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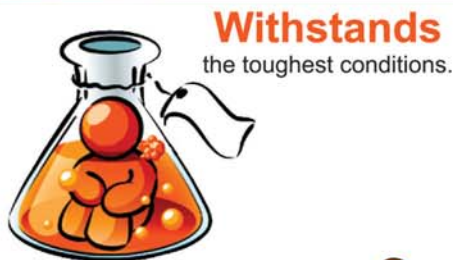
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## PLASTICS INDIA

A journal for the growth and development of plastics trade & industry

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Dear Friends,

I was travelling in the aircraft & like everytime, we listen to the standard 'safety drill which the airhostess demonstrates, she started the show. Among other procedures, it is told that if the oxygen level dips in the aircraft, oxygen masks will drop down automatically and the passenger is to put the mask first on his own face and then help one's child or co-passengers. Prima facie it sounds very selfish. Aren't we supposed to help others first? Thus started the thought & then discussed with many evolved friends & I am sharing here some of their views from management perspective.



In life we can help others only if we are able ourself. We can contribute to others well being if we ourself are fit, financially sound, emotionally balanced, intellectually clear and spiritually evolved. For example How can a doctor take care of a patient if he himself is ill? How can a financial consultant remove financial problems, when he himself is bankrupt? By the same token, how can we help others emotionally and intellectually as well as spiritually when we ourself are in a state of grey ?

Before we change anyone else, we have to change ourself. If we improve ourself at the spiritual level, it is easy to improve ourself at intellectual, emotional, financial and physical levels. The spiritual aspect of our life is the subtlest as well as the highest aspect. If we take the example of an organisation, then the lowest cadre of staff is equivalent to our physical body, the middle level staff is like our mind and the intellect is like a manager and 'Atman' or Self is the managing director.

The body has very limited powers. The mind is more powerful and the intellect is capable of more power but the MD is all-powerful. Therefore, if the MD is disciplined, as well as evolved, then evolution will trickle down to the whole organisation. But if the top level in the organisation is in laziness mode, then it is impossible for staff members to revive that organisation. Therefore, those who are at the helm of affairs have to maintain the highest standard of integrity, leadership and commitment.

Wishing you all a very happy Christmas and a great year 2015

Warm Regards,

**Manish Kr. Bhaia**

Editor

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## PRESIDENTIAL ADDRESS

Dear Members,

The month of December has seen the sudden fall in international crude prices. Since India imports 80% of its oil this has been good news for the country. The domestic oil marketing companies have announced reduction of oil prices, the benefits of which has been partly offset by the rise in excise duty. Those countries who depend on oil exports have however been adversely hit by this fall in prices. The Russian Central Bank has suddenly increased interest rates to hold slide of the rouble that has been hit by the fall in price of oil. Share market has started falling since part of the oil revenue of oil exporting countries used to find their way into the Indian share market.



In the field of plastics some new development is emerging to simplify the process of sorting plastics in recycling plants. A method has been developed that facilitates rapid separation of plastics for re-use. The new technique involves exposing particles of plastic to a brief flash of light which causes the material to fluoresce. Photoelectric sensors then measure the intensity of the light emitted in response to the inducing photoexcitation to determine the dynamics of its decay. Because the different polymer materials used in the manufacture of plastics display specific fluorescence lifetimes, the form of the decay curve can be used to identify their chemical nature. With this process, errors in measurement are practically ruled out; for any given material, one will always obtain the same value for the fluorescence half-life. Unlike metals, the quality of which often suffers during the recycling process itself, recycled plastics can be processed quite efficiently.

The crucial requirement is that the recycled material should be chemically pure. In that case, bottles made of PET, for example, can be relatively easily turned into synthetic fibre for use in waterproof windcheaters. Remelting of polymer mixtures therefore often leads to partitioning of the different polymers into distinct domains separated by grain boundaries, which compromises the quality of the final product. For this reason, high-quality plastics are always manufactured exclusively from pristine precursors - never from recycled material. The waste problem can be solved by chemical means, and the process can make a significant contribution to environmental protection, because it makes automated sorting feasible. Indeed, the use of fluorescence lifetime measurements permits the identification and sorting of up to 1.5 tons of plastic per hour. In other words, the method in its present form already meets the specifications required for its application on an industrial scale.

Wishing all members a Merry Christmas and a Happy New Year 2015.

With best wishes,

A handwritten signature in black ink, appearing to read 'Pradip Nayyar'.

**Pradip Nayyar**  
*President*

# From the Desk of Hony. Secretary



Dear Members,

The year 2014 is coming to an end and I wish all members a Merry Christmas and a Very Happy New Year 2015.

It was an eventful year at IPF with active participation from members. We assure our members that we shall continue to work harder for the growth and development of plastic industry. 2015 will have our 7th Indplas exhibition from 27-30th November 2015 and our much awaited and dream project knowledge centre will take shape and start functioning.

Since my last report, we had Plast Future East 2014 - International Exhibition & Conference on Plastics & Polymers was held at Balasore International Expo Centre, NOCCI Business Park, Balasore, Odisha from November 28 – 30, 2014. IPF had provide logo support and sent mass mail to all the members requesting them to participate as exhibitors and visitors for development of Plastic industry in Orissa.

IPF is in advance stage of setting of 2nd Poly park for seeting plastic Industry. A meeting of the New Poly Park stakeholders was held on 25th November 2014. Three promoters holding land at Budge Budge, Dankuni and Uluberia made their presentation and offered their land for sale. A site visit of the land by the stakeholders is being planned on 21st December 2014 with all interested parties, which will enable IPF to take a final decision on selecting land for poly park.

As in the past, an E. C. Members directory has been printed. The Directory gives the names and tele-communication particulars of all members in our Executive Committee for the term 2014-15.

