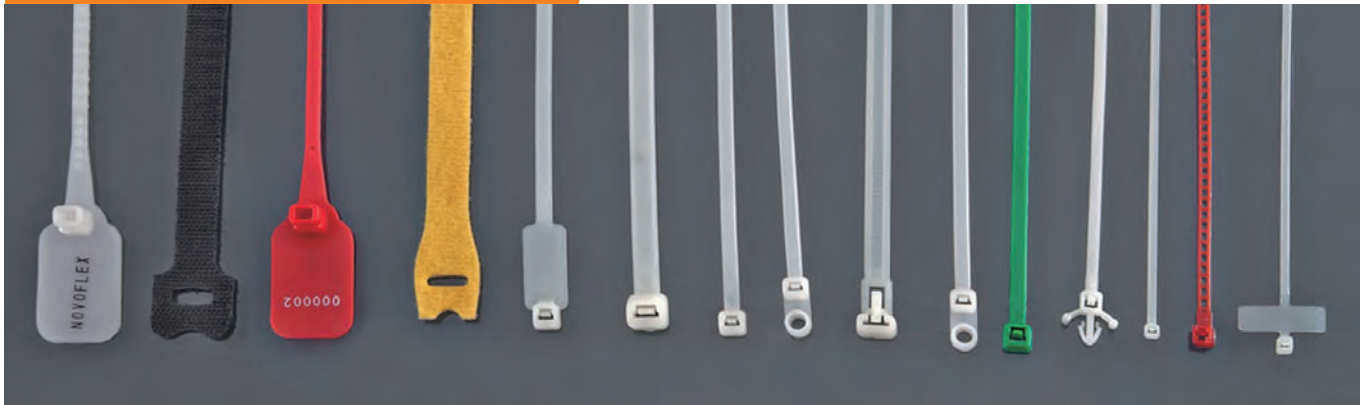


## Quality Cable Tie Providers 高品質束帶廠



# Cable Ties with Highest Tensile Strength in India

## Novoflex Industries Pvt. Ltd.

### 印度拉伸強度最高的束帶-Novoflex

by Dean Tseng, Fastener World

Novoflex, incepted in 1980, is an ISO9001:2018/RoHS/REACH-certified pioneer and leading manufacturer of nylon cable ties, push mount cable ties, stainless steel cable ties, cable glands, snap rivets, push rivets, miniature fasteners, strain relief cord bushings, grommet rings, PCB supports, pilfer-proof security seals and other wiring accessories, catering to all segments of manufacturing.

### Supply to Automotive & All Manufacturing Segments

“With the IATF 16949:2016 certificate and one of the widest range of products, we also focus on meeting the stringent requirements of the automotive industry in India and are a direct vendor to most automotive companies. The target audience for Novoflex has always been customers who appreciate consistent high quality and never settle for inferior products to merely save a few bucks,” said Dinesh K Banka, Managing Director of Novoflex. Innovation in product design coupled with a dynamic vision catering to the needs of the Indian manufacturing industries, Novoflex has been supplying high precision, high performance components to OEMs for over 3 decades.

### Products of Highest Tensile Strength in Indian Industry

Besides a large product range, Novoflex products are known for having the highest tensile strength compared with Indian counterparts. Its cable ties are manufactured as per American MIL-S-23190E military specification and surpass the minimum requirements of loop tensile strength by better design. Novoflex follows diligent manufacturing process parameters and uses the raw material Nylon 66 from top global manufacturers.

On new products, the director said “We have recently rolled out the very unique Nylon Metal Detectable Cable Ties, Edge

Clips, Fir Tree Clips for different hole sizes and tube holders. In addition, Novoflex is a multi-time recipient of awards including the prestigious American International Quality Award and International Diamond Star received in Mexico. Novoflex was featured as the Brand of the Year 2019 in India by THE CEO magazine for Excellence in Plastic Components Solutions.

### Growing Sales and Export Potential in India and Abroad

On sales potential in the domestic market, “The Indian economy has been growing rapidly for the last decade and our products have immense sales potential in the growing manufacturing space in India. The Indian industry has been patronizing us due to competitive pricing and innovative solutions at a very competitive cost. In India, Novoflex has just exhibited at Elecrama 2020 in Greater Noida and Auto Expo Components in New Delhi this year.

Novoflex is also focusing on exports and has a number of customers in the Middle East, Europe and Australia. It regularly exhibits at Middle East Electricity in Dubai, Hannover Messe and International Hardware Fair Cologne in Germany, and National Hardware Show in Las Vegas. The overseas response has been very positive and the company is to increase share of exports to total sales in the coming years.

A growth-oriented and state-of-the-art company known for its quality products, engineering expertise and manufacturing capabilities, Novoflex Industries Pvt. Ltd sets to rule the market and provide supreme products to their customers at a cost-competitive price. “We believe ‘Once a customer, always a Novoflex customer’ because of the innovation, price, consistency and timely supplies we provide!”

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