

PACKAGING INDUSTRY NEWS:

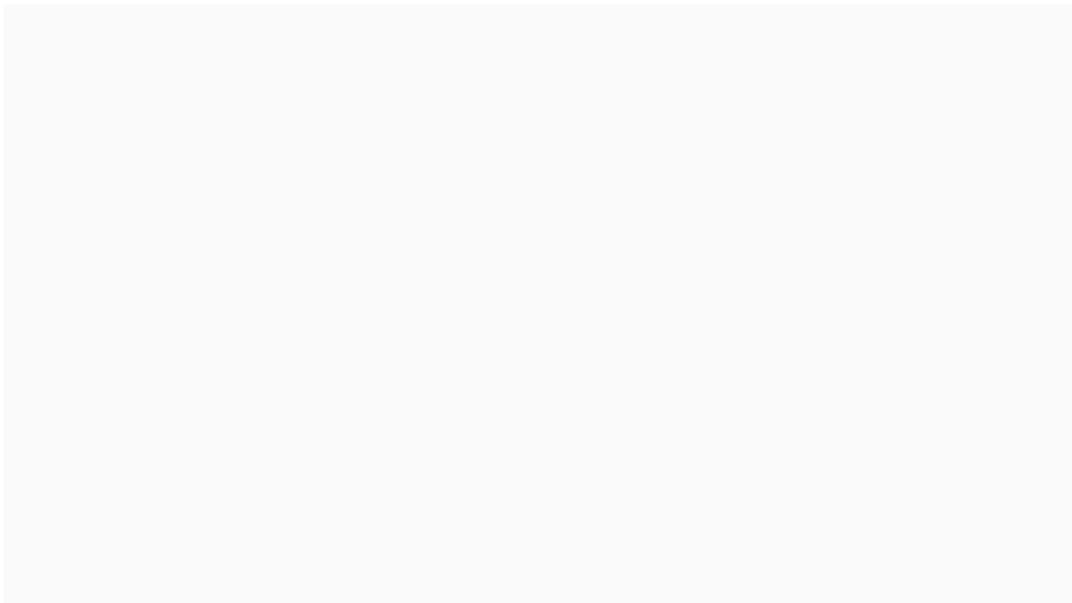
1. Paharur 3P – Gold Sustainability Award

FROM FLEXIBLE PACKAGING ASSOCIATION - USA



Clinic Plus Strong & Long Health Shampoo

This shaped stand-up spout pouch is one of kind in the personal care segment. The package gives the user the feel of using a bottle because of its shape and similarity to the existing bottle. As a cost effective option, this pack helps the brand/product reach to the rural areas of India. This standup pouch also helps in better utilization of space during transportation and in market shelf display. The special spout dispenses required quantity for the end user, avoiding product waste.



2. Huhtamaki Foodservice unveils new paper cup with digitalised connection

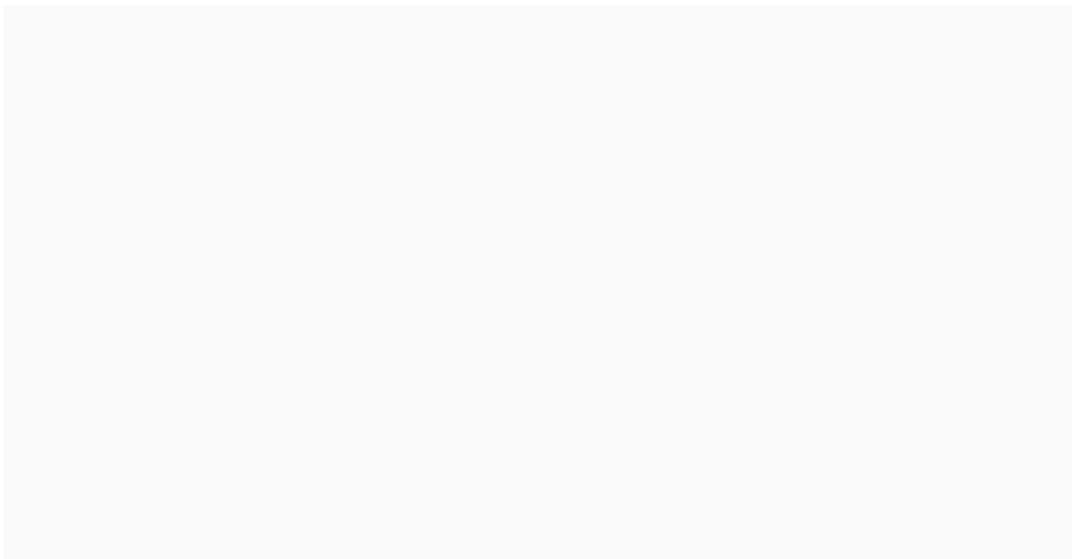


Huhtamaki Foodservice Europe-Asia-Oceania has launched its new Adtone range of single-use paper cups with digital capabilities.

