

PLASTICS INDIA

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

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Dear Friends ,

Tired after a long day at work, I went with my wife to have ice cream at night. As a part of the customary Indian habit, I threw the wrapper out of my car's window and scooped into my much deserved possession. Someone came, knocked on my car's window and handed me back that wrapper and said "Thank you for not littering!". He was a boy of about 10-12 years and he gave be enough thought-fodder for my drive back home.



This was not the first time such an incident happened but this time around it's a movement orchestrated by our indefatigable prime minister. The movement- "Swaach Bharat Abhiyaan" has indeed become massive. It is a national level campaign by the Government of India covering 4041 statutory towns to clean the streets, roads and infrastructure of the country.

Cleanliness has indeed become the top trending topic of tea time and coffee discussions. People, irrespective of their age and standard, are devoting themselves to this wonderful campaign. #CleanIndia, #Don't litter, #Mission2.10.19 and the likes seem to flood our newsfeed and social media updates. The man behind the show, Shri Narendra Modi, himself swept a pavement at Valmiki Basti, a colony of sanitation workers, near Rajpath. Notable celebrities like Sachin Tendulkar, Anil Ambani, Priyanka Chopra, Shashi Tharoor and a lot others have committed to propagate this campaign.

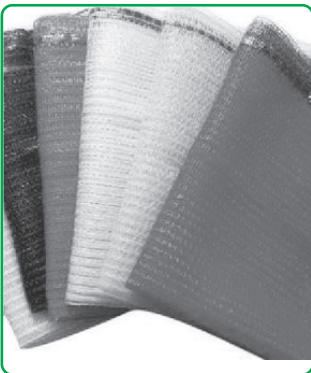
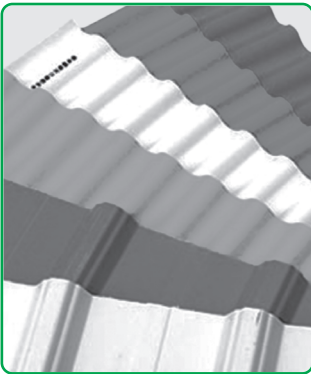
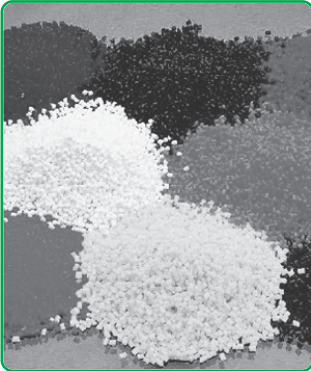
We seemed to have moved beyond cleaning our own homes and the traditional "Diwali ki safai". The reason why this movement has gained so much popularity is because it has a "clean" intention and vision. It is simple. Clean India by 2.10.19. This also proves a point, that if you are clean, honest committed and true to your purpose and responsibility, the surrounding universe will somehow mould and help you achieve your goal. When there is unity of purpose and good for all, even the god's are in your favor. It is rightly said-"Cleanliness is next to godliness". Be it of our surrounding neighborhood, our own minds or even our business practices. Cleanliness and clarity is the key to unlock the true potential of the infinite spirit.

With this, I wish you all a clean, safe and happy diwali. I hope we all unite together and help ourselves and the society to extend the newfound definition of Cleanliness to our lives and surroundings.

Happy Reading

Manish Kr. Bhaia
Editor

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PRESIDENTIAL ADDRESS



Dear Members,

At the outset I would like to convey my best wishes to you and members of your family for a happy and prosperous Diwali. I sincerely pray to God that the months ahead will be one of joy and happiness.

In spite of all the abuses against plastic films, it has found acceptance amongst the masses and it is no longer necessary to convince any one that plastic films have become an integral part of our daily life. In this connection I write a few lines on the subject.

