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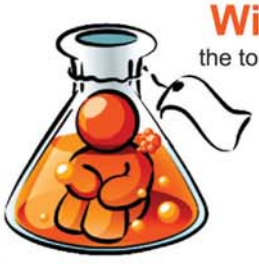

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Editorial

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Hi Friends,

I welcome you to the February issue of the monthly magazine of the Indian Plastics Federation.

The global plastic community gave PLASTINDIA'15 a red carpet welcome. Plastindia exhibitions have acquired the stature of a huge global platform. They are arguably the most significant Plastics related events that showcase the opportunities in developing nations and therefore the future of plastics. This massive exhibition showcased the latest in technology, innovation, processes, products, responsible plastics management, recycling and a whole host of related aspects of plastics.

In its 9th edition, Plastindia 2015 was the biggest one till date and consolidated its position as one of the largest pure Plastics exhibitions on the global plastics scene. It brought together about 150,000 business visitors and 2000 top class exhibitors from across 40 nations at a showcase extending across 125,000 sq. Mts.

This truly was a staggering platform and opportunity for Indian plastics.

The exhibition this year was not plain simple vanilla muffins. There was a pinch of chocolate and nougat too!

PLASTWIN was a program which brought together various companies of India and other leading companies across Europe/ world under one roof, facilitated dialogue and created opportunities for understanding each other's strengths, offerings and needs which then resulted in potential business tie-up leading to mutual growth of both the companies.

Plastindia Foundation had aslo instituted the 'Plasticon Awards' to felicitate excellence and innovation in the field of Plastics. Plasticon Awards are the most prestigious awards for the plastics industry, practicing professionals and students. It has and will truly be a symbol of excellence and innovation in Plastics.

This was what February was buzzing with! I hope we get more food for thought and opportunity with the budget due to be unveiled at the end of this short and special month.

Till then, I wish each one of you good luck and happiness!

Wishing you all a very Happy Colourful Holi.

Happy reading

Warm Regards,

Manish Kr. Bhaia
Editor

INDEX

PRESIDENTIAL ADDRESS

Dear Friends,

Plastindia 2015 Exhibition, one of country's leading plastics related event, was held from 5 to 10 February 2015, at Gandhinagar in Gujarat. The exhibition has been brought together about 150,000 business visitors and 1600 top class exhibitors from Indian and 30 countries, at a showcase extending across 125,000 sq.mt.

Smt. Anandiben Patel, Hon'ble Chief Minister of Gujarat inaugurated the event amidst much fanfare and also released the plastics 'Industry Status Report' and the exhibition directory.

Plastindia Foundation, apex body for plastics in India and the federation of the significant plastics industry bodies from the India, the exhibition has showcased the latest in technology, innovation, processes, products, responsible plastics management, recycling and a whole host of related aspects of plastics.

With consumption of plastics estimated at 14 million MT by 2015, India is a potential market for plastics. India's considerable economic growth and progress in the field of agriculture, packaging, telecommunication, infrastructure and automobile industry offers tremendous growth opportunity for plastics.

When the venue of PI-2015 was shifted from New Delhi to Gandhinagar for the first time, there were apprehensions on the success of PI-2015. These apprehensions have been kept aside with gate collection of visitors recording a turnover of Rs.3.5 crore against Rs.2.0 at New Delhi. The venue of this exhibition well designed. The Proplast 2015 event has very successfully showcased the plastic manufacturing industry in the best possible way – highlighting its manufacturing capabilities and finished goods used across industries.

The exhibition very successfully organised B2B meetings with large and effective participation. For the first time Wintech Technology Transfer opportunity was available with good success. An Innovation Pavilion was also organised with unique participation and sponsorship of M/s Ampacet. The 24th APF Meeting and Conclave on recycling of solid waste management and sustainability was well attended.

IPF had the privilege of sponsoring a Plasticon Award for Rs.3 lakh. The award was handed over to the winner on 5th February 2015 at Plasticon award winning ceremony. The Federation had also taken a stall at the exhibition as a founder member of Plastindia Foundation. During the six-day exhibition marketing of Indplas'15 was done amongst the exhibitors. The response received from the exhibitors has been very encouraging.

Now Friends our target is INDPLAS'15. We should all gear up and put all out efforts to make INDPLAS'15 - A GRAND SUCCESS.

Wish you and your family - A VERY HAPPY COLORFUL HOLI.

With best wishes,

Pradip Nayyar
President

From the Desk of Hony. Secretary

Dear Members,

Plastindia 2015 – 9th International Plastics Exhibition and Conference was held at Gandhinagar, Gujarat from February 5 – 10, 2015. The exhibition venue was well designed for holding international exhibitions. All the stalls in the exhibition were booked and visitor response was also good. The exhibition was a great success. In the exhibition IPF had sponsored one Plasticon Award with a contribution of Rs.3 lakh. The Plasticon Award function was held on 5th February 2015. Shri Pradip Nayyar, President IPF and undersigned gave away the Plasticon Award on behalf of IPF.

IPF was allotted a 18 sq mtr stall in the exhibition as a founder member of PIF and used this as an opportunity to promote Indplas'15 exhibition. IPF team consisting of members of EOC visited major stalls in the exhibition and discussed for sponsorship and participation. Good response was received from them. We were able to get many sponsor and confirmation of stall booking during the exhibition. IPF staff also distributed brochures, leaflets, sponsorship schemes, stall rent to all exhibitors and visiting cards were collected from them for following up with the prospective parties after the exhibition. The response received from the exhibitors has been very encouraging and we are hopeful of getting large space booking in near future. Our overseas marketing agents Chan Chao of Taiwan and Melink of China are also working hard for bringing large number of exhibitors. They have already received many confirmation from their respective countries. During Plastindia, we met the officials of Assocomaplast of Italy and British Plastic Association and have requested them to participate in Indplas'15. They have shown interest in participating and will revert to us by next month.

The work on IPF Knowledge Centre is going smoothly. Shri J.C.Agarwal, Shri K.K.Seksaria, office bearers and other senior members had a meeting with Mr. Avinash Joshi, IAS, Jt. Secretary Ministry of Chemical & Fertilisers and Dr. Nayak Director General CIPET and discussed with them regarding the operation of IPF KC in association with CIPET. The discussion was fruitful and we hope a decision will be arrived soon in this regard and our dream project will come alive in short time.

We all will be celebrating the festival of color in the first week of March 2015. I wish all IPF Members - A very happy, colorful and safe Holi.

With best wishes

Ashok Jajodia
Hony. Secretary

CORPORATE SOCIAL RESPONSIBILITY TO CATALYTIC PHILANTHROPY

Dr. Yatish B. Basudeo

Background

USA is considered as most innovative country. Today opinion makers have been debating as to what has happened to American Innovation? They feel it is necessary that another cascade of American Innovation will need to come forward and save the country from present day crisis.

In philanthropy also, America has a rich history of innovations.

- Steel magnate Andrew Carnegie built numerous libraries all over the country.
- John D. Rockefeller, the richest man of America has granted fellowships to scientists for breakthrough research.
- United Way paved peop0le with small earnings to become part of philanthropic endeavor.
- Margaret Olivia Slocum Sage created Russell Sage Foundation to carry out work in areas that would't immediately win public sympathy.

Today a new round of such innovations is under way in the US where the leaders are Warren Buffet, Bill and Melinda Gates, Steve Chase, David Rubenstein and Leon Black.