The new cups feature a heat-activated thermochromic label and a unique quick response (QR) code with a link to a specified website.

When a hot drink is poured into the Adtone cup, the heat activates the thermochromic printing on the label to reveal the QR code, which is controlled by special digital data management software. By scanning the QR code with a mobile device, users can access promotional websites and associated digital content.

Huhtamaki also noted that its management software ensures that each promotion code can only be used once and changes the digital content after use.



3. Germany's Henkel to buy Darex Packaging Technologies for \$1.05bn

Germany-based Henkel has made a binding offer to purchase US' Darex Packaging Technologies from GCP Applied Technologies for \$1.05bn.

To meet the requirements of the cash-and-debt-free deal, GCP will begin a consultation process with the relevant works councils and labour unions.

Once completed, the company expects to enter a definitive purchase and sale agreement that will be subject to customary closing conditions, including regulatory approvals.

Henkel CEO Hans Van Bylen said: "The intended transaction is in line with our strategy to strengthen our portfolio through targeted acquisitions and would reinforce the position of our Adhesive Technologies business as a global market and technology leader."

["The intended transaction is in line with our strategy to strengthen our portfolio through targeted acquisitions."](#)

Darex currently provides high-performance sealants and coatings for the metal packaging industry.

With around 700 employees and 20 sites in 19 countries, the company also provides beverage, food or aerosol cans.

Henkel adhesive technologies executive vice-president Jan-Dirk Auris said: "We are excited about the opportunity to add the high-performance Darex business to our existing Adhesives Technologies portfolio.

"We are glad that we are now entering into exclusive negotiations about a possible acquisition. Darex's experience in developing innovative, high-performance sealants and coatings will underpin our commitment to provide our global customers with best-in-class solutions."

The company also noted that Darex will expand its existing portfolio to serve the metal packing industry and help enhance Henkel's position in the non-cyclical business.

4. Japan's Toppan picks up 49% stake in Max Speciality Films for Rs 200 cr

The new partnership with Toppan Printing will help strengthen MaxVIL's speciality films business : Mumbai February 10, 2017



The \$ 6.8 billion Japan-based Toppan Printing Co Ltd will acquire 49 percent stake in the New Delhi-based Max Speciality Films (MSF), the flagship manufacturing business of Max Ventures and Industries Limited (MaxVIL), for Rs 200 crore.

The new partnership with Toppan, a multinational corporation with interests in information & communication, living & industry, and electronics, will help strengthen the speciality films business and serve as a testimony of MaxVIL's commitment to expanding its manufacturing business.

Established in 1900, Toppan will serve as a strategic partner in MSF and share their expertise in managing a global speciality films business, as well as, leverage their global sales network. Under this partnership, Toppan, which is a large global buyer of BOPP products (MSF's key offering), will also serve as a customer of MSF.

As part of the partnership, Toppan will invest approximately Rs 200 crore, through a combination of primary and secondary share issuance. The investment by Toppan is subject to customary closing conditions, including but not limited to shareholder or other approval(s).

MSF has undertaken key expansion efforts in the past 12-18 months. The MSF board last year approved an investment of Rs 250 crore to set-up its fifth BOPP line, which will help augment production capacity by a significant 60 percent to over 70,000 tonnes per annum. A substantial portion of the proceeds from this transaction will be utilised for MSF's on-going capacity expansion.

The transaction will also result in MaxVIL's treasury corpus growing to Rs 290 crore, including the expected capital infusion of Rs 148 crore from the New York Life subsidiary and MaxVIL promoters, announced in January 2017.

Analjit Singh, founder & chairman emeritus of the Max Group and chairman of MaxVIL said, "We are delighted to welcome Toppan to an already illustrious set of joint venture partners in the Max Group, which includes Japan-based Mitsui Sumitomo Insurance, South Africa's Life Healthcare and Bupa Finance from the UK. I am confident that their partnership and strategic support will play an instrumental role in setting MSF's future growth trajectory. We have worked successfully with Japanese companies and are most pleased to continue our friendship with Japan."