Indplas'15 marketing was done at Nepal Plast exhibition at Kathmandu, Nepal from 14-16 Nov 2014 and Myanmar Plas at Yangon, Myanmar from 27 – 30, November 2014. IPF was offered barter booth at both places. The response received from exhibitors was very encouraging in both exhibitions and we hope it will materialize into exhibitors soon.

Wishing all members once again a Merry Christmas and a Happy New Year 2015.

With Best Wishes,



**Ashok Jajodia**  
*Hony. Secretary*

## CONSTRUCTION DRIVES PU RIGID FOAMS DEMAND

EMEA production of rigid PU foam reached about 1.85m t in 2013, with most used for thermal insulation in the construction and refrigeration industries in the form of panels, boards and in-situ foam. Demand for PU and polyisocyanurate insulation in Europe is being driven by the recast of the Energy Performance of Buildings Directive, which requires new and retrofitted buildings to achieve nearly zero energy demand from 2020, and from 2018 in the case of public buildings. In eastern Europe and Russia, the continued renovation of district heating pipe work remains a large market for rigid PU foam. The refrigeration market, however, is mature, and is mainly driven by the need to create more energy efficient products. Appliances with outstanding A+++ classifications are now emerging in some western European countries, the report notes.

*Source : Plastics News*

## PACKAGING AND MEDICAL SEE GLOBAL GROWTH

By industry, packaging and medical in particular exhibited global growth, according to Engel, and a differentiated appraisal is necessary in Automotive. While

reinvestment continues to decrease slightly and capacity increases are slackening, investment in innovations is on the rise.

Lightweight design is one of the most important drivers. “We have only seen the beginning of lightweight automotive engineering,” said Dr Neumann. “In the field of fibre composite engineering in particular, we can look forward to strong growth in the injection moulding industry in the next few years.”

Directed fibre systems have long since established themselves in high-performance products – for example, aerospace industry. For composite materials to find even wider use in high volume applications, such as automotive, the biggest challenge at present is to develop manufacturing processes that allow for low unit costs despite high-volumes.

Dr Neumann emphasised the need to offer thermoplastic solutions across all industries in order to achieve a genuinely widespread breakthrough, and injection moulding technologies offer great potential for this.

To push the development of new processes forward even faster, the company established its own Center for Lightweight Composite Technologies in 2012 at the site of the large-scale machine plant in St. Valentin, Austria. In collaboration with its system partners, ENGEL was able to set several milestones in recent years.

*Source : China Plastics and Rubber*

## SHALE GAS DEVELOPMENTS IN USA TO IMPACT GROWTH IN POLYETHYLENE FILM USAGE AND GLOBAL TRADE

Shale gas developments in the USA will lead to major reduction in the cost of polyethylene (PE) as well as reduce energy cost of subsequent film production. Gradually, North America’s polymer cost base could be on par with that in the Middle East, causing PE film exports from North America to surpass those of the Middle East. This projected cost advantage, combined with the technological expertise of US polyethylene film producers, will ensure that they become truly global players and result in shake-up of the worldwide PE film market. Other factors that will impact production include continuing investment in export-oriented regions such as the Middle East and South East Asia, and growth of the middle classes in less developed regions.

*Source : Plastics News*

## LIGHT WEIGHTING TO DRIVE GLOBAL AUTOMOTIVE PLASTICS MARKET BEYOND US\$41 BLN BY 2020

The global automotive plastics industry is estimated to grow

significantly until the end of the decade, driven by increasing demand of lightweight materials, government regulations and improvements in vehicle design. Plastic helps auto manufacturers to reduce its production and assembly costs and produce more attractive, yet more appealing functional designs. Strong growth in vehicle production will propel Asia Pacific to leading the global automotive plastics industry. Growing demand of vehicles from emerging economies, such as China, India and Latin American countries is anticipated to boost the industry. The industry faces hurdles in the form of volatile raw materials prices and huge investment in new material research activities. To know more about the growth opportunities, key drivers, emerging trends and challenges faced by the industry.

*Source : Plastics News*

## PROCESS INTEGRATION AND AUTOMATION HIGHLIGHTED

Process integration and automation are two of the strongest innovation drivers, as reflected in Engel's exhibits at Fakuma 2014. "The trend towards automation is particularly pronounced in the emerging markets, such as China, Southeast Asia and South America," said Dr Steger.

Automation is increasingly an integrative process component, which not only makes the production processes more efficient

and economical, but also empowers totally new manufacturing methods, component properties, design solutions and product qualities. On top of this, automation and process integration improve the sustainability of many applications. Integrated processes typically need less energy and raw materials, by removing entire process steps along with the logistics overhead for intermediate products.

The markets in Western Europe are the early adopters of highly-automated and integrated processes, but they still offer growth potential.

*Source : China Plastics and Rubber*

## INCREASING RECOGNITION OF ECO FRIENDLINESS TO DRIVE GLOBAL SYNTHETIC PAPER MARKET TO US\$342.8 MLN BY 2020

Synthetic paper is manufactured by using resins, has characteristics similar to regular paper made from wood pulp, but in appearance it looks like plastic films. Mostly, it is opaque or white color which has printing and processing capabilities. Usually, synthetic paper is made up of HDPE or BOPP and few amounts of polystyrene and polyvinyl chloride (PVC). These materials are used for giving better printability and a matt surface. Synthetic

paper can be segmented on the basis of applications into non-label segment and labels/tags. Growing demand from end-user industries, especially from the cosmetics and chemicals industries, is expected to drive the market. Read about the growth drivers, trends, growth region, growing applications, the challenges faced, etc.