Some of their thoughts are :

"You should be doing things that can change lots of lives and you should be doing things that have some real chance of failing"… Warren Buffet.

"Catalytic Philanthropy can harness political and market forces to get those innovations to the people who need them most"… Steve Forbes, Editor-in-chief of Forbes magazine says, "Commerce and philanthropy are considered to be polar opposites. They are not; they are two sides of the same coin. Both are meeting needs of people. To succeed in either sector required innovation and energy. Hence, the US though the most commercial is also the most philanthropic.

Bill Gates and catalytic philanthropy

In Bill Gates' opinion, "Private sector does a phenomenal job meeting human needs among those who can pay. However there are billions of people who have no way to express their needs in a way that matters to market and so they go without their needs being looked at. While private markets foster many stunning innovations in medicine, science and technology, the private sector still under invests in innovation dramatically. There are huge opportunities for innovation that the market ignores because those taking the risk, capture only small subset of the returns.

Innovations for the poor suffer from these market limitations. The market is not going to place huge bets on research when there are no buyers for the breakthrough. This explains why we have no vaccine for malaria today, even though a million people die from it every year. (This is what Bill and Melinda found out on their tour to African nations that children die of those diseases for which there are no deaths reported in the U.S.).

In this gap government plays an important role. It can offer services where the market does not and thus provide a safety net. To some extent it also fills in where the market leaves off in funding innovation. Unlike the private market, government is good not at seeding numerous innovators but at backing only the ones that make progress.

Bill Gates further says :

When you come to the end of innovations that business and government are willing to invest, you still find a vast, unexplored space of innovation where the returns can be fantastic. This space is a fertile area for what I call Catalytic Philanthropy.

Preamble

Warren Buffet, Bill and Melinda Gates have been in news for their philanthropic activities. Westerners have been talking about Corporate Social Responsibility (CSR) and now they are talking about Catalytic Philanthropy. They are definitely part of the developed world.

We in India live in developing world called INDIA and also in the underdeveloped would called BHARAT. We also do lot of innovation and create wealth.

We also have innovations based on the expressed needs for which we get paid. The effort should be to address a situation, where the market needs are not expressed, which is in Bill Gates words – is the space with huge opportunities for innovation.

This article is based on my experiences of the last six years. In this period, I became associated closely withy Plastindia Foundation. Thanks to the Indian Plastics Institute which nominated me to the Managing Committee of Plastindia Foundation during 2006-2009.

2006-2009-Plastindia Scholarship and Gold Medals

The beginning of the term was rough and I became a Black Swan. However, things quickly settled down.

I was the Chairman of Education Committee. There were initiatives such as Adoption of ITI, Knowledge Center etc. being debated. However, I wanted to do something quickly so that Plastindia Foundation is recognized and respected in the academic people who are engaged in developing professionals in the field of Plastics. With this thought, 18 educational institutes conducting graduate level courses in Plastics were selected.

The Managing Committee of Plastindia supported this initiative and instituted Plastindia Scholarship and Gold Medal to the student who stood first in aggregate marks throughout the course. The faculty was very happy and student community in the institutions was thus encouraged.

I had a plan for the faculty with financial support and not aid which did not succeed, as there was lukewarm response from the faculty. May be something different was required.

These scholarships and Gold Medals were instituted just only once as it took two years to create an opinion and roll out the plan. However the momentum created could not be carried further.

For campaigns such as "KICK PLASTICS" I felt that students and faculty all over should support the industry with their comments at all levels, more so in local languages for greater impact as India has 17 official languages and around 2000 dialects. I felt that the momentum generated , by this positive step of Plastindia, would rejuvenate the response at the local levels against the "KICK PLASTICS" campaign. This idea also could not be taken further.

2009-2012

The need to highlight the better side of Plastics, though its uses was the vision in these three years. It was decided to emphasize the use of plastics in improving the agriculture yield and thus extend our contribution to the next Green Revolution. Plasticulture activities were thought of and I was invited as a Chairman of Plastindia Plasticulture Committee.

The VISION & MISSION of the Committee was formalized. A special LOGO was created and registered. Several initiatives were discussed and debated and finally it was decided to have an exhibition show casing the use of plastics in agriculture. It was also debated that for the first few exhibitions may not generate surplus and PIF will need to support it. The partners of the exhibition also agreed to this aspect.

PLASTINDIA PLASTICULTURE

Water is most essential part of agriculture and if water source is available then plastics come in as pipes and as irrigation systems. Hence it was decided to focus on DRIP IRRIGATION.

The exhibition was thought of along with DEMO of drip irrigation on the farmers plot. A slogan of DRIP AT YOUR DOORSTEPS was told to the farmers. NABARD came on board and played a very important role besides their proactive support.

Drip manufacturers also supported our initiative by participation. Thus KISSAN RAJA was born. The initiative is published in the form of book in detail and synopsis of the same, have appeared in previous Plastindia Newsletter. Hence it would not be repeated here.

My Journey from Corporate Sociaol Responsibility (CSR) to Personal Social Responsibility (PSR)

I felt that the plastics industry will participate in the maiden venture of Plastindia Plasticulture Committee and may look at it as their CSR

activity, but this unfortunately did not happen. In this context it is my feeling that what I had anticipated as Corporate Social Responsibility from the plastics fraternity did to some extent become my Personal Social Responsibility (PSR).

Plastics industry has done many innovations related to agriculture; created enormous capacities for the markets, which express their needs as, mentioned. The call was to be taken for the market that does not expressed the needs. Hence came Kisaan Raja an exhibition cum demonstration with the slogan "Drip at Your Doorsteps."

We have a large pool of small and marginal farmers who cannot express their need and hence the support from NABARD with whom their need will be heard by market.

Here comes Bill Gates again who opined…

Private Sector does a phenomenal job meeting human needs among those who can pay. However there are billions of people who have no way to express their needs in a way that matters to market and so they go without.

In India we have 120 million farm holders who come under small and marginal category (approx. 75%) where the farm size is less than two hectares and average operational holding is only 1.57 hectares.

Kisaan Raja was the journey in this direction…

Kisaan Raja Exhibition cum Demonstration was held at Jalna District of Maharashtra. It was a mobile exhibition, which was held at eight villages for two days each. Hence the exhibition was held for 16 days at 8 different locations. The promotional activities were carried out in 157 villages around 8 locations having 242 contact groups. These were basically visits to villages distributing the invitations. Total registration during the exhibition was 2422 farmers who were land holders. Normally farmers visit in groups using their two wheelers, tractors and bullock carts and hence close to 10,000 people visited exhibition at 8 locations.

Most farmers in Jalna district have been traditionally growing cotton due to the black cotton soil of Jalna district. It was observed that the average yield between the demo plot was around 19 Quintals and in terms of percentage the difference was 350%.

As per Jalna district collector's office data 8300 farmers purchased drip systems during the exhibition year after the exhibition covering 16,000 hectares. These farmers purchased through their own savings but still there were large number of farmers who wanted to purchase but could not do as they had no reach for the finance.

Here the NABARD program of UPNRM came in and a loan component was made available by NABARD to the extension partner of Plastindia Plasticulture in the form of an NGO. Since it was a new experiment it was done in two phases. The first phase was of 150 farmers and the second was with 450 farmers.

