

QA at SENROR

At SENROR, quality is integrated into every stage of manufacturing — from raw material selection and melting to processing, testing and final dispatch.

Our Quality Assurance system combines advanced testing infrastructure, internationally recognized management standards, and process-driven controls to ensure consistent product performance and customer confidence.

Through our Quality Policy, comprehensive measuring and testing facilities, specialized laboratories, certified management systems, and product approvals, we maintain strict quality standards across Copper Alloys and Welding Consumables.

Explore the sections below to understand how SENROR delivers controlled manufacturing and consistent performance across every product category.

Continuous Improvement | Consistent Performance

Quality Policy

Our Quality Policy reflects SENROR's commitment to delivering products and services that consistently meet customer expectations through controlled processes, continual improvement and adherence to applicable standards. Quality is integrated into every stage of our operations to ensure reliability, consistency and long-term customer satisfaction.

ISO 9001	ISO 14001	ISO 45001	ISO 50001	ISO 27001	NABL	IATF
Quality	Environment	OH&S	Energy	ISMS	Lab.	Automotive



Precision Testing & Verification

MEASURING & TESTING FACILITIES

Advanced laboratories. Accurate testing. Reliable results.

<p>CHEMICAL TESTING Precision Chemical Analysis for Consistent Metallurgical Performance</p> <p>Verifies elemental composition and alloy consistency to ensure compliance with specifications, process control and reliable metallurgical performance.</p>	<ul style="list-style-type: none"> Elemental Analysis Alloy Consistency Process Control Specification Compliance
<p>MECHANICAL TESTING Reliable Mechanical Evaluation for Strength, Durability and Structural Integrity</p> <p>Evaluates key mechanical properties to validate product strength, durability and performance under application requirements.</p>	<ul style="list-style-type: none"> Tensile Strength Hardness Testing Bend & Distort Structural Integrity
<p>FLUX TESTING LABORATORY Advanced Flux Evaluation for Stable Arc Performance and Weld Quality</p> <p>Testing activities include particle size evaluation, moisture analysis, bulk density assessment and coating quality verification to maintain formulation consistency and manufacturing reliability.</p>	<ul style="list-style-type: none"> Particle Size Evaluation Mixtures Analysis Bulk Density Assessment Coating Quality Verification
<p>PERFORMANCE TESTING Application Based Performance Validation for Reliable Industrial Welding Results</p> <p>Validates actual product performance under practical welding conditions to ensure reliable and consistent industrial results.</p>	<ul style="list-style-type: none"> Application Trials Parameter Optimization Performance Evaluation Customer Support

MEASURED WITH PRECISION. TESTED WITH PURPOSE. DELIVERED WITH CONFIDENCE.

Chemical Testing

Precision Chemical Analysis for Consistent Metallurgical Performance

Verifies elemental composition and alloy consistency to ensure compliance with specifications, process control and reliable metallurgical performance.

Mechanical Testing

Reliable Mechanical Evaluation for Strength, Durability and Structural Integrity

Evaluates key mechanical properties to validate product strength, durability and performance under application requirements.

Flux Testing Laboratory

Advanced Flux Evaluation for Stable Arc Performance and Weld Quality

Assesses flux characteristics to optimize arc stability, welding behavior and overall weld quality.

Performance Testing

Application-Based Performance Validation for Reliable Industrial Welding Results

Validates actual product performance under practical welding conditions to ensure reliable and consistent industrial results.

Management System Standards

Quality at SENOR is reinforced through internationally recognized management system standards that establish a structured framework for process control, operational excellence and continual improvement. These systems strengthen consistency across manufacturing, testing and support functions while enhancing customer confidence and product reliability.

Our management systems support disciplined execution across the complete value chain — from raw material control and process monitoring to validation, inspection and final delivery — ensuring that products consistently meet customer and industry requirements.