*Source : China Plastics and Rubber*

## CHEMICAL MAKERS IN JAPAN DEVELOP NEW OLEFIN PRODUCTION PROCESSES AMID STEADY STREAM OF SERIOUS ISSUES

An ongoing process of integration of naphtha crackers in Japan has been compelled by a loss of competitiveness. The growing role of shale gas-based feedstocks is raising concerns over the resulting shortages of specific fractions from crackers. Additionally energy conservation has become more pressing in Japan since the 2011 earthquake and tsunami and associated nuclear disaster at Fukushima. Japan's chemical companies are in competition to develop new olefin production processes. Its innovative production and catalytic technologies are rated highly in both domestic and overseas markets. The ability of the industry to innovate has the



potential to offset the handicap of its heavy reliance on imported feedstock.

*Source : China Plastics and Rubber*

## INPUT PRICE DIP TO HELP RESTART HPL

Bengal's showpiece industrial project Haldia Petrochemicals Ltd (HPL) may resume production this month, saving the Mamata Banerjee-government from blushes during a global investors' meet in January.

The management has decided to take advantage of the rapidly falling prices of naphtha, the main raw material, to restart the plant that has remained closed since July 6.

In a meeting with the lenders over the weekend, private promoter Purnendu Chatterjee informed them about his decision to bring in Rs 100 crore and requested the bankers to arrange Rs 900 crore as part of their commitment.

However, the bankers said they would prefer to wait for a viability report being prepared by SBI Caps before taking a call on fresh lending.

Chatterjee reiterated his commitment at a board meeting of HPL today afternoon and asked the top management to oversee the preparatory work.

Sources said the renewed attempt comes after the Mamata Banerjee-government had told the private owner to take necessary steps for re-opening the plant this month.

Though the Rs 1,000-crore kitty is being arranged to restart the plant, the cash need has shrunk by 20-25 per cent on cheaper raw material.

Chatterjee could not be reached for comment.

According to an agreement on September 12, Purnendu Chatterjee-promoted The Chatterjee Group (TCG) would take over the management of HPL by buying out the majority shares from the state government.

The share transfer has not taken place as TCG is yet to arrange Rs 1,700 crore for the stake buy.

With crude at a 5-year low, prices of naphtha — a derivative of crude — have fallen to \$650 a tonne from \$900 a tonne in the last few months.

This has come as a boon for HPL that is struggling because of lack of working capital, preventing the company from operating at full capacity.

Before closing on the pretext of a technical snag in July, the plant was operating at 50 per cent capacity as it did not have enough funds to buy naphtha and the sub-optimal operation led to mounting losses.

HPL makes different grades of polymer used in making plastics and chemicals. The petrochemical business has been seeing a healthy margin in the last six months.

With prices of crude and naphtha dipping, polymer prices, too, are ruling soft but the margins remain healthy.

*Source : Special Correspondent*

## EXTRUSION MANUFACTURER BATTENFELD-CINCINNATI HAS NAMED GEROLD SCHLEY AS THE COMPANY'S NEW PRESIDENT AND CEO. FOLLOWING JÜRGEN ARNOLD'S RESIGNATION, THE COMPANY'S CFO MICHAEL VON CAPPELN HAS ACTED AS INTERIM PRESIDENT AND CEO

Gerold Schley has previously held several leading positions in the plastics industry - first in the injection molding sector, then for a number of years in consulting, and most recently as managing director of Milacron's European subsidiaries and VP of its Chinese subsidiaries.

Hans Maret, chairman of the supervisory board of the battenfeld-cincinnati group, comments: "We are very pleased to win an outstanding top executive like Gerold Schley, with such distinguished leadership qualities

and a long-term expertise in our business areas. We are confident that, thanks to his international expertise and knowledge of the Chinese market, we will continue to drive the positive future development of battenfeld-cincinnati in the global market.”

“We take this opportunity to thank Jürgen Arnold for his great commitment and successful service, wishing him all the best for his future career and private life,” Maret continues.

This change will go into effect on Jan. 1, 2015.

*Source : Plastics Today*

## FLEXIBLE PACKAGING MANUFACTURERS AND BRANDS JOIN TOGETHER FOR UK RECYCLING PROJECT

A new collaborative project involving global brands aims to significantly improve the recyclability of flexible packaging and diverting more of it from landfill.

The two-year REFLEX project, funded by the UK’s innovation agency, Innovate UK, aims to create a circular economy for flexible packaging by involving the whole supply chain, from polymer production and packaging manufacturers to waste management and recycling.

Amcor, Dow Chemical Co., Interflex Group, Nestlé UK, SITA Holdings UK, TOMRA Sorting, Unilever UK Central Resources and Axion Consulting are all working on the project.

Flexible packaging such as plastic bags, confectionery wrappers, frozen food bags and pouches makes up nearly a third (32%) of consumer plastic packaging in the UK, however, virtually all of this 556,000 tons produced annually ends up in landfill. By contrast 58% of plastic bottles are recycled.

“This project aims to remove the barriers preventing flexible packaging being recycled, thus enabling recyclers such as Axion and SITA to change the supply chain, create a circular economy in flexible packaging and divert it from landfill,” said Axion Director Roger Morton.

“To achieve this, innovative recyclable flexible package designs and materials are required, where all the materials used can be reprocessed together. Recycling these materials is still very technically and commercially challenging.”

The project will include innovative inks, new barrier polymers, novel packaging designs and a new automated sorting technique. With the backing of Nestlé and Unilever, industry-wide guidelines for recyclable packaging will be agreed and disseminated.

Each step of the process will be trialed during the project, which is designed to demonstrate to the

full supply chain that it is viable to create a circular economy in plastic flexible packaging, according to a news release.

Currently, recycling flexible film presents a number of challenges with low yields due to multi-layer barrier materials, difficulties in sorting it from bulk waste and high ink loadings that affect the final recycled product color. Confusion among consumers over what exactly can be recycled is also a significant barrier to recovering more of these materials.

“Flexible plastic packaging represents a huge challenge to current recycling routes, because seemingly ‘simple’ packages, such as a biscuit wrapper, may incorporate several functional layers to deliver heat-sealable, oxygen barrier, metalised, printed and varnished packaging with high tear strength, good puncture resistance and minimum cost,” Roger said.