As mentioned earlier… "In this gap government plays an important role. It can offer services where the market does not and thus provides a safety net." Kisaan Raja experiment was a new innovation supported by NABARD wholeheartedly. It gives us an opportunity to promote not only drip irrigations as well as all types of plastic films, plastic molded products which are used during pre and post harvest agriculture.

As Bill Gates further says…"When you come to the end of innovations that business and government are willing to invest, you still find a vast, unexplored space of innovation where the returns can be fantastic. This space is a fertile area for what I call Catalytic Philanthropy."

2015

Our agriculture productivity today still ranks still very low in world at about 30-40% of the best yield in the world. India will need 320 million tons of food grains by 2025 to cater to the population of 1.3 billion from present food production of 230 million tons. Disproportionate land holdings and scare resources are the main hindrances to better productivity.

Prime Minister Narendra Modi, while addressing 86th Foundation Day function of the Indian Council of Agricultural Research (ICAR) on 29th July 2014, his first public event after taking charge, laid down three clear manras for Indian agriculture.

Emphasising on the need to boost productivity within the

constraints of time and land, Mr. Modi advocated a policy of "Kam zameen, kam samay, zyaada upaj" (Smaller land, shorter time, more productivity).

In his second mantra – "per drop, more crop" – he urged agri scientists to work towards increasing crop productivity with a focus on improved irrigation methods.

The Prime Minister also sought a "blue revolution' – along the lines of India's green revolution and while revolution that had made the country self-sufficient in wheat and milk production – to invigorate the fisheries sector.

Kisaan Raja model of Plastindia Plasticulture is on the same lines and needs to be escalated at the national level that would open many new applications in the field of agriculture for the Indian Plastic industry.

One estimate says that there would be new demand of 5000 tons per year if 1% land under groundnut cultivation uses mulch film. It is now up to us how to use this opportunity. All sectors of Indian Plastics Industry can multiply exponentially as plastics products use in agriculture can be voluminous . The Indian Plastics Industry already develops most of the technologies required by agriculture sector. The innovation required for the market penetration is the Kisaan Raja model. There is room for many such models.

The innovations as well as opportunities in the sectors are :

- Taking KISAAN RAJA to other states of India where drip development is marginal.
- Promote other Plastic products for agriculture sector.
- India loses 35% of conserved water due to evaporation hence the pond covers play an important role.
- India loses 40% of agri-produce due to poor infrastructure hence post-harvest solutions to extend shelf life of fruits and vegetables create great value.
- India has surplus milk production and hence improve the shelf life of milk before pasteurization and in packets based on polyethylenes is yet another great opportunity.

These innovations are idling in our organizations. These innovations have to reach the market and could be the Catalytic Philanthropy, the means and ways of reaching up to the last man.

Unity has strength. Let us unite and grow exponentially creating new India where there is food and prosperity for everybody.

Source : Popular Plastics & Packaging

WASTE MANAGEMENT ON TRACK TO MEET 2020 RECYCLING GOAL

Waste Management Inc. captured more than 431,000 tons of plastics among the 15 million tons of recyclables handled by the firm in 2013, according to new company statistics.

The Houston-based waste and recycling company, the largest in the nation, said the company is "well on its way to achieving our goal to manage more than 20 million tons of recyclable materials per year by 2020."

While the amount of recyclables handled by the company has increased dramatically in recent years, CEO David Steiner signaled problems with contamination of non-recyclable materials in the single-stream recycling approach that's driving that growth.

"For our recycling business to remain sustainable, we need to address the economics of recycling. We have focused on operational excellence, and on asking our customers to improve the quality of the material that we receive at our recycling facilities," he said in Waste Management's latest sustainability report.

"It's also become clear that better consumer education on how to recycle is sorely needed," he wrote.

Waste Management's recycling facilities were designed to handle about 80 percent paper and 20 percent bottles and cans. But the mix is more like 50-60 percent paper and 40-50 percent bottles and cans these days, the company said.

This has increased the company's processing costs and decreased revenues, Waste Management

said. Despite reaching the 15 million-ton mark, the company said its percentage of revenue from recycling decreased.

"We receive more nonrecyclable plastics, liquids and food-contaminated containers than ever before," the company says it the sustainability report.

"We also receive odd and awkward nonrecyclables, such as bowling balls, garden hoses and electrical cords. The loads coming into our MRFs [material recovery facilities] now average 16 percent contamination," the report states.

"Plastic films and bags are another key form of contamination," the company said, for its equipment. "They get tangled in our equipment, and our crews must stop our machinery six to eight times a day to cut them out — a waste of time and money."

Bags and film wrap around rotating disks designed to separate paper from other recyclables. Instead of putting film and plastic bags out for curbside collection, the company said those materials would be better off going to retail collection sites.

Source : Plastics News

CARBON FIBER TO GO MAINSTREAM IN AUTOMOBILE BY 2025

Light-Weight Carbon-Fiber Reinforced Plastics Will Become Technically and Economically Viable to Carmakers, Dwarfing Current Applications, but Not for 10 More Years, Says Lux Research

Driven by a faster-than-expected pace of technology development, carbon-fiber reinforced plastics (CFRPs) will be poised to gain widespread adoption for automotive lightweighting by 2025, according to Lux Research.

Already advances underway in fiber, resin and composite part production will lead to a $6 billion market for automotive CFRPs in 2020, more than double Lux's earlier projection. Even this figure is dwarfed by the full potential for CFRPs in automotive if they can become affordable enough for use in mainstream vehicles.

"Current trends strongly indicate significant mainstream automotive adoption of CFRPs in the mid-2020s, and companies throughout the value chain must position themselves to take advantage of the coming shifts. However, long-term megatrends towards urbanization, connectivity and automation suggest that there could be a limited time window beyond that for penetrating the automotive space," said Anthony Vicari, Lux Research Associate and the lead author of the report titled, "Scaling Up Carbon Fiber: Roadmap to Automotive Adoption."

"CFRP developers will have to continue the pace of innovation to overcome the high cost that has so far limited the material to less price-sensitive markets like aerospace and sporting goods," he added.

Lux Research analysts reviewed the technology development in CFRPs, and evaluated its economics to consider its impact on the automotive sector. Among their findings:

- Growing partnerships hasten development. The number of direct partnerships between carmakers or Tier-1 automotive suppliers and carbon fiber players has nearly doubled to 11 since 2012. Toray, with partnerships with Plasan Carbon Composites and Magna, has formed the most new relationships and is a major hub.
- Patent uptick suggests mid-2020 adoption. Using a predictive tool, Lux Research identified a lag of about 18 years between uptick of patent activity and attainment of mainstream commercial adoption milestones. With another major upturn in CFRP patent activity occurring in 2007, large-scale mainstream automotive use is likely by the mid-2020s.
- Other manufacturing costs need to be cut. Carbon fiber itself, at $28/kg for standard modulus fiber, represents just 22% of the cost of a final CFRP part. Additional advances are needed to reduce capital, labor, energy, resin and processing costs, which together make up the remaining 78%.

The report, titled "Scaling Up Carbon Fiber: Roadmap to Automotive Adoption," is part of the Lux Research Advanced Materials Intelligence service.

Source : Plastics News Daily

ILIP TO LAUNCH RECYCLED PET FOOD PACKAGING LINE

Bologna,Italy-basedthermoforming plastic packaging company ILIP srl has announced that it is ready to start producing food packaging products made from 100 percent recycled PET.

