic for burner management in lime-kilns. The

The first paper mill was set up in Serampore, Bengal in 1812 and failed due to lack of demand. Quite a contrast to the paper industry being defined as a core industry today by the Government of India. But historically India has always been a nation where agro-based resources have been turned into writing material. Something that has inspired the current makers of non-tree paper manufacturers.

The Trident Group was started by Rajinder Gupta in the early 1990s as a solitary yarn and paper manufacturer. Today it is a US\$ 1 billion

conglomerate operating in five major segments – yarn, home textiles, paper, chemicals and captive power. Today they are a leading integrated home textile manufacturer globally. Their manufacturing facilities located in Barnala and Dhaura in Punjab and Budhni in Madhya Pradesh cater to customers based across 100 countries.

Trident Paper began writing its success story in 1993 and still continues to do so. Pertaining to growing demand at a very early stage – its production capacity was increased from 65 TPD to 125 TPD.

Between 2009 till date, Trident launched multiple varieties and grades of copier paper. In 2012, Trident witnessed a colossal rise in sales and popularity with the introduction of the Bielomatik copier machine for the US-sized copier paper. Following this, in 2015, Trident hit a record of 7,500 MT copier sales per month.

### Product

Wheat-straw is one of the most abundant agricultural waste available in largely agrarian India. By using wheat-straw, Trident is helping prevent large amounts of this resource from being burnt and causing air pollution. It is also providing an additional source of income to all its associated farmers.

Trident sources its raw material from all over India and transports it to Dhaura, Punjab to be processed as pulp. Besides using international state-of-the-art technology for ECF bleaching, oxygen delignification and retention control, Trident is a pioneer in the paper industry to adopt Fuzzy Logic for burner management in lime kilns.

Today, as an ISO 9001:2008, ISO 14001:2015 and OHSAS 18001:2015 certified company,

Trident has an impressive line-up of world-class office products such as laser printer paper, laser paper, inkjet printer paper, Bond paper, presentation paper and multi-purpose paper. Its various paper grades include Trident Spectra, Trident My Choice, Trident Natural, Trident Royal Touch, Trident Digi Print in 2015 and the premium Trident Spectra Bond. Trident is one of the preferred suppliers of high quality paper for multi-colour high-speed printing and publishing and branded copier paper. Nearly 80% of its



finished product is consumed within India and around 20% is exported to over 35 countries.

The oft-heard cliché of killing trees to make paper hardly applies to Trident. Their value-added wheat-straw based paper comes, not just with an assurance of quality, but also a promise of sustainability and a greener planet. Trident Paper is available in all major hypermarkets, supermarkets and e-commerce platforms at competitive prices.

### Recent Developments

In keeping with its brand purpose of being eco-friendly, Trident is constantly exploring newer sustainable ways of manufacturing. The company uses rice husk as fuel for its boilers and has also emerged as one of the best water conservation paper mills in the world.

The company is also considering the possibility of using alternate agro waste resources for manufacturing paper. Intensive rounds of R&D have revealed that these alternatives could be more viable than wheat-straw which presents challenges for long duration storage.

Trident Paper is committed to keeping pace with the latest technological advances to equip itself with technical superiority through world-class machines in order to produce high quality eco-friendly paper. Its current production capacity of 175,000 TPA, will be further upgraded to 200,000 TPA. Its recent expansion plans also include a paper unit with the capacity of 500 tonnes per day.

Furthermore, Trident has now set its sights on launching paper for the carry bags and wedding cards segment. On the table is a plan for a strategic entry into the organic tableware segment as well.

### Promotion

Trident's eco-conscious brand purpose is promoted on all its packaging with the message, Save Paper. Save The Planet. Customers are encouraged to use the package itself for Origami or doodling. Each pack of paper prominently announces its wheat-straw paper source and its low chlorine content.

Trident believes in making connections with

people to make an impact. It actively participates in paper-centric exhibitions such as PaperEx. Its innovative, award-winning product displays help promote its offering more effectively since potential buyers and retailers get a live, tactile experience with the paper products. Trident launched an elite loyalty programme - Together Stronger, in 2018 which enrolled over 10,000 retailers and jobbers and rewarded high sales achievers.

By networking through annual retailer and dealer meets globally, Trident connects, interacts and understands the needs and demands of its associates to be able to cater to them better.

### Brand Values

Trident's brand purpose comes from the company's core brand value: to produce world-class products while preserving the environment. It is committed to reducing its carbon foot print by embracing sustainability as a core business vertical. Its environment-conscious manufacturing practises – recycling water, zero-discharge, usage of non-toxic chemicals and dyes and innovative tech to reduce energy and power consumption, along with making eco-friendly products, are a testament to this.

Led by the vision of the company's Founder and Chairman, Rajinder Gupta, each team member is guided by the core values of honesty, team work and a quest for excellence.

'Making in India, selling to the world' is another mantra that drives the company to be proud of its Indian origin and its current global reach.

By utilising wheat-straw as a sustainable and profitable paper resource, Trident has literally transformed waste into wealth.



### Things you didn't know about TRIDENT PAPER

- \* With each ream of Trident Paper, you can save 6.5 kg CO<sub>2</sub>e – which is equivalent to the emissions associated with running a 10-Watt LED light bulb for 600 hours or driving 22 miles in an average petrol car
- \* By opting for Trident Paper, you can help save over 1.5 million trees every year
- \* Trident produces 100,000 reams of paper each day
- \* Trident copier paper is the choice of almost 200 top corporates in India
- \* Trident Paper is supplied in more than 35 countries of the world