“The complexity of these multi-layer films makes them virtually impossible to recycle by current methods because of the mix of polymer types and inks used,” he adds.

Research has started into how flexible packaging can be collected, sorted and then reprocessed into high-quality recycled plastic pellet suitable for use in the manufacture of a wide range of products. It is anticipated that the market will follow a similar model to that for plastic bottle recycling and may take 10 years to get to a point at which more than 50% of flexible

packaging is diverted from the waste stream.

*Source : Plastics Today*

## PIONEERING PROJECT AIMS TO RECYCLE MORE FLEXIBLE PACKAGING

The two-year REFLEX project, funded by the UK's innovation agency, Innovate UK, aims to create a circular economy for flexible packaging – from confectionery wrappers to detergent pouches - by involving the whole supply chain, from polymer production and packaging manufacture to waste management and recycling.

Joining the Manchester-based resource recovery specialist are Amcor Ltd, Dow Chemical Company Ltd, Interflex Group, Nestlé UK Ltd, SITA Holdings UK Ltd, TOMRA Sorting Ltd and Unilever UK Central Resources Ltd.

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chain, create a circular economy in flexible packaging and divert it from landfill,” explains Axion Director Roger Morton.

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The project will include innovative inks, new barrier polymers, novel packaging designs and a new automated sorting technique. With the backing of Nestlé and Unilever, two global brands that see consumer value in offering recyclable packaging, industry-wide guidelines for recyclable packaging will be agreed and disseminated.

Each step of the process will be trialled during the project, thus demonstrating to the full supply chain that it is viable to create a circular economy in plastic flexible packaging.

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seemingly ‘simple’ packages, such as a biscuit wrapper, may incorporate several functional layers to deliver heat-sealable, oxygen barrier, metalised, printed and varnished packaging with high tear strength, good puncture resistance and minimum cost,” continues Roger.

“The complexity of these multi-layer films makes them virtually impossible to recycle by current methods because of the mix of polymer types and inks used,” he adds.

Research has started into how flexible packaging can be collected, sorted and then reprocessed into high-quality recycled plastic pellet suitable for use in the manufacture of a wide range of products. It is anticipated that the market will follow a similar model to that for plastic bottle recycling and take ten years to mature to a point at which more than 50% of flexible packaging is diverted from the waste stream.

Axion Consulting is part of the Axion Group that develops and operates innovative resource recovery and processing solutions for recycling waste materials. The Group works with a wide range of clients, from Government agencies and local authorities to companies in diverse commercial sectors, on the practical development of new processing and collection methods to recover value from waste resources.

*Source : Packaging Europe News*

## DOMESTIC DEMAND FOR PLASTICS INDUSTRY GOODS GREW 6.5 PERCENT IN 2013

Domestic demand for plastics industry products grew at a record-breaking pace in 2013, according to a report released by the Society of Plastics Industry (SPI). The U.S. plastics manufacturing industry is a \$374 billion sector that employs 900,000 with representation in each of the nation's 50 states.

The 2014 Global Business Trends report, which will be discussed in detail during a webinar Dec. 10, 2014, indicates that the domestic demand for plastics industry goods grew 6.5 percent, from \$251 billion in 2012 to \$267 billion in 2013. The previous high was \$262.6 billion in 2006.

“Surpassing previous consumption levels confirms that the U.S. plastics manufacturing industry is a major player in the world's economy,” said William Carteaux, SPI's president and CEO. “While U.S. exports of raw materials continue to show profitability thanks in part to increases in shale gas supplies, domestic demand holds the key to a wealth of job growth and economic benefits for firms that invest in the nation's manufacturing renaissance.”

The U.S. resin trade surplus has grown in dollar terms, falling off

slightly during the 2008-2009 recession, and again in 2012-2013 because of strength in the U.S. economy relative to the rest of the world. SPI says that U.S. manufacturing trade balance has improved in part due to “reshoring” or the return of manufacturing operations that had been “offshored” to other countries. In addition, the U.S. has become more competitive in four main respects: low wage inflation, a lower-valued dollar, high productivity and abundant energy.

Meanwhile, exports resumed growth in 2013, recording a 2.7 percent increase across most sectors (resins, plastic products and molds), excluding machinery. However, SPI noted that machinery sales and exports historically expand on a triennial basis in conjunction with NPE, (NPE2015 is scheduled March 23-27, 2015, in Orlando, FL).

Due to the the “flourishing” domestic market, more production was needed in 2013 to meet the demand. The ratio of industry exports to domestic shipments fell from 22.2 percent in 2012 to 21.5 percent in 2013, another sign of an improving U.S. economy.

As has been the case in recent years, Mexico and Canada remain the U.S. plastics industry's largest export markets, with \$14.9 billion in exports going to Mexico and \$12.5 billion to Canada in 2013. The industry had its largest trade surplus with Mexico in 2013, at \$10.8 billion, which is largely attributable to the North American

Free Trade Agreement (NAFTA). U.S. plastics companies continue to take advantage of duty-free access to Mexico's market, and this should serve as an indication of the potential positive trade benefits that await the U.S. should it successfully conclude negotiations on the Trans-Pacific Partnership (TPP) and the Transatlantic Trade and Investment Partnership (TTIP).

*Source : Plastics Today*

## SOUTHEAST ASIA'S MEDICAL MARKET WILL ALMOST DOUBLE BY 2019

Medical manufacturing is one of the key growth areas in countries belonging to the Association of Southeast Asian Nations (ASEAN), according to an article posted today on the ASEANBriefing website. A rapidly expanding middle class is largely responsible for a projected near doubling of the medical device market in these countries, from \$4.6 billion in 2013 to \$9 billion by 2019.