ILIP is the main division of the ILPA Group, which recently completed the installation of a recycled PET decontamination process. The company states that this system gained the approval from the EFSA (the European Food Safety Authority) in 2014, as a necessary prerequisite for producing packaging products designed for direct food contact compliant with regulations.

The company states that it is one of the first in Europe to have implemented a closed-loop recycled PET process, which means the recovery of the plastic is managed internally: from the washing and grinding of the post-consumer products, to the extrusion of the recycled PET material and the production of the finished products.

Source : Plastics News

AMERICAN HOME PRODUCTS PICKS UP PLASTIC SHUTTER MAKERS IN FIRST ACQUISITIONS

Beachwood, Ohio-based private equity firm MCM Capital Partners has created American Home Products LLC, a Florida-based company created to buy niche manufacturers and distributors of functional and decorative architectural building and renovation products in the residential market.

The launching of American Home Products occurred with the simultaneous closing of the acquisitions of California-based American Made Shutters and its affiliates, Danmer Corp. and The Louver Shop.

Financial terms of the deals were not disclosed.

The companies make and install interior and exterior window treatments and two of them — Danmer of Van Nuys, Calif., and The Louver Shop of Dahlonega, Ga. — make both plastic shutter systems along with wood.

Danmer began producing its Thermalite polymer shutter systems in 1987 from a 104,000-square-foot facility. The Louvre Shop's 70,000-square-foot plant turns out its "dense polymer foam" shutters under the "Louvrewood" brand name.

The acquisitions make American Home Products the country's largest supplier of direct-to-consumer custom interior plantation shutters, exterior shutters and window treatments, according to MCM.

MCM partnered with the senior executive team and former majority owners of Danmer and The Louver Shop, Mark Baraghimian and Jim Tortorelli, respectively, to complete the deal.

All the acquired companies have reported significant growth over the last five years that outpaces general industry growth, said MCM managing director and American Home Products chairman Jay Poffenberger. American Home Products intends to accelerate that through acquisitions and organic growth.

"This is a perfect fit for MCM's investment interests. The end market is large and the competition fragmented, (and) the housing market has favorable long-term underlying demographic drivers," Poffenberger said.

MCM expects this to be the first investment in MCM Capital Partners III LP, which will hold its first close next week. The firm focuses on acquiring niche manufacturers, value-added distributors and specialty service companies that generate up to $75 million in annual revenue and enterprise values up to $50 million.

Participating alongside MCM in its investment in American Home Products were RCP Advisors, Fifth Third Capital Holdings and Huntington Capital Investment Co. Senior debt and junior debt financing were provided by Huntington National Bank and Huntington Capital.

Source : Plastics News

T.O. PLASTICS TARGETS NICHE FOOD PACKAGING MARKETS FOR GROWTH IN COMING YEARS

T.O. Plastics Inc. is ready to expand in food packaging to fuel growth over the next several years. The Clearwater, Minn., firm has been investing in thermoforming and sheet extrusion capacity and has set up a new management team to lead the growth, said T.O. Plastics President Mike Vallafsky in a phone interview.

"We haven't butted heads with the [food packaging] majors," Vallafsky said. "We will be selective in niche markets."

The firm sees significant opportunities in applications where a million or fewer thermoformed parts are called for.

T.O. Plastics plans to develop proprietary lines of specialty food packaging and has hired a seasoned thermoforming executive to lead the way.

Jim Weaver has been T.O. Plastics' regional sales manager for food since he was hired in mid-2014. He joined T.O. Plastics from D&W Fine Pack LLC, where he last was national and multi-unit foodservice sales manager. D&W is a major thermoformer in Fountain Inn, S.C., which also does injection molding.

"He was hired to champion our entry into food packaging," Vallafsky explained. "He brings expertise to the job.

"Growth in food packaging is still about 5 to 6 percent a year," Vallafsky estimated.

The company has spent about $2 million annually in the past three years to expand and upgrade. Last year it boosted its capacity to make sheet from ABS and high-impact polystyrene. It also extended its 3-D printing and scanning capabilities to speed up turnaround for customers and its own proprietary product development.

Supporting growth plans are a new management team. In the past year and a half it hired Tony Reinhardt as vice president of finance, Shawna Pearson as director of engineering, Charlie Mockenhaupt as vice president of sales and Arne King as vice president of operations.

Vallafsky is counting on the executive team to lead efforts in lean processes and "best-in-class" manufacturing practices.

"It is vital to have individuals of this caliber on board to not only recruit, train and manage our top talent, but also to foster a sense of community and a must-win attitude in our growing company," Vallafsky stated.

In addition to a thrust in food packaging, T.O. Plastics is adding plastic sheet sales to its business.

"It's not our No. 1 priority, but in mid-2014 we began selling rollstock," Vallafsky noted.

It uses most of its sheet in house but it now can take its excess production capacity to the merchant market. Conversely, T.O. Plastics buys some of its sheet needs, especially food- and medical-grade sheet. Over the medium term the company will add sheet extrusion and coextrusion capacity.

"We are vertically integrated, which gives us a distinct advantage," Vallafsky opined. Its ability to do sheet-fed and in-line thermoforming, producing heavy-gauge to thin-gauge products, also gives it flexibility to act on business opportunities.

T.O. Plastics' diverse customer base includes OEMs and other manufacturers in horticulture, medical device packaging, consumer goods, electronics and industrial products.

Vallafsky did not disclose the number of sheet extrusion and thermoforming lines his firm runs. He also declined to provide precise sales figures but said annual turnover has been about $40 million. Sales growth last year was constrained by the company withdrawing from a low-margin business with an undisclosed OEM.

T.O. Plastics operates a satellite plant in Otsego, Minn., which is ISO compliant and equipped with Class 7 and 8 clean rooms for medical and food packaging. To reinforce its new drive in food packaging the Otsego facility got compliance with the American Institute of Baking in late 2013.

In total, T.O. Plastics has about 275,000 square feet of space, which should suffice for a few years while it expands capacity. It employs

about 150.

The company was founded in 1948 originally to thermoform refrigerator parts for the business now known as Frigidaire. T.O. Plastics has been owned by Otter Tail Corp. of Fergus Falls, Minn., since 2001. T.O. Plastics supplies some components to other Otter Tail subsidiaries but for the most part it operates as an independent company, according to Vallafsky.

T.O. Plastics is part of Otter Tail's manufacturing division, which includes metalworker BTD Manufacturing Inc. Otter Tail's plastics division includes PVC pipe producers Northern Pipe Products Inc. and Vinyltech Corp. The conglomerate also has a big stake in electric power supply.

Source : Plastics News

US PLASTICS INDUSTRY VETERAN JOINS CHINESE MACHINERY FIRM

Guangzhou Tech-Long Packaging Machinery Co. Ltd.'s new CEO of Americas comes with more than 25 years of industry experience and has held senior executive positions with Husky Injection Molding Systems Ltd. and Sidel Group.

Before joining Tech-Long, Keith Boss served as vice president and general manager of North America at Sidel's North American headquarters in Norcross, Ga. He also worked for Husky for 21 years, from 1987 to 2008, in a number of positions in financial operations, management and sales in Asia, Buffalo, and Luxembourg.

In his new role, Boss will collaborate directly with Johnson Zhang, managing director of Tech-Long USA. Zhang established the Commerce, Calif.-based operation in June 2012.