The Plastic films and sheets market consumption will grow from an estimated 59.9 mln mt 2013 to 70.9 mln mt by 2018, with a CAGR of 3.4% from 2013 to 2018, as per Markets&Markets. Plastic films and sheets are integral parts of society today. With rising global population and disposable income, plastic films and sheets are finding increasing applications in packaging as well as in non-Packaging sector globally. In packaging, plastic films and sheets are used in food, pharmaceuticals, personal care, industrial and other applications. Food packaging is the key driver for plastic films and sheets in packaging sector. In modern days, plastic films are extensively used in flexible packaging. In non-packaging, plastic films and sheets find application in agriculture, construction, medical and health care, consumer goods, and others. Asia-pacific is the key market for plastic films and sheets with more than 30% of global market share. Rising middle class in China and India is the major driving force for the industry. However, developed regions such as North America and Europe are experiencing slow growth in the sector. However, specialty films and biodegradable films are slowly gaining in importance in such developed economies.

The increasing demand for packaged food and pharmaceutical products in growing economies such as China, India, Turkey, Poland, Brazil, and Mexico is driving the global market for plastic films and sheets. Plastic films and sheets have been commercialized and used in packaging of food products, pharmaceutical and medical products, consumer products and industrial products. Films and sheets are also used in non-packaging purposes in agriculture, construction, health care and others. Food industry is the largest consumer of plastic films and sheets in packaging sector, followed by pharmaceutical and medical packaging. However, pharmaceutical and medical packaging applications are expected to offer the highest growth during the next five years. The demand for plastic films and sheets is increasing in non-packaging applications due to its increased uses in the agriculture industry.

By the time this volume of Plastics India is in your hand the festival season will be over in India. IPF is also gearing up to speed up its work with the formation of various sub-committees to look after different aspects of the Federation's work.

Our Hon'ble Prime Minister Shri Narendra Modi launched a programme - SWACH BHARAT - from 2nd October 2014 – Mahatma Gandhi's birthday. We on behalf of Indian Plastics Federation will support this programme and request all our members to practice plastic waste management as well as keep the city, town, lanes etc. clean.

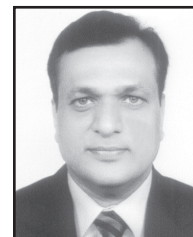
With best wishes once again



Pradip Nayyar

President

From the Desk of Hony. Secretary



Dear Members,

The new committee for 2014-15 was elected to office in September 2014. Most of the committee members were re-elected to their respective portfolios. The process of constituting the entire committee for commencing work of the Federation has already started. A co-option meeting was held in September 2014 in which 15 members were co-opted to the Executive Committee. On 15th October 2014 in our 1st E. C. meeting Special Invitees list to the E. C was decided and the various Sub-Committees have been formed. The IPF team is now complete and I am confident that IPF will work to the satisfaction of our members. A complete list of IPF team is given in the enclosed pages.

By this time I hope members have gone through our Special Number – AGM Special Issue 2014 published in September 2014. I request all members to spare a few minutes and go through the information given against their organization's name. In case of any error or change to be incorporated, please write to IPF Secretariat so that necessary corrections can be made at our end in our record .

Work on Indplas'15 is progressing fast. The Federation has received the official approval from India Trade Promotion Organisation for holding Indplas'15. The On line booking of stalls will commence shortly. I appeal to all IPF members to come forward and contribute for the success of our Indplas'15 Exhibition. I request you to kindly be a sponsor and be an exhibitor. Please kindly contact me for the various sponsorship available.

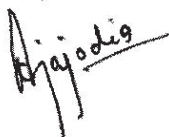
Last month I had been to Taiwan to promote Indplas'15 at Taipei Plas Exhibition 2014. The response received from the exhibitors has been very encouraging. We signed formal agreement with M/s. Chan Chao to be our marketing agent in Taiwan.

HPL is yet to resume its operations. The Federation has written to the MD of HPL informing him of the difficult time of the plastic industry in West Bengal due to non availability of raw materials. We have requested him to ensure speedy re-opening of HPL Haldia unit since our members have become very anxious on the future of HPL.

PLASTINDIA 2015 is going to be held at Gandhinagar, Gujarat from 5th-10th February, 2015 instead of Pragati Maidan, New Delhi. Plastindia had a NEC meeting at the venue on 16th October, 2014, IPF officials and other members representing various committees attended the same. The venue is big and good, the 12 Halls have been completed and in all manner this venue looks much better in every respect in comparison to Pragati Maidan of New Delhi. A detailed report and latest photographs of the venue are published in this issue . We request plastic fraternity to remove all doubts and fear about the new venue, which will ultimately will come out as far better than Pragati Maidan and participate whole heartedly.

