CHAPTER – 13 - DIFFERENT FEATURES AND BENEFITS OF FILAMENTS

13.1.1 - Solid round filaments

Great stiffness, abrasion resistance is higher and good band recovery
Paints evenly on the surfaces
Long lasting
Provide chemical resistance to the solvent based Paints

Universally ideal for all paint mediums
Prevents dumping of paint
Absorbs less moisture
Excellent characteristic of tipping

13.1.2 - Hollow filaments

Due to the shape reduces weight of the brush
Provide similar quality of tapered filaments
Absorbs less moisture and retains its stiffness for latex Paints
Good finishing and flagging characteristic
Universally ideal for all paint mediums

13.1.3 - Ribbed filaments

Lower weight as compared to the hollow filaments reduces the overall cost of brush

Absorbs very little moisture
Easy finish due to flagged split ends
Ideal for all types of paints

13.2 - Growth pattern of the brush business.
The technological advancement has played a major role in the development of the brush business which is when compared to the global instruments adopting the latest machineries and equipments in order to reach to the clients in better way. According to survey of financial report the sales of the brush in Saurashtra is on the total account has been at the growth of 25% every year considering the major players of the brush and top manufacturers having competitive business performance in the metro cities. The local market of the brush has developed in such a manner that it encourages the small players to jump into the big portfolio of business in order to consolidate the profitability with the expense of increasing the market share of the suppliers.
The small companies having higher service platform for the average products considering the company like BK brush such as kb, best, etc. are niche market having higher technological facilities for providing the best price in the available range. So the unorganised players have to compete in the harsh competition in order to survive in the market and so have to agree to the business terms such as giving credit of three months in payment, discount offerings, bulk purchase on festival seasons, attractive schemes for target achievement etc in order to compare their product in the standardized market and achieve enough profit margins. As shown in the graph the current economic environment where the companies have to face the strong taxation structure of India where they need to provide quality products by following the 1 fundamental rule of giving cheaper, at high quality and varieties of range so that they can win the market of Saurashtra paint brush by entering into the market every time with new ideas and innovations so that the customers are not fed up with the same perspective.

13.3 - Cultural differences for paint brush

The companies faces new challenges for meeting the demands of the customers in the Saurashtra market having wide variety of different cultures which is according to the territory changing of the region. As for example in brush market, the painters of
Bhavnagar city lean towards the quality comfort of the brush having blue handle is it is considered to be the sign of quality while in Junagadh majority of the dealers are always in the search of cheaper products with similar abilities. The main focus of the company is to meet the demand of every aspect of the dealers by strengthening their space for business and creating a value for their brand among the customers. Also in some parts of the Saurashtra region such as Rajkot, Gondal, jetpur where people focus more on the quality products then the price and those BK brush producers special types of quality for meeting the spendings of the market. Thus due to this there has been a change in creating the market for providing better brush with higher life with user-friendly characteristics which can be sold easily in the market. This new creation in the paint brush is also building new opportunities for the dealers to attract the crowd with the faster growth and demand of providing fragmented brush with high maintenance to the customers.

13.4 - Competition in the market
There is a constant environment of competition in this Saurashtra brush market due to the local traders and Rivals with their appropriate strength and also the Giants companies entering with different ideologies and financial backup with wider distribution network and so the local manufacturers have to follow their path and pricing criterias in order to survive in the market. For this reason the top players are the decision makers of the brush market and are considered to be the king in the competition where they have the power to change the mindset of the customers as they can fight against the economic drop down off the market and making them believe in the brand of their products.
Dealing with the organised sector or the unorganised sector there are basically three Types of categories of paint brush used for the applications such as interior paint brush having the length differs from one another and the exterior paint brush having the longer filament length usually for hard applications.
There is a mix market in Saurashtra which lies between people needing cheaper brush with high volumes to the people needing quality brush with low volume but constant demand. This involvement also indicates the comparative prices between the brands of different companies which affect the GDP growth by involving the need of the customers for the FMCG commodities where the online services have also been highlighted for generating the marketing strategies in the recent years. The RND department explains the important role for involving the newest formulations in the paint brush for longer life and higher Bend recovery for completing in the future market at affordable prices.