"The Tech-Long USA headquarters will continue to be in Commerce," Boss told Plastics News. He added the company plans to open an East Coast service operation, and officials are looking for locations right now.

Both Boss and Zhang will report to Tech-Long China Chairman Zhang Songming.

Tech-Long said Boss' appointment represents its commitment to continuing expansion into the liquid packaging markets, including Canada, the United States, Mexico and South America.

"[Boss] will play a key role in our continuing long-term commitment to customer service and support as well as our aggressive growth plans in the Americas," Zhang Songming said in a release.

The Guangzhou-based company will exhibit at NPE 2015 (Booth S32001) next month, introducing the CPX Generation 5 blow molding machine, which offers high production speed of up to 2,400 bottles per hour, per cavity at what the company calls "very competitive price points."

Tech-Long is also forming a partnership with Unique Injection Molding Systems Co. Ltd., a supplier of preform injection molding machinery, systems, molds, robotics and auxiliary equipment.

Together with Unique, Tech-Long supplies machinery to the beverage and non-beverage filling and packaging industries.

Tech-Long has 2,300 production lines operating in more than 80 countries.

The publicly listed firm reported sales of 896.6 million yuan ($143.6 million) in the 2013 fiscal year, up 26.9 percent from the previous year. However, net profit tumbled 37.3 percent to 20.4 million yuan ($3.2 million), due to increased investment as well as discounted prices.

In the first nine months of 2014, Tech-Long continued to grow its sales by 13.8 percent to 694.5 million yuan ($111.2 million), but net profit continued to slide 25.7 percent to 10.9 million yuan ($1.7 million).

Source : Plastics News

PET THERMOFORM RECYCLING GOES FROM 0 TO 60 (MILLION POUNDS)

What a difference five years can make — at least when it comes to proving the viability of recycling PET thermoforms.

But while the market has gone from essentially zero to some 60 million pounds in just a handful of years, there's still lots and lots of room for

Contd. Pg-19

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Report of
INDPLAS' 15 PROMOTION DURING PLASTINDIA 2015 EXHIBITION

Ashok Jajodia, Chairman - Indplas' 15

IPF stall in Plastindia 2015 exhibition at Gandhinagar, Gujarat

Plastindia Exhibition organized by Plastindia Foundation was held at Gandhinagar, Gujarat from 05-10th Feb, 2015 for the first time. There were apprehension in everyone's mind about the success of the show. Finally the show began with a bang with inauguration by the hands of Gujarat Chief Minister Hon'ble Smt. Anandiben Patel. The exhibition at new venue, broke all the records of previous Plastindia exhibition in number of visitors and gate collection.

IPF was allotted a complimentary 18 sq mtr stall in the exhibition as a founder member of PIF and used this as an opportunity to promote Indplas'15 exhibition. Indplas' 15 team consisting of Office Bearers Mr. K.D.Agarwal, Mr. K.K.Seksaria, and EOC members like Mr. Prakash Birmecha, Mr Ajay Shroff, Mr. Puneet Tantia Mr Swastik Agarwal, Mr Manish Singhania, Mr Sandip Jalan, Mr Pradip Kedia, Mr Manish Bhaia and others visited major stalls in the exhibition and discussed for sponsorship and participation.

Good response was received from most of the exhibitors and many confirmed their participation on the spot. We were able to get many sponsorship during the exhibition. IPF staff also distributed brochures, leaflets and stall rent to all exhibitors in the exhibiton. The response received from the exhibitors has been very encouraging and we are hopeful of getting large space booking in near future. Our overseas marketing agent Melink of China also worked hard for bringing large number of exhibitors. Many Chinese exhibitors have confirmed participation to them. During Plastindia we met the officials of Assocomaplast of Italy and British Plastic Association and requested them to participate in Indplas'15. They have shown interest in joining and will revert to us by next month.

Team Indplas'15 also utilized the Plasticon Award held on 5th February 2015 by putting up standees in the venue and distributed promotional material of Indplas'15 and a small token gift to all attendees. A special card drop box was prepared by us with Indplas'15 logo and it was placed in all exhibitor stand of Taiwan and China.

Coverage of Indplas'15 was done in the show daily at Plastindia Exhibition. On 5th Day, Plastic News, USA reporter Mr. Steve Toloken had a detailed interview with our team about Indplas'15 and IPF KC. Mr. Ginu Joseph of Modern Plastic also had taken interview with our Team. We had meeting with representatives of Adsale (Chinaplas) and Messe Dusseldorf Asia for co-operation. We hope to have some understanding with them in future for promotion of Indplas'15.

Overall a very successful Plastindia Exhibition and good marketing opportunity for Indplas'15.

Mr. Surjit Kr. Chaudhary, IAS, Secretary - DCPC & Mr. Avinash Joshi, IAS, Jt. Secretary - DCPC, GOI arrived at IPF Stall with Mr. Pradip Nayar, Mr. Ashok Jajodia and Mr. K K Seksaria of IPF

IPF team with PIF President Mr Subhas Kadakia

Mr Ashok Jajodia and Mr Prakash Birmecha with NEC Chairman Mr J. R.Shah of PI 2015

Mr. Pradip Nayyar and Mr Ashok Jajodia giving away Plasticon award - Internatioanl Innovative award for finished product on behalf of IPF

Ms. Elaine and Mr. Woterstin of Melink Shanghai (our agent for China) with Mr. Ashok Jajodia

Ms. Birgitta Choi and Ms. Maggie Wong of Adsale (Chinaplas) Hongkong with Mr. Ashok Jajodia and Mr. Jayanta Banerjee of IPF

Ms. Catherine and Ms. Lee Ai of Messe Düsseldorf Asia with Mr. Ashok Jajodia, Mr. Ramesh Kr Rateria and Mr. Prakash Birmecha of IPF

Indplas' 15 team with Mr. Anil Reddy of TAPMA

Mr Steve Toloken, News Editor - International, Plastics News USA with Mr. Pradip Nayyar, Mr. K K Seksaria and Mr. Ashok Jajodia.

Mr. Fakhri and Mr. Alain of Fidaplast , Jordan with Mr. Manish G Bhaia & Mr Ashok Jajodia

Mr. K K Seksaria, Mr. Pradip Nayyar & Mr. Ramesh Rateria at IPF Stall

Mr N K Surana & other Members of M/s. Kalpena Industries Ltd. with Mr Ashok Jajodia, Mr Prakash Birmecha & Mr Ramesh Kr Rateria

AIPMA Past President Dr. Asutosh Gor and Mr Hiten Bheda with Mr. Pradip Nayyar, Mr K K Seksaria & Mr Ashok Jajodia

Mr Prakash Birmecha, Mr B L Tak, Mr Ramesh Kr Rateria, Mr Ashok Jajodia, & Mr Asish Agarwal in front of Spot & Site advertisement of Indplas' 15 at PI 2015

Spot & Site advertisements of Indplas' 15 at PI 2015 at Gandhinagar, Gujarat

additional for growth.

PET bottles, all of those water and soda bottles, have long been a juggernaut in the world of plastics recycling.

Their PET thermoformed cousins — think items such as clamshells, cups, lids and trays — only have recently started to make noise in the recycling arena, however. More and more communities around the country are accepting these items into their recycling programs as companies using recycled PET continue to clamor for more feedstock.