Shingo Kaneko, president & representative director of Toppan Printing Co Ltd, said, "We see enormous opportunity in India and in this business specifically. MSF has emerged as a front-runner in their unwavering commitment towards R&D and constantly innovating and upgrading technology to stay at the top of the leader-board across a wide field of applications from labelling to flexible packaging. We are excited to partner them and help the business scale new heights."

MaxVIL is the newest entity in the Max Group of companies that came into existence after the erstwhile Max India Group was demerged into Max Financial Services Limited, Max India Limited and Max Ventures and Industries Limited (MaxVIL). MaxVIL has four distinct business verticals Max Speciality Films (manufacturing), Max Estates (real estate), Max Learning (education) and Max I (providing intellectual and financial support to high-potential start-ups).

5. Cosmo Films commissions BOPP film line in Gujarat

The new line will increase the company's BOPP capacity to 200,000 TPA from 140,000 TPA
Mumbai February 3, 2017

Cosmo Films Ltd has started commercial production from the new biaxially-oriented polypropylene (BOPP) film line at Karjan (Gujarat). BOPP films are widely used in the production of flexible food packaging, adhesive tapes, labels and lamination.

"The new line for production of BOPP films at Karjan (Gujarat) has been successfully commissioned ahead of schedule with capital cost lower than planned. The new line is the most advanced and the largest line available in the world today," said Cosmo Films in a BSE filing. The new line has a capacity of 60,000 tonne per annum (TPA) and will increase the company's BOPP manufacturing capacity by over 40 percent to 200,000 TPA from 140,000 TPA. "It is expected to contribute to substantial growth in sales and profit in financial year 2017-18," the company added.

Karjan plant site already houses BOPP lines, extrusion coating & chemical coating lines and a metalliser. The new high speed line equipped with automated changeovers will lead to an increase in power savings thus maximising overall operational efficiencies.

6. Godrej Consumer Products: Where science rocks

The company banks on frugal innovation to improve its processes & products, says Dr Wilfried Aulbu

February 10, 2017



India's fast moving consumer goods (FMCG) market amounted to \$ 47.3 billion in 2015 and ranked among the top ten consumer markets globally. A CII study projects a market of \$ 103.7 billion by 2020 at a CAGR of 17 percent. Even if growth only happens at the historic growth rate of 11 percent, the market size will be \$ 79.7 billion in 2020. Either way, it is big.

Godrej Consumer Products Ltd (GCPL) is mainly present in the household and personal care market with a strong focus on hair care, home care and personal care. GCPL is one of the largest household and personal care companies in India with market leadership in hair color, household insecticides and liquid detergents and holds the number two position in bath soaps.

Godrej's growth has been driven by a stringent execution of the 3x3 strategy, ie, the desire to build a sizeable business in three geographies (Asia, Africa and Latin America) across three categories (personal care, home care and hair care). The idea is to leverage products in fast growing, similarly structured markets for the benefit of the overall company. The execution of this strategy has been a combination of organic growth and acquisitions (rather than joint ventures).

One of Godrej's strengths lies in its ability to question the status quo and reinvent itself despite a long and illustrious history of 118 years. This is very visible in the R&D division of GCPL.

7. Interpack welcomes exhibitors from 60 countries

Held every three years in Germany's Düsseldorf Fairgrounds, interpack packs a whole lot of innovation into its 19 exhibition halls, and visitors from around the world flock to see it.

Messe Düsseldorf, the organizer of interpack, welcomed 174,798 visitors to interpack the last time it was held, which was three years ago in 2014. With around 2,700 exhibitors hailing from 60 different countries signed up for the 2017 version May 4-10, it's a safe bet that attendees will once again pour into the Düsseldorf fairgrounds in big numbers.

interpack 2017 is recording the highest demand among exhibitors in its 55-year history. By the official close of registration for this outstanding international event for the packaging industry and related processing industries, exhibitors had booked about 20 percent more space than was available at the exhibition center with its 262,400 square meters in 19 halls. As before, a special exhibit and conference called Components for Processing and Packaging will be running in parallel. It will feature products from supplier industries of the packaging sector. This event, too, is now fully booked, yet it will occupy more than twice as much space as in 2014, which marked its premier.