Three ASEAN countries—Malaysia, Indonesia, and Thailand—account for approximately 65% of the current medical device market among the 10 member countries, according to Matthew Zito, Benedict Lynn, and Emily Liu of business intelligence firm Dezan Shira & Associates, who authored the article. The other seven are Singapore, the Philippines, Brunei,

Vietnam, Laos, Myanmar, and Cambodia.

Medical device markets within the region have been charting double digit growth rates in recent years, and will likely continue to do so, write Zito, Lynn, and Liu. “With the increased demand for better healthcare, encouraged by governmental focus on healthcare as a priority sector for trade and service liberalization . . . the upside market potential for medical devices in the region is immense,” note the authors.

The individual medical device markets across ASEAN’s 10 member countries are in various stages of development. Those with the greatest presence in the medtech market can be broken down as follows:

- Malaysia and Indonesia, which are rich in rubber, lead global production in latex products such as surgical gloves and syringes. Malaysian exports in diagnostic imaging have expanded in recent years, according to research by Espicom, which estimates the country is likely to see compound annual growth of 16.1% to 2018, with growth for consumables as high as 24.8%.
- Singapore, the region’s medical and technological hub, has a thriving biomedical research and development industry, and a competitive advantage in advanced manufacturing. It is home to the manufacturing operations of more than 30

medical technology firms.

- Thailand also has a relatively robust medical device market, worth approximately \$1 billion and growing 15% annually, according to Ames Gross, President of Pacific Bridge Medical (Bethesda, MD).

On the regulatory front, ASEAN member countries have made significant strides toward developing a mature regulatory framework for medical devices, both individually and regionally, according to the article at ASEAN Briefing. In particular, a regional medical device directive, which is set to take effect on Jan. 1, 2015, aims to harmonize regulations across the 10 countries via legally nonbinding stipulations. This initiative is in line with ASEAN’s goal to liberalize trade and investment in the healthcare sector. The AMDD will mark a significant step toward promoting easier access for medical device companies to the regional market of more than 600 million people, write Zito, Lynn, and Liu.

ASEAN countries currently remain reliant on imports to satisfy demand for medical devices: for example, as much as 97% of devices consumed in Indonesia in 2013 were imported, mainly from the United States, Japan, and Europe. Nevertheless, momentum is building for local manufacturing to transition toward more advanced products, as foreign companies move into the region to

take advantage of lower costs and rising demand, according to Zito, Lynn, and Liu.

*Source : Plastics Today*

## NEW RULES FOR PACKAGING IN THE EU MAY RESULT IN LARGER PACKAGES

The United States isn’t the only country in the world that is getting slew of new rules and regulations. The European Union has new law on food information to consumers that will be put into effect on December 13, 2016. EU Regulation 1169/2011 on the provision of food information to consumers changes existing legislation on food labeling to include: mandatory nutrition information on processed foods; mandatory origin labeling of unprocessed meat from pigs, sheep, goats and poultry; highlighting allergens e.g. peanuts or milk in the list of ingredients; better legibility i.e. minimum size of text; and requirements on information on allergens also cover non pre-packed foods including those sold in restaurants and cafes.

The part that struck me was the rule regarding “better legibility i.e. minimum size of text.” I was out shopping over the weekend, and stopped into an Ulta cosmetics store. Since I don’t use any cosmetics that are made in China, I read labels carefully. Oddly enough,

the labels were nearly impossible to read! It seems that since so much information is required on labels for products sold in the U.S., the manufacturers have gone to smaller and smaller text fonts in order to get all the information onto the label.

The text was much smaller than this. In fact, this is a large font size (#8) compared to the font size on most of the cosmetic packaging in the store. While I couldn't find the exact text size for the new EU regulation, my bet is that manufacturers were putting the information in such a tiny font size that it was virtually unreadable. To solve that problem, the new EU regulation has implemented a minimum font size of text so that it can be read.

With the drive toward reducing packaging and sustainability, manufacturers were making the print smaller rather than making the package larger. However, since this new EU regulation requires a minimum text size - presumably so that it's readable - I'm betting that the size of the packaging will have to increase. That obviously means the use of more plastic packaging. That's good for the plastics industry!

Labeling regulations, while intended to be helpful to consumers who want to know what's in the food, health and beauty products they buy, but the downside is that manufacturers will either have to increase the size of the packaging so the label can be larger or attach a magnifying glass to every package so the consumer can read the "fine print" so to speak.

The government regulators can't have it both ways. They can't have less packaging materials for products and 1,000 words of product information on the package.

Luckily for manufacturers, they have until December 13, 2016 to implement the rules on the packaging. That gives them plenty of time to think up creative ways to put more information on smaller labels and be in compliance. Perhaps "Smart Packaging" would be a good idea. Rather than put the information on the package, just put a bar code or QR code on the package so that when you take a picture of the code, all the information comes up on your smart phone. I've read that's already in the experimental stages.

Personally, I vote for larger packaging - especially of the plastic variety - so that I don't go blind trying to find out where my food or cosmetics come from or what's in them.

*Source : Plastics Today*

## PLASTICS AND RUBBER MACHINERY MANUFACTURING SET FOR THREE PER CENT GROWTH WORLDWIDE: REPORT

Global sales of plastics and rubber machinery will increase

by an average of three per cent a year in the period from 2014 to 2016, according to a new report commissioned by the VDMA Plastics and Rubber Machinery Association.

"The outlook for 2015 is for a positive trend in sales to China and the US and a further recovery of European markets," the report said.

A forecast was also made for the first time for manufacturers in the EU. As the year draws to a close, it predicts that sales will be two per cent down in 2014 but, starting from that lower base, envisages growth - also of two per cent - for 2015.

Back in October, the industry's sales in Germany were forecast to show a slight decline of one per cent in the current year. For 2015, manufacturers are expecting growth of four per cent.

"The European manufacturing countries and China account for almost three quarters of global production," the report said. "The main sales markets are China and the U.S., which together take nearly a quarter of world deliveries of plastics and rubber machinery. If the EU is included, that takes the figure to 47 per cent of world exports."