"We've made tremendous progress in the last five to six years, and we've demonstrated thermoforms can be effectively collected, sorted and made into new products," said Resa Dimino, director of public policy at the National Association for PET Container Resources. "There are a significant amount of thermoforms that are very effectively moving their way through the recycling system."

But, she said, there's also this: "We are not yet at a point where all of the PET reclaimers are ready to accept these materials."

Of the PET reclaimers that typically handle material from curbside collection, about half accept thermoforms to one degree or another, she said.

Some reclaimers view the material as great feedstock and others view it as a real problem. Labels, inks and adhesives can present challenges for some recyclers.

Chandler Slavin is sustainability coordinator and marketing manager for her family's Dordan Manufacturing Co., a PET thermoforming company in Woodstock, Ill.

Source : Plastics News

BOTTLED WATER POISED TO BECOME TOP US DRINK CATEGORY

Bottled water experienced remarkable growth in 2014 and is predicted to have another strong year again in 2015 as the beverage continues a march toward becoming the nation's largest drink category.

It's an inevitability that's going to come sooner than later, according to Gary Hemphill, managing director and chief operating officer of Beverage Marketing Corp.

For now, carbonated soft drinks continue to be the largest selling beverage in the United States, but bottled water has been gaining on the leader for years and years.

Thanks to a 7.1-percent increase last year, and a projected growth of 5 to 6 percent this year, the research and consulting firm now predicts bottled water will overtake carbonated beverages by the end of 2016.

Single-serve bottles measuring 1.5 liters or less, typically made from PET, dominate the bottled water market with about two-thirds of that business. While the overall water market grew by more than 7 percent last year, the single-serve PET water bottle business actually grew by 8.4 percent.

"In fact, 2014 was a pretty remarkable year," Hemphill said, for water.

Hemphill, who spoke about the trend at the Packaging Conference in Atlanta, predicts 2015 will see bottled water's overall share of the beverage market continue to increase from 28.1 percent to 29.3 percent. And PET bottles will see their share increase from 18.8 percent to 19.7 percent, according to Beverage Marketing estimates.

Carbonated soft drinks, meanwhile, will see their share again drop, this time from 33.1 percent to 32.2 percent, Hemphill estimated.

"Water, we think, is going to continue to have very strong growth," he said.

The continuing drop of carbonated soft drinks will impact the use of plastic to some degree in that category, but also will have an effect on aluminum beverage containers, he pointed out.

Plastic, overall, has seen its share of beverage packaging increase from 34.3 percent in 2008 to 39.1 percent in 2013, Hemphill said.

A trio of factors is helping single-serve water bottles continue to gain market share, the managing director said.

Aggressive pricing by private label products has created a value story in the water market, allowing private label companies to increase their overall market share from 15.6

percent in 2009 to an estimated 43.6 percent in 2014, Hemphill said.

High-speed bottling lines, stable or declining resin prices and continued light weighting has allowed private-label water companies to remain aggressive in their product pricing.

"Their costs really all are production, operational costs. So resin becomes a key component of that," Hemphill said about private label producers. "Their cost structure is different than some of the branded companies where they are investing in marketing."

While Beverage Marketing is predicting the ascension of bottled water by the end of 2016, he indicated out that there were several specific cities in the United States where that beverage already is the top choice.

"I would say 2014 was almost astounding for bottled water," Hemphill said.

The overall bottled water market is expected to grow by 5 to 6 percent this year, he said, but PET bottled water is predicted to even faster at 6.5 percent.

Source : Plastics News

LAUGH YOUR WAY OUT

Whenever I find the key to success, someone changes the lock.

To Err is human, to forgive is not a COMPANY policy.

The road to success..... ... is always under construction.

In order to get a Loan, you first need to prove that you don't need it.

Since Light travels faster than Sound, people appear brighter before you hear them speak.

Everyone haas a scheme of getting rich..... which never works.

If at first you don't succeed.... Destroy all evidence that you ever tried.

You can never determine which side of the bread to butter. If it falls down, it will always land on the buttered side.

Anything dropped on the floor will roll over to the most inaccessible corner.

If you come early, the bus is late. If you come late..... the bus is still late.

Once you have bought something, you will find the same item being sold somewhere else at a cheaper rate.

When in a queue, the other line always moves faster and the person in front of you will always have the most complex of transactions.

If you have paper, you don't have a pen..... If you have a pen, you don't have paper..... if you have both, no one calls.

You will pick up maximum wrong numbers when on roaming.

Why is it that when you dial a wrong number, it is never busy?

The door bell or your mobile will always ring when you are in the bathroom.

Irrespective of the direction of the wind, the smoke from the cigarette will always tend to go to the non-smoker.

PLASTIC DETERS PRESCRIPTION DRUG ABUSE

A plastic delivery platform has been launched to help deter prescription drug abuse.

With release rates that can be tailored from one to two hours to over a period of days in different environments and media, the new product from Lucideon, name iCRT-deter, has a number of characteristics that help deter abuse of the drug through careful control of the microstructure. These include an extremely hard silicon structure that, unlike traditional polymer systems, is very hard to crush beyond its primarily particle size, and particulate technology that allows individual particles to retain their properties even when crushed from a tablet back down to the powder.

With regards to abuse by injection, low solubility and large particle sizes that are inherent to the technology make products unsuitable for injection through suspension. An extremely high melting point will also deter injection as melting the carrier will destroy the drug.

Gemma Budd, Healthcare Business Manager, said:

"With the increasing occurrence of prescription drug abuse and the probability of even stricter regulations around the approval of extended release opioids and other addictive/highly potent compounds, we saw a challenge ahead for our customers.

"With over 60 years experience of working with inorganic materials for controlled release applications, and with proprietary systems already commercialised for some applications, we saw real potential in our inorganic controlled release platform for abuse deterrence, and consider it a completely different approach to other alternatives being developed.

"We're already working with a number of industry partners to commercialise our iCRT technology, and are keen to hear from other pharma companies who are interested in iCRT-deter."

iCRT-deter materials are Generally Recognised As Safe (GRAS) by the FDA and Lucideon has an independent toxicology report stating the materials are safe for ingestion at much higher concentrations than will ever be used. In vivo, bioequivalence studies are expected to be completed by June 2015.

Source : Medical Plastics News

ECO-COMPOSITES, A SOLUTION FOR RESIDUAL AGRICULTURAL PLASTICS

The research group of Polymers, Characterization and Applications from the Universidad Politécnica de Madrid in collaboration with the Polymer Engineering Laboratory from de department of Chemical Engineering and Environmental Technology at the Universidad de Oviedo, have carried out a study research ("Use of residual agricultural plastics and cellulose fibers for obtaining sustainable eco-composites prevents waste generation") that enables to recover agricultural plastic waste and turns them into new materials with higher added value, low price and improved recyclability. This would reduce the environmental impact generated by agricultural waste.

The plastic usage in agriculture for greenhouse, tunnel and fillings has rapidly increased since the fifties due to worldwide population increase and the growth of food production need. Within Europe, Spain is the country with the largest area allocated to greenhouses (over 60,800 ha) although internationally this figure is largely overcome by other countries such as China that has over 1,000,000 ha.

However, recycling end-of-life plastics is still low. Only the 23% of plastics are mechanically recycled even though the mechanic recycling of plastic waste can lead to better materials. This can be an optimized solution for plastic waste.

