



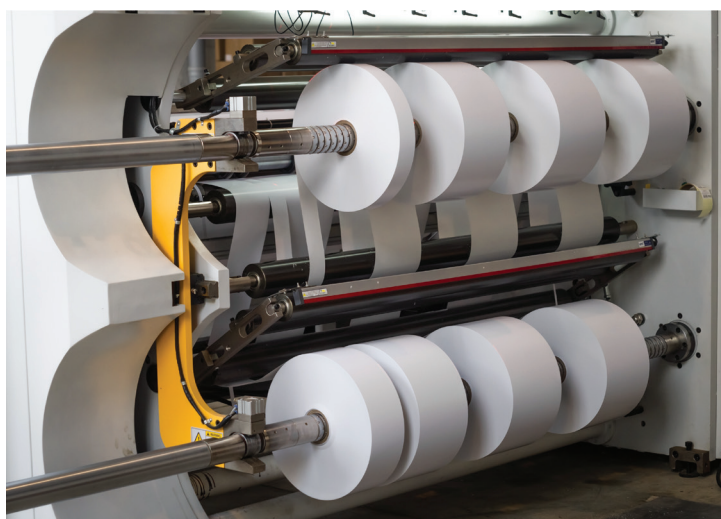
FROM EXPORT RISK TO MARKET LEADER – THE ROLE OF CONSISTENCY CaCO_3 POWDER

Problem: The "Quality Fluctuation" Risk

A large paper manufacturer in Indonesia had an ambitious goal: to capture high-value contracts in the global export market.

They produced premium coated and offset paper, but they faced one persistent technical problem: inconsistent quality.

The CaCO_3 Powder from their previous suppliers (local and imported) had fluctuating levels of whiteness and brightness. This meant one batch of paper could be bright white, while the next was visibly duller, negatively impacting print quality.



Challenge:

The Real Cost of Instability

This inconsistency was not just a technical issue; it was a critical business barrier.



This is "market unsustainability." They were trapped, unable to grow their export business because they could not trust their own raw materials.

1



Lost Trust:

International buyers in premium printing markets have zero tolerance for quality variations. One bad shipment could destroy a relationship.

2



Blocked Growth:

The sales team lacked the confidence to bid on large, long-term export contracts. How could they guarantee a 12-month supply when they couldn't even guarantee lot-to-lot consistency?

3



High Hidden Costs:

To compensate for the dull CaCO₃ Powder they were forced to use more expensive bleaching pulp and other additives just to save the batch.

Our Solution:

A Solution-Oriented Approach to Formulation

Global Minerals provided a specialized, high-purity CaCO₃ Powder combined with dedicated technical service.



The Product

We supplied the Vincarb NH-J3 grade, specifically optimized for the paper industry, guaranteeing Whiteness $\geq 98\%$ and Brightness $> 95\%$



The Support

Our technical engineers offered on-site support during trial runs on their pilot paper machine. This helped fine-tune the formulation and ensure optimal performance from the start.



Key Differentiator

We committed to providing a Certificate of Analysis (COA) for every batch and supported ISO brightness measurement, ensuring lot-to-lot consistency.

Result:

Confident and market growth

The switch to Global Minerals' CaCO₃ Powder immediately delivered measurable technical and commercial benefits.



The old pipes shattered while the pipes made with NHA1 did not crack or break. This technical validation confirmed the difference in material quality.

Result Category	Key Improvement	Financial/Efficiency Gain
Product Quality	ISO Brightness increased by 3-5 points. Paper showed higher whiteness and better ink sharpnes.	Increased product reliability and helped secure project contracts
Cost Efficiency	Saved10%-14%\$ on pigment costs per ton of paper.	Achieved significant savings by reducing the need for bleaching pulp or other costly additives.
Market Success	Customer orders increased because the paper was brighter and the print quality was better.	Client sales increased by 8-12% in the first quarter, establishing a stable and competitive position in the export market.
Production Efficiency	Reduced surface re-work and a lower scrap rate led to an increase in production efficiency of ~ 6 - 9 %	

Conclusion:

The export market does not forgive inconsistency

This case study demonstrates that "Sustainable Quality" is not a marketing term; it is the fundamental pre-requisite for global competition.

The client's 8-12% sales increase was not an accident. It was the direct result of eliminating risk from their raw material. They stopped buying "filler" and started investing in "guaranteed consistency" - a high-whiteness (≥98%) and bright (≥95%) CaCO3 Powder backed by a COA for every batch.

This gave their sales team the one thing they needed most: the confidence to bid on, and win, high-value international contracts.

Download

The Detailed Case Study



Don't let raw material instability limit your global ambitions.
Elevate your product quality.

Request a sample now

Nhat Huy Group is a pioneering manufacturer and exporter of plastic products in Vietnam, established in 2004. We offer a range of high-quality products including mineral powder, filler masterbatch, and PVC compound, serving global markets. Committed to innovation and improvement, Nhat Huy Group is dedicated to providing sustainable, efficient, and environmentally friendly plastic solutions, contributing to community and societal development. Our team of experts is always ready to deliver products and services that meet international standards, ensuring maximum satisfaction for our customers.