The Plastics and Rubber Machinery Association is a division of Europe-based VDMA, an amalgamation of numerous European associations designed to represent the interests of individual engineering sectors at the European level.

*Source : Plastics News Daily*

*Contd. ....Pg-19*

# GLIMPSES

## Plastics Exhibition in Nepal organized by Plastnepal Foundation from 13-16 Nov, 2014

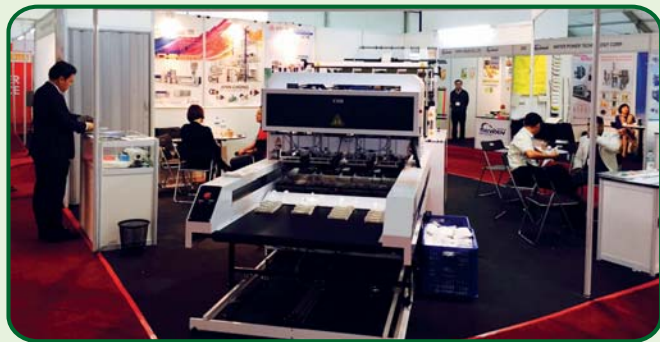
IPF participated in PlastNepal, the first Plastics Exhibition in Nepal organized by Plastnepal Foundation from 13-16 Nov, 2014 at Kathmandu, Nepal. IPF had a barter agreement for complimentary booth at Nepal plast with IPF providing logo support, putting their banner on website and mass mailing to members. The IPF booth was managed by Executive Member Mr. Manish Kumar Singhania of Manav Polymers Pvt.ltd and Mr Chirag Khaitan of Sparck Industries. IPF booth attracted good visitors and exhibitors were also interested to participate. We got good mileage from this exhibition.



# GLIMPSES

## Myanmar International Plastics & Rubber Industry Exhibition

Myanmar International Plastics & Rubber Industry Exhibition was held at Yangon, Myanmar from 27 – 30, November 2014. IPF was offered a barter booth in the exhibition by the organisers M/s. Chanchao, who are our marketing agents for Indplas'15. The IPF booth was managed by Mr Sumit Jalan of Servo Packaging and Mr Prakash Agarwal of Aglo Polymers in association with M/s. Chan Chao. The response received from exhibitors was very encouraging which we expect will help in getting them in our exhibition.





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## FLIP BOTTLE REACHES PROTOTYPE STAGE IN HIGH-BARRIER PET

This patented, all-in-one bottle and glass moves closer to commercialization in a prototype in the form of an oxygen-scavenging 187mL PET container. Learn more about this fascinating, one-of-a-kind package and find out what's next.

Periodically over the past year and a half we have updated the saga of Vincent Allora, inventor and owner of the Flip Bottle, a unique, patented and one-of-a-kind container for wine and other beverages. Here are the latest developments regarding the invention starting with a newly created oxygen-scavenging prototype.

As a reminder, the Flip Bottle is a first-of-its-kind package that functions as an all-in-one bottle and glass. It is protected by United States Utility Patent Number 6,398,050 and can be manufactured to suit the specifications of any beverage currently available to the public, and would make for a perfect new product launch. It can be customized for special occasions such as weddings, birthdays, anniversaries, religious ceremonies, and is a perfect package to take on picnics or serve at sporting events, concerts and other public venues.

**Allora:** After the Flip Bottle article was published by Packaging Digest in its "Promising Patents" section of the May 2013 issue (you can read the full-version article here) we were astounded by the positive feedback and inquiries about our new package design, and the most frequently asked question was "do you have a production quality prototype?" We immediately began brainstorming about all of the potential beverages that could use the Flip Bottle and quickly realized that almost EVERY beverage could benefit from our package design. So we needed to make a decision and came to the conclusion that one product in particular is traditionally poured from its original package into a glass to enjoy, and that is wine! Then we employed the philosophy of esteemed modern architect Louis Sullivan's most famous phrase, "Form Follows Function", to identify the criteria for the Flip Bottle prototype.

The prototypes were designed and engineered based on two critical elements; first to execute the functionality of our utility patent by creating a liquid container that functions as both a bottle and a drinking glass all-in-one package, and secondly to standardize the threaded narrow end of the container to allow it seamlessly integrate into conventional or traditional 187mL single serving size wine bottle filling equipment. The latter galvanized our decision to create

these prototypes specifically for wine and to maintain the industry standard 187ml single serving size.

We experimented with several different materials including glass, aluminum, and various types of plastic for our prototypes, but ultimately we used a proprietary, oxygen scavenging PET plastic for the bottle. It maximizes the shelf life of wine and is injection molded to create its unique bottle shape and specific details. This design incorporates a standard ROPP threaded neck configuration on the narrow end to be compatible with standard 25H18 cap closures. The large end has a smooth lip finish for a comfortable and familiar mouth feel, with edge details allowing the proprietary bottom cap/wine glass base to lock onto the bottle. Finally, in order to contain and further preserve the wine in the bottle, we incorporated a proprietary, oxidation and leakage resistant removable induction seal covering the large open end of the bottle.

### What does this latest development mean?

**Allora:** In addition to all of the individuals and businesses who inquired about the availability of production quality prototypes, we've since made numerous contacts with many other related businesses. From industry leading wineries, alcoholic and non-alcoholic beverage companies, bottle manufacturers and material providers, caps, seals, and closure

suppliers, we are now able to provide all of them with our new prototypes. Additionally, now with our Flip Bottle for the wine industry professionally engineered and ready for production, we can begin to focus our efforts on designing and developing new versions for other beverages and applications, as well as explore the opportunities to utilize alternative materials and explore additional variations from our numerous promotional visual graphic presentations. The Flip Bottle can be adapted to satisfy the needs and imaginations of any potentially interested parties.