This research is based on two essential actions that can promote the mechanical recycling of agricultural plastics. Firstly, the usage of residual cellulose fibers from the papermaking process as reinforcement for agricultural waste plastics. The mixture of agricultural plastic waste and cellulosic waste allow us to obtain eco-composites materials. And secondly, the usage of a selected amount of plastic from urban waste and selected additives in order to enhance the mechanical properties of the obtained recycled materials. The residual cellulose fibers are of great environmental, financial and social interest since these materials are biodegradable, low cost, light weight and from renewable source.

Throughout the first part of the project, researchers characterized the plastics used in agriculture and obtained the eco-compounds with residual cellulose. The plastics used in agriculture include diverse polymers and complex additive formulations to fulfill their function and enhance their durability. But, due to the outdoor usage in extreme weather, these plastics experience a degradation which leads to loss of their properties. It was observed that this plastic waste still contain remnants of valuable light stabilizer additives that can be interesting for outdoor usage.

Researchers studied the effects of the cellulose percentage and the effects of the added additives over the eco-compounds properties which were obtain in order to determine the most suitable formulations. The reinforcing effect of the cellulose fibers was proved over plastic waste which resulted in substantial increases of the eco-compounds mechanical strength. This study has shown the feasibility of obtaining these eco-composite materials at pilot plant scale.

Thus, to develop new recycled eco-composite materials from plastic waste and cellulosic has enabled to obtain materials with good mechanical properties suitable for

extrusion processes or injection molding. These recycled materials have enough properties to be used in diverse applications, including the outdoor usage.

The approval of the good properties of these materials is essential to boost the agricultural waste recycling because the factor that limits recycling is the approval by the recycled products market. The research findings can help to reduce abandoned waste and increase the percentage of mechanical recycling obtaining important savings on raw materials, energy and emissions.

Source: Universidad Politécnica de Madrid

3D PRINTING'S PROMISE FOR MEDICAL DEVICES

Although 3D printing (3DP) technology has existed for decades, its disruptive potential has moved it into the spotlight. Also referred to as additive manufacturing and rapid prototyping, 3DP is even moving onto the radar screens for consumers and hobbyists who can design 3D objects on their computer and print everything from tchotchkes to chocolate to jewelry. At a much more sophisticated end of the spectrum are 3D-printed skin and organs that not too long ago would have sounded like science fiction.

Somewhere in the middle of those two application ranges, 3DP offers real-world benefits for manufacturing and packaging applications. Think prototypes, sample packs, small-volume runs, replacement parts for equipment, and alternatives to producing molds and tooling that can allow multiple changes and adjustments made at much more reasonable prices before buying tooling for commercial production.

Source : Plastics News Daily

POLYMER COATING ALLOWS HUMAN TISSUE TO COMMUNICATE WITH MEDICAL DEVICES

Biotectix, a developer of conductive coatings for medical devices designed to allow communication between devices and physiologic systems, has launched a new durable, electro-conductive polymer coating.

The new coating, called Amplicoat, incorporates 'Photolink', a proprietary surface modification technology developed by Eden Prairie MN-based SurModics. Designed to enhance communication at the interface between human tissue and a medical device's electrode, Amplicoat is said to overcome the limitations of other conductive coatings including poor durability and difficult processing requirements.

The new coating can be applied to a variety of metal electrodes for numerous medical-device applications including neurostimulation cardiac pacing, electrophysiology recordings, cochlear implants and gastrointestinal recording and stimulation.

"Amplicoat is a true breakthrough technology that provides a durable electrode coating that conducts both ionically and electronically, resulting in lower impedance and an expanded range for safe charge delivery" said Dr. Sarah Richardson-Burns who co-founded Biotectix with Jeff Hendricks PhD.

Amplicoat enables device electrode miniaturisation, offering higher numbers of electrodes for a given-sized lead or device and providing greater tissue-sensing resolution as well as more localised stimulation control. The coating enables higher signal fidelity, lower power requirements and reduced stimulation thresholds.

"I am very proud of the Biotectix team. The dedication and knowledge needed to commercialise this technology was significant" said Omar Amirana MD Biotectix Chief Executive Officer and Senior Vice President of Allied Minds the parent company of Biotectix.

Biotectix says it is currently working with customers to incorporate Amplicoat into their medical devices. In addition there are non-medical applications for conductive coatings which are currently under development at Biotectix.

Source : Medical Plastics News

POLYMER PATCH COULD HELP HEAL, PREVENT DIABATIC ULCERS

Researchers knew that a drug administered to remove iron from the blood could also overcome diabetic interference with blood vessel formation, but finding the right way to deliver it for this use was the challenge.

Researchers at the Stanford University School of Medicine say they have developed a safe and effective skin patch to deliver a drug that enhances the healing of diabetes-related ulcers. The patch, which they tested in mice, may also serve as a way to prevent ulcer formation.

Among the more than 29 million people in the United States with either type-1 or type-2 diabetes, an estimated 15% develop ulcers. The ulcers, sores or open wounds that usually occur on the foot, become a secondary health condition that leads to prolonged disability, high rates of recurrence and increased mortality. Non-healing wounds related to diabetes are the leading cause of non-traumatic amputations in the country.

What causes these ulcers has been known for several years. In 2009, researchers led by Geoffrey Gurtner, a professor of surgery at Stanford, and a group of scientists at the Albert Einstein College of Medicine published a study pinpointing exactly how diabetes reduces the ability of tissue to form new blood vessels essential for wound healing: High levels of blood sugar compromise the body's ability to grow the new blood vessels. That same study found a potential treatment: deferoxamine, or DFO, a drug already approved by the Food and Drug Administration to treat hemochromatosis, a condition in which too much iron accumulates in the body. DFO can correct the diabetes-impaired expression of a protein that supports new vascular growth.

The problem was how to deliver the DFO, which would be toxic if used for as long as diabetic pressure ulcers can take to heal. So the researchers decided to investigate an alternative: local delivery of just enough medication directly to an ulcer through a patch applied to the skin.

Dominik Duscher, MD, a postdoctoral scholar in surgery, and Evgenios Neofytou, MD, an instructor at the Stanford Cardiovascular Institute, share lead authorship of a paper describing the findings of the new research. Gurtner is the senior author. The paper was published online Dec. 22 in the Proceedings of the National Academy of Sciences.

Challenges of developing a patch

Developing the skin patch raised a set of challenges, which the Stanford team took on, step by step, working with materials engineers led by co-author Jayakumar Rajadas, director of Stanford's Biomaterials and Advanced Drug Delivery Laboratory.

The DFO needed to be modified to penetrate the outermost layer of the skin to activate the formation of new blood vessels, but its release also needed to be controlled to prolong the availability of the DFO at a therapeutic level. It took nearly four years of attempts before the team produced a solution: Envelope the DFO with a surfactant, which would lower the DFO's natural surface tension and transform its molecules into microparticles that could penetrate the skin, then embed them in a pliable polymer matrix, a couple of millimeters thick, that would protect the fragile DFO microparticles and disperse them gradually as the matrix disintegrated.

"The mice tolerated it very well," Duscher said, which could bode well for humans. Once the patch is applied — the moisture in skin makes a natural adherent — the diffusion of the DFO begins and its molecules are drawn into the wounded tissue and skin.