SAVE FOOD

As before, SAVE FOOD will play a role at interpack 2017. A special show called innovationparc will be held, with packaging ideas and solutions designed to reduce food losses and waste. They will include the winners of the international competitions for the SAVE FOOD Packaging Awards, held by the World Packaging Organisation (WPO). The prizes were awarded prior to interpack, and the winners are now set to compete with one another for the WorldStar Awards at the trade fair. innovationparc will include a presentation forum which can be used by companies to showcase their ideas and solutions. As before, innovationparc will be held in a high-quality marquee, situated between Halls 2 and 3.

The first day of the trade fair will also feature the third international SAVE FOOD convention, held in partnership with the UN Food and Agriculture Organisation (FAO) and the United Nations Environment Programme (UNEP).

Following its premier in 2014, the special Components for Processing and Packaging show has been substantially revised for 2017. Visitors will now find it at a central location within the exhibition center, in Hall 18, a temporary lightweight hall, approximately 5,000 square meters in size. It is situated between Halls 10 and 16, complementing interpack for its entire duration.

8. Parksons Packaging plant opens new plant:

Hyderabad: Parksons Packaging, a leading manufacturer and exporter of printed and laminated folding cartons, on Friday inaugurated a new folding carton plant in Sri City in Chittoor district.

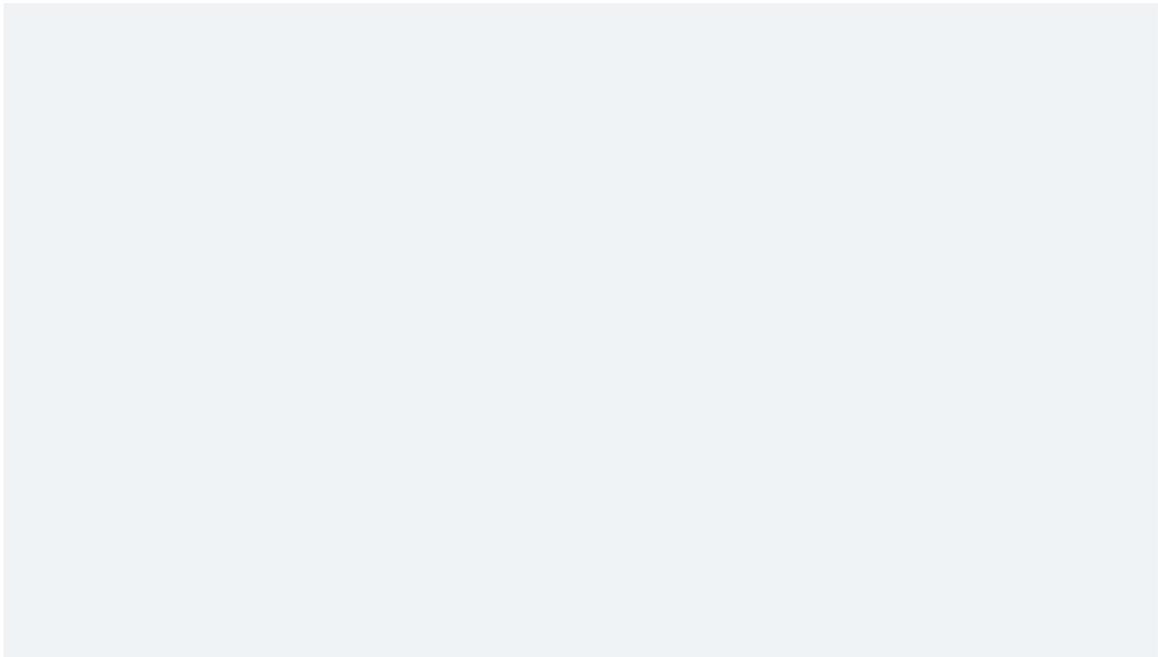
Ramesh Kejriwal, the company's Chairman along with Jean Pacal Bobst, CEO, Bobst Group, Stephen Plenz, Head, Equipment Div of Heidelberg group, inaugurated the plant.

Bobst, world's leading suppliers of equipment and services to packaging and label manufacturers, and Heidelberg, a German manufacturer of precision offset printers, are the technical partners of Parksons.

Ramesh Kejriwal said that their strategy was to continuously expand their geographical reach and maintained that Sri City plant inauguration makes Parksons a confluence (sangam) of West, North and South, as they have units in these regions of the country.

“Parksons Packaging being one of the leading packaging solutions providers in the country, focusing on constantly driving innovation, it is preferred across the industries in different sectors.

We are confident that its presence creates a symbiotic ecosystem in Sri City, which is the home for food processing and beverage industries, FMCGs and other manufacturing industries,” said Ravindra Sannareddy, Managing Director, Sri City said.