## Who can we credit for the prototype?

**Allora:** Prior to the 2011 Pack Expo in Las Vegas, NV, we contacted Paul Bordner, the president of Laser Reproductions, a family owned and operated business in Ohio. They are a leading provider of rapid prototyping, manufacturing and product development services, and we contracted them to make our first-generation prototype. We worked closely and almost daily with their resident industrial engineer and 3D modelling specialist Ray Crabtree to create an quick SLA model of a 12 ounce version of the Flip Bottle re-using an off-the-shelf standard plastic soda bottle cap on the neck, with yet another off-the-shelf plastic peanut butter jar cap on the bottom. It was a suitable representation of the Flip Bottle concept to demonstrate to

people we met at the show, which led to our meeting with Ronald deVlam and soon after contracting his firm, Webb deVlam, to produce most of our visual presentations, representations and variations of the Flip Bottle for promotional purposes.

After PD's May 2013 "Promising Patents" publication was released we contracted Laser Reproductions again to create this production quality prototype. There have been over a dozen new prototype iterations over the past year and a half of this redesign process in order to achieve all of our benchmarks for the Flip Bottle. Throughout the entirety we have consulted with most of the industry leading bottle manufacturers, material suppliers, conduction/induction cap sealers, surface treating systems, and tamper-evident caps, closures and lining material manufacturers.

## What's next and where you see this going in 2015?

**Allora:** In 2015 we plan on following-up with everyone who has ever expressed interest in receiving and testing a prototype including most of the industry leading wineries, alcoholic and non-alcoholic beverage, bottled water, energy drink, and milk and dairy companies. We will also be getting back in contact with all of the major bottle manufacturers to

discuss possible collaborations or working partnership arrangements, licensing agreements, or sale of the Flip Bottle patent and intellectual property for production at their facilities worldwide.

There is also a very serious and tempting new relationship we've established on this past Halloween to explore the opportunity to build and operate a manufacturing facility for the Flip Bottle in the United States, specifically in Colorado, to keep production domestically and create new jobs and revenue in the State and in the U.S.

Promoting the Flip Bottle through social networking websites, i.e., Twitter, LinkedIn, YouTube, Instagram, Vine, etc. is also a top priority for our business. In order to maximize our potential for success we are already in the process of creating additional promotional material with the new production quality prototypes, including print advertisements, video productions, and possibly radio and television advertising and commercials.

We've gone from "Promising Patent" to Production Package to Potential Promotional Product Premiere!

For further information, contact inventor Vincent M. Allora, founder & CEO of Silent Dynamite, LLC, at [vin@FlipBottle.com](mailto:vin@FlipBottle.com); the website is [www.FlipBottle.com](http://www.FlipBottle.com).

*Source : Plastics News Daily*

## Tale of the Dragonfly

*Dr. Devdutt Pattanaik*

At a recent SynTalk, (those who don't know this wonderful voice-based enterprise of getting various thinkers of different fields to chat on a concept, please Google it), the renowned astrophysicist Padma Bhushan Sashikumar Chitre narrated the following story that he heard from another astrophysicist, the Nobel Laureate Subrahmanyan Chandrasekhar:

A group of water beetles often wondered where did water beetles go after they left the water world. At regular intervals, some of them would climb up a reed, break through the surface of the water and go somewhere. No one told them where. Their sacred texts spoke nothing of it. There were rumours, spread of frogs, of a fabulous world of light beyond the surface of the water, but no beetle who had gone there had come back to confirm it.

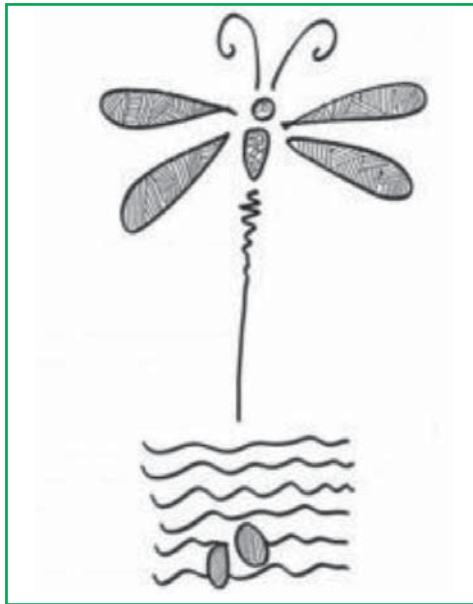
One beetle swore that unlike his selfish ancestors, he would return and reveal all to his brethren. And sure enough, one day, he felt the urge to climb the reed and rupture the water surface. But when he did so, something dramatic happened. His body changed. He broke the shell of his beetle body and emerged with a slender new body, one with wings that enabled him to fly, but prevented him from returning back to the water. He was now a dragonfly, not a beetle. In this new form he felt the light and the breeze, but he could not swim. He could touch the surface of the water, but he could not plunge into its depths to go back to tell the beetles he left behind of his discovery. Like those before him, he would also not keep his word. They would remain ignorant, oblivious of the world

that waited beyond the surface of the water.

As I heard this story, I remembered the story of Plato's cave. Of men trapped in a cave believing that shadows on the cave were created by their captors using fire, until one of the prisoners escapes, finds the sun outside the cave and returns to reveal the truth, liberating

those entrapped in the cave from the spellbinding powers of the shadows.

The difference was stark. The dragonfly cannot reveal the new world he experiences to the beetles in the water. But Plato believed that those who experienced the truth can return and liberate those trapped in ignorance. In the dragonfly story, each beetle will discover the truth in his own time, on his own, eventually. In Plato's story, those trapped will stay trapped unless someone who has experienced the sun comes back and shares his experience. Often in



life we experience a great epiphany and we want to share it with all our friends. Like Plato, we want to liberate them from their misery. But then we discover that we have become dragonflies and we cannot enter the water world of the beetles. Even if we dared, we would be seen as strangers, fearsome predators, villains even, whose words should never be trusted.