At SENOR, these standards collectively strengthen:

- Process Consistency
- Product Reliability
- Technical Competence
- Customer Confidence
- Continuous Improvement
- Operational Excellence

ISO 9001 , NABL , IATF ,ZED Gold certified

QUALITY. ASSURANCE. EXCELLENCE.

Management System Standards

Quality at SENOR is reinforced through internationally recognized management system certifications that ensure process consistency, operational excellence and continual improvement.

- ISO 9001 CERTIFIED**: Quality Management System aligned with international best practices to deliver consistent quality and customer satisfaction.
- NABL ACCREDITED**: Accredited by NABL, ensuring the highest standards of testing accuracy, reliability and technical competence.
- IATF 16949 CERTIFIED**: Automotive Quality Management System for excellence in automotive supply chain and customer requirements.
- ZED GOLD CERTIFIED**: Recognized for adopting sustainable and responsible business practices for quality and environmental excellence.

PROCESS CONSISTENCY: Standardized systems ensure reliable and consistent outcomes.

OPERATIONAL EXCELLENCE: Driving efficiency, productivity and performance at every step.

CONTINUAL IMPROVEMENT: Committed to ongoing enhancement and innovation.

CUSTOMER CONFIDENCE: Certifications that build trust and long-term partnerships.

Research | Validation | Performance

R & D

SENOR's R&D function integrates metallurgy, process engineering and product validation to support new product development, process improvements and performance optimization across Copper Alloys and Welding Consumables. Through continuous research and technical evaluation, we focus on enhancing product performance, manufacturing efficiency and application reliability to meet evolving industry requirements.

Cu Alloys Products

Research activities for Copper Alloys focus on alloy development, process optimization and performance enhancement to achieve required mechanical, electrical and metallurgical characteristics. Development efforts support consistency, application suitability and customer-specific requirements across various industries.

Welding Consumables

Research activities for Welding Consumables focus on improving weld performance, arc characteristics and application behaviour through formulation development and testing. Product evaluation and validation help ensure reliable welding performance, quality and process efficiency across industrial applications.

R & D

SENOR's R&D function integrates metallurgy, process engineering and product validation to support new product development, process improvements and performance optimization across Copper Alloys and Welding Consumables.

Cu Alloys Products: Developing high-performance copper alloy solutions through advanced metallurgy and process innovation.

Welding Consumables: Engineering reliable and efficient welding consumables for superior performance and consistency.

OUR R & D CAPABILITIES

- Advanced Metallurgy Lab
- Process Development
- Microstructure Analysis
- Mechanical Testing
- Product Validation & Field Trials

Tested | Certified | Trusted

Product Approvals :

Industry-recognized product approvals reinforce SENOR's commitment to quality, performance and reliability, ensuring our Copper Alloys and Welding Consumables meet application requirements and customer expectations across diverse industries. These approvals strengthen confidence by validating compliance with established standards and supporting dependable performance in critical applications.

- **Welding consumables Approvals** : BIS , IBR , IRS , ABS
- **Welding Accessories Approvals**

Product Approvals

Industry-recognized product approvals reinforce SENOR's commitment to quality, performance and reliability, ensuring our Copper Alloys and Welding Consumables meet application requirements and customer expectations across diverse industries.

QUALITY: Assured quality and consistent performance.

RELIABILITY: Proven approvals from recognized authorities.

COMPLIANCE: Meet national & international standards and regulations.

TRUST: Building confidence across industries.

WELDING CONSUMABLES APPROVALS

- Bureau of Indian Standards: Conforming to Indian standards for quality and safety.
- Indian Boiler Regulations: Approved for use in boiler and pressure vessel applications.
- Indian Railway Standards: Approved for critical railway applications.
- American Society of Shipping: Approved for marine and offshore welding applications as per international standards.

WELDING ACCESSORIES APPROVALS

- ISO 9001: Process Regulation
- ISO 14001: Environmental Management (Bharat Carbon Company)
- ISO 45001: Occupational Health & Safety (Electrode Holders)

Tested. Certified. Trusted. Delivering performance with confidence.

Approved accessories. Assured performance.