'Hope to start clinical trials soon'

Not only did the wounds in the mice heal more quickly, Duscher said, but the quality of the new skin was even better than the original. The researchers also used the DFO matrix on a mouse with diabetes to see if it would prevent ulcer formation — and it did. "We were very excited by the results," Duscher said, "and we hope to start clinical trials soon to test this in humans."

"This same technology is also effective in preventing pressure ulcers, which are a major source of morbidity and mortality in patients with neurologic injury or the elderly," said Gurtner, who is also the Johnson & Johnson Distinguished Professor in Surgery II. "The actor Christopher Reeve actually died from a pressure ulcer and not his spinal cord injury, which really emphasizes the extremely limited therapeutic options for these patients."

Source : Medical Plastics News

A leader's gaze

Dr. Devdutt Pattanaik

The Mahabharata tells us the story of a princess who lived in the country of Gandhara located in the region we now call Afghanistan. We don't know her name. We only know her as Gandhari, princess of Gandhara. She is told that she would be marrying the powerful prince of the Kuru clan, but on the eve of her wedding she discovers he was blind. So she decides to tie a cloth around her eyes, blindfold herself. Why does she do that? The official reason: she wants to share her husband's suffering. The unofficial reason: she wants to express her rage at being tricked so. She bears the king a hundred sons, the Kauravas. They grow up in the shadow of a blind father and a blindfolded mother, one parent who cannot see and the other parent who will not see. How does it feel to grow up unseen by one who can see you? Did it play a role in the insecurity of her sons, an insecurity that was amplified by the talent of their cousins, the five Pandavas?

The epic tells the tale of what happens when Gandhari finally removes the blindfold. She does this twice in her life, once just before the war at Kurukshetra, and once only after. Both these stories come from folk retellings of the Mahabharata.

The sages said that after years of covering her eyes, the first thing Gandhari would gaze upon would become invulnerable to all weapons. Determined to save the life of her firstborn son, Duryodhana, Gandhari told him to appear before her naked. Duryodhana obeyed but covered his hips with a banana leaf out of modesty. So when Gandhari saw him for the first time, she wept. She could save him, but not entirely. She realised he would die as was fated, with a blow to the hips.

After the war, according to the Odia Mahabharata written by Sarala Das, when the Pandavas came to visit the old parents of the Kauravas, Gandhari expressed her desire to see Yudhishtira. Krishna asked the only surviving Kaurava, Durdasa, who had sided with the Pandavas, to open the blindfold. So the first thing Gandhari saw was not Yudhishtira but Durdasa and he was instantly burnt alive and reduced to a pile of ashes. In other versions, she simply glanced upon Yudhishtira's toe angrily and it turned blue. The story of Gandhari is all about the leader's gaze. What happens when they see and what happens when they don't see. What happens to that which they see. And what happens on how they see. Imagine working in an office where no one connects with you — to use the new management catchphrase — authentically. Where you hear people giving you jargon filled, preapproved, management speeches and standard answers. Where every conversation is like you are talking to an interactive voice system deployed through real human beings. Where your problems are communicated only via forms and answered using software algorithms, where no human being cares about you, where you are just a number on a database, a row in an excel sheet.

This is the reality of many corporations. We are becoming Kauravas as our managements turn into Gandharis. They are not Dhritarashtras – they can see, but they don't want to. The cost of seeing is too high. It will mean dealing with people's emotions. Modern management is designed to wipe out all emotions by reducing everything to numbers: to tasks, targets and templates.

And yet culture in an organisation is determined by what a boss sees or does not see. If a boss likes cleanliness, then the office becomes clean. If the boss enjoys punctuality, the office becomes punctual. If the boss enjoys marketing, then marketing thrives in the organisation. If the boss enjoys sales, then sales gets the most importance in the company. The boss, like the blindfolded Gandhari, sees things very selectively. What she wants to save will be saved, provided we present ourselves truly (with no fig or banana leaf covering us). What she wants to destroy, will be destroyed.

In institutions, leaders are controlled by a whole set of systems and processes, so that individual agendas do not overshadow corporate ones, which is why institutions lack nimbleness and agility and personal touch. Entrepreneurs have no such burden and so see things in the office and respond rapidly, which is why entrepreneurs are good at evoking passion in their teams, something that paid CEOs struggle with.

But everything depends on what the entrepreneur pays attention too, what he can, or will, see. If an entrepreneur likes branding and enjoys branding, he looks at branding and marketing with a positive lens but if he does not, it shrivels despite outsourcing, for the energy of the leader is not there. This entrepreneurial gaze suffers once the business expands and gets institutionalised.

In the jungle, predators keep looking for the prey. And the prey keeps a lookout for the predator. Predator and prey, neither wants to be seen; but humans do. CEOs yearn for the gaze of the board of directors, just as entrepreneurs yearns for the gaze of the investment banker. In corporations, we are told to observe the customer keenly. But sometimes, it feels good when the leader genuinely looks at you, not your job, and appreciates you for what you are, not what the company wants you to achieve.

INDIAN PLASTICS FEDERATION

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IPF NEW MEMBERS

IPF WELCOMES TO NEW MEMBERS TO ITS FAMILY APPROVED IN THE EXECUTIVE COMMITTEE MEETING HELD ON 29/01/2015

Name of the Company	Class of Membership	Membership No.
M/s New Raunaque Enterprises	Dealer Member	DLR-092
M/s Shyam Sundar Saraogi & Sons	Dealer Member	DLR-093

CIRCULAR NO. 32/2015 **20th February 2015**

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

1. a) Name & address of the Applicant Firm : **M/S RAWPLAST IMPEX**
   71/3, Canal Circular Road
   Block – 5, Flat 9B
   Kolkata – 700 054
   b) Class of membership : Life Dealer Member
   c) Proposed by : M/s Uma Cosmoplastics Pvt. Ltd.
   d) Seconded by : M/s UCP Polymers Pvt. Ltd.
   e) Name of representative : Mr. Amit Kiraan Bansal – Partner
   f) Items dealt in : Dealer of PVC Chemicals and Plastic Raw Material.

2. a) Name & address of the Applicant Firm : **M/S LAKHOTIA METALIZERS PVT. LTD.**
   102, Lake Town, Block – A
   Kolkata – 700 089
   b) Class of membership : Life Manufacturer Member
   c) Proposed by : M/s Vintech Polymers Pvt. Ltd.
   d) Seconded by : M/s Prakrit Impex Pvt. Ltd.
   e) Name of representatives : 1) Mr. Sanjay Lakhotia - Director
   2) Mr. Raj Kumar Shaw – Marketing Director
   f) Items of manufacture : Manufacturer of Multilayer Poly Film, Rotogravure Printing, Solventless / Solvent Base Lamination, Pouching, Flexible packaging materials etc.

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

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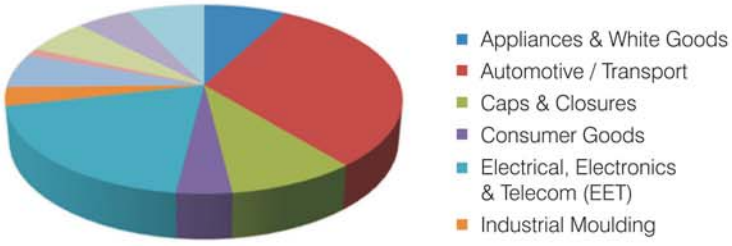

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