I wondered what prompted the great astrophysicist, who spent his entire life studying the sun, to tell the tale of the dragonfly. Would not Plato's tale be more appropriate for the scientist? Perhaps those who have gazed at the sun for long know that the world of shadows, like the watery world of the beetle, is not a lie, but just another truth, one that will eventually be outgrown, but always appreciated.



# INDIAN PLASTICS FEDERATION

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**20th December 2014**

## **Sub : Membership of the Federation**

*The Federation has received the following applications for membership of the Federation :*

1. a) Name & Address of the Applicant Firm : **M/S NEW RAUNAQUE ENTERPRISES**  
8B, Amartalla Lane  
Kolkata – 700 001.  
b) Class of membership : Dealer member  
c) Proposed by : M/s Hindustan Plastics  
d) Seconded by : M/s Uma Cosmoplastics Pvt. Ltd.  
e) Name of Representatives : 1. Md. Zahid Hussain - Partner  
2. Md. Sabir Tagala - Partner  
f) Items dealt in : Dealer of HD, PP, LD. Acrylic PC, ABS, SAN HIP  
and other plastic granules.
2. a) Name & Address of the Applicant Firm : **M/S SHYAM SUNDAR SARAOGI & SONS**  
67, Ezra Street  
Kolkata – 700 001.  
b) Class of membership : Dealer member  
c) Proposed by : M/s Ashay Marketing Pvt. Ltd.  
d) Seconded by : M/s Sanchar Poly Tubes  
e) Name of Representative : Mr. Harsh Kishore Saraogi - Partner  
f) Items dealt in : Dealer of Plastic Goods.
3. a) Name & Address of the Applicant Firm : **M/S SARAOGI SALES CORPORATION**  
67, Ezra Street  
Kolkata – 700 001.  
b) Class of membership : Dealer member  
c) Proposed by : M/s Ashay Marketing Pvt. Ltd.  
d) Seconded by : M/s Sanchar Poly Tubes  
e) Name of Representatives : 1. Mr. Raj Kumar Saraogi - Proprietor  
2. Mr. Anurag Saraogi - Manager  
f) Items dealt in : Dealer of Plastic & Pet Bottles.
4. a) Name & Address of the Applicant Firm : **M/S SHYAM SHAKTI TRADERS**  
67, Ezra Street  
Kolkata – 700 001.  
b) Class of membership : Dealer member  
c) Proposed by : M/s Ashay Marketing Pvt. Ltd.  
d) Seconded by : M/s Sanchar Poly Tubes  
e) Name of Representatives : 1. Mr. Nirmal Kishor Saraogi - Proprietor  
2. Mr. Chandan Saraogi - Proprietor  
f) Items dealt in : Dealer of Poly Bottles & Containers.

*(Circulated in terms of Article 15 of the Articles of Association of the Federation)*



**Sub : Consumer Price Index Nos. for Industrial Workers for Kolkata for the Month of January to September 2014**

Month	Consumer	Price	Index
	Base (1982=100)	Base (1960=100)	
January, 2014	1183	5607	
February, 2014	1172	5555	
March, 2014	1188	5631	
April, 2014	1208	5726	
May, 2014	1219	5778	
June, 2014	1219	5825	
July, 2014	1239	5873	
August, 2014	1249	5920	
September, 2014	1244	5897	

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# HM Series Injection Molding Machines

(Servo Toggle & Hydro Mechanical)

160T to 880T



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INDIA 2015  
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Basis.**

- Robust, Reliable, Precise & Consistent Fully loaded machines with superior technology & unbeatable performance.
- User friendly operation.
- Large Tiebar spacing and generous specifications.
- State-of-the-art quality through Strict quality control with all processes inhouse.
- Competitive pricing advantage as we are the only company in india with all inhouse facilities including design, foundry, machine shop & fabrication.
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- A green concept with low water & energy consumption.



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De-Tech Series - Hydraulic Machine



EC-S Series - All Electric machine



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## Its all about Performance!

The fact that we, Ferromatik Milacron India, make a High Quality Injection Moulding Machine is very meaningful and it means a lot to our success.

The launch of Nova Servo has been the most successful Machine Launch and is well accepted by Plastics Industry. It is a combination of Efficiency & Effectiveness and a Strong Brand. It has got the Tremendous Success and is due to partnering a Quality Product with Energy Efficiency and Competitive Price. Enhanced Specifications & Features with Higher Performance & Productivity are all part of the Nova Servo Package.

Nova Servo is altogether a Newly Designed-New Generation-Energy Efficient-High Performance Toggle Injection Moulding Machine having Engineering Excellence.



TOGGLE INJECTION MOULDING MACHINE

# NOVA SERVO

The Most Successful Machine Launch



### Highest Value Propositions

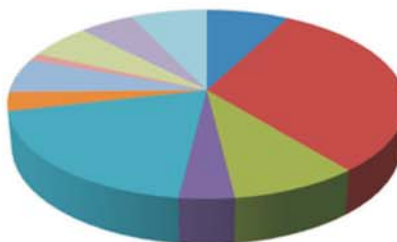
- Energy Efficient
- Compact Foot Print
- High Performance Machine
- High Repeatability & Precision
- Generous Specifications & Features
- Wide Combination of Injection Unit with Clamp

### Key Application Segments

- Medical
- Packaging
- Automotive
- Caps & Closures
- Writing Instruments
- Electrical, Electronics & Telecommunications (EET)
- & many more...

**More than  
150 machines  
running successfully  
since its launch  
in Oct' 12**

### Nova Servo IMM Application Segment Presence (%)



- Appliances & White Goods
- Automotive / Transport
- Caps & Closures
- Consumer Goods
- Electrical, Electronics & Telecom (EET)
- Industrial Moulding

### Ferromatik Milacron India Pvt. Ltd.

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