9. Welbound to bring USA-based Econocorp's end-of-line packaging kit to India,

24 February 2017

Consolidating its efforts to address the packaging challenges in supply chain logistics with systems that can prevent product damages in transit, Mumbai-based Impel Services has partnered with the USA-based Econocorp for joint activities in South Asia.

Impel, the packaging equipment arm of the post-press specialist Welbound Group, will sell and service Econocorp's case packing, tray forming and cartoning machines in the region.

Welbound's chief technical officer Suresh Nair visited Econocorp's operations in the US to study the range of products that find applications in the end-of-line automation across different industries.

Nair said, "Econocorp has products that address the requirement of small to medium size manufacturers in the US and I see a perfect alignment between the two companies – with the technology on one side and application services on the other side. The Indian customers with multi-location units requiring medium yet varied throughputs will clearly identify with the Econocorp solutions."

According to Nair, Econocorp's products stand out for the simplistic yet highly efficient design that leads to high throughputs with minimal cost of ownership.

With over 50 years of experience in the packaging industry, Econocorp is one of the top manufacturers of case packing, tray forming, and cartoning machines. "We are very excited to have the opportunity to grow our business in the large competitive Indian market with the right mix of a large technically qualified service team of Welbound," said, Alfonso Posada, international sales manager, Econocorp.

Pallippuram Sajith, director and CEO of Impel, said, "We will leverage our 100 member strong sales and service team to spread the benefits of the Econocorp solutions across the country. We will also use the marketing channels to discuss the benefits in automating the case packing, wrapping and also for seeking the security of products in transit."

Sajith added, "Besides this, we also have our own range of case sealers with unique offerings that are finding acceptance among the brand owners in food and FMCG segment. We will be showcasing our entire range at Interpack 2017 in Duesseldorf."

Welbound also has strong partnerships with Henkel Adhesives, Nordson gluing systems and Italy-based Siat for taping.

10. Tetra Pak launches an ecosystem for sustainable recycling

27 February 2017

In a move to encourage recycling of used cartons, Tetra Pak has announced the launch of ‘Cartons Le Aao, Classroom Banao’ campaign on 15 February. This initiative is part of its ongoing flagship programme ‘Go Green with Tetra Pak’, and pledges to recycle over eight-lakh cartons and donate 200 school desks for underprivileged schools in 2017.

This multi-city campaign undertaken in collaboration with retail chains Reliance Fresh and Sahakari Bhandar, and a Mumbai-based environment organisation RUR Greenlife (and R U Recycling) commenced its first leg in Mumbai.

Tetra Pak will provide special bins made from recycled cartons that will be placed across 42 Reliance Fresh and Sahakari Bhandar stores for the collection of these cartons.

To take the campaign's message to Mumbaikars across the city, Tetra Pak has tied up with the Dabbawala association. Mumbaikars will soon receive a ‘special message’ delivered to their doorstep, along with their dabba (tiffin box), encouraging them to recycle their used Tetra Pak cartons.

Jaideep Gokhale, communications director, South Asia markets at Tetra Pak, said, “The Cartons Le Aao, Classroom Banao initiative is aimed at bringing a behavioural change in consumers towards adopting green practices by encouraging them to deposit used paper-based Tetra Pak cartons for recycling at various collection centres.”

Speaking on the importance of recycling, Gokhale said, “There is a need for a unified approach towards recycling in order to make our cities healthier and more habitable. For over a decade we have been collaborating with stakeholders across the value chain – recyclers, waste pickers, NGOs, consumers and government bodies – to improve the collection and recycling of our cartons. We have leveled up to partner with the pulse of Mumbai, the Dabbawalas, in order to leverage their vast distribution channel.” The second leg of the initiative will cover Delhi and Bangalore.

Speaking at the event, Manisha Mhaisker, principal secretary, Urban Development Department, Government of Maharashtra, said, “I must congratulate Tetra Pak for taking this initiative. I would like to assure you whatever support and coordination you would need. The Government of Maharashtra is committed to taking this recycling to every home in Maharashtra.”

The event saw Damodar Mall, CEO - Reliance Retail, and Arjun Sawant, president – Dabbawala association pledging their support towards this initiative. Monisha Narke, founder, RUR, who is at the forefront of this initiative said, “I have always been passionate about the cause. We, at RUR, are proud to have partnered with Tetra Pak on the Go Green initiative as we resonate the same values. With the support of Mumbaikars, we have been able to make a significant difference to both the environment and the community.”