I wish you and members of your family for a Very HAPPY DEEPAWALI. May the LIGHT continue to glow in the months to come.

With best wishes,



Ashok Jajodia
Hony. Secretary

OFFICE-BEARERS

INDIAN PLASTICS FEDERATION

8B, Royd Street, 1st Floor, Kolkata - 700 016

OFFICE-BEARERS FOR THE YEAR 2014-15



PRADIP NAYYAR

President



RAMESH KR. RATERIA

Vice - President



ASHOK JAJODIA

Hony. Secretary



SISIR JALAN

Hony. Jt. Secretary



B. L. TAK

Hony. Treasurer

EXECUTIVE COMMITTEE MEMBERS

INDIAN PLASTICS FEDERATION

8B, ROYD STREET, 1ST FLOOR, KOLKATA - 700 016

LIST OF OFFICE-BEARERS & MEMBERS OF THE EXECUTIVE COMMITTEE FOR THE YEAR 2014-15

A. OFFICE-BEARERS

PRESIDENT

Shri Pradip Nayyar : M/s Kumar Engineering Works

VICE-PRESIDENT

Shri Ramesh Kumar Rateria : M/s Hind Polyfabs Pvt. Ltd.

HONY. SECRETARY

Shri Ashok Jajodia : M/s Montel Pen & Plastics

HONY. JOINT SECRETARY

Shri Sisir Jalan : M/s Servo Packaging Ltd.

HONY. TREASURER

Shri Banwari Lal Tak : M/s Sanchar Polytubes

B. COMMITTEE MEMBERS

Producer Members' seats :

1. Shri Rajat Chakraborty : M/s Reliance Industries Ltd.
2. Shri Sandip Jalan : M/s Servo Plastics Pvt. Ltd.

Distributor Members' seats :

1. Shri Ashok Kumar Rateria : M/s Rateria Laminators Pvt. Ltd.
2. Shri Nirmal Agarwal : M/s Rajami Barter Pvt. Ltd.

Associate Members' seats :

1. Shri Kamal Kumar Bihani : M/s Jamuna Dass Bihani
2. Shri Rajat Singhania : M/s Shree Plastics

Dealer Members' seats :

1. Shri Niraj Ladha : M/s Harshit Polymers (India) Pvt. Ltd.
2. Shri Rajendra Kumar Bihani : M/s Rachana Polymers Pvt. Ltd.

Manufacturer Members' seats :

1. Shri Ajay Daga : M/s Daga Plastic Industries
2. Shri Ajay Shroff : M/s Shree Krishna Industries
3. Shri Gourishankar Agarwal : M/s Ashay Marketing Pvt. Ltd.
4. Shri Jagat Banthia : M/s Z. A. Polymers Pvt. Ltd.
5. Shri Manish G. Bhaia : M/s Neptune Plastic & Metal Industries
6. Shri Manoj Kumar Agarwal : M/s Mittal Technopack Pvt. Ltd.
7. Shri Manoj Kumar Agarwal : M/s Shiva Polymers Pvt. Ltd.
8. Shri Pradeep Kumar Biyani : M/s Gautam Plastic
9. Shri Prakash Kr. Birmecha : M/s Accurate Polymers Pvt. Ltd.
10. Shri Shyamlal Agarwal : M/s Pankaj Plastic Industries
11. Shri Sudarshan Kumar Tawri : M/s Shree Balaji Technoplast
12. Shri Sunil Agarwal : M/s Pratap Synthetics Ltd.

EXECUTIVE COMMITTEE MEMBERS

CO-OPTED MEMBERS

1.	Shri Anand Kr. Surana	:	M/s Everbright Plastics Pvt. Ltd.
2.	Shri Ashish Agarwal	:	M/s Ori-Plast Ltd.
3.	Shri Deepak Himmatramka	:	M/s Raunaq Plastics Ltd.
4.	Shri Jayanta Kr. Goenka	:	M/s Poly Plastics & Industries
5.	Shri Kamlesh Ladha	:	M/s K. K. Polycolor Asia Ltd.
6.	Shri Ketan Shanghavi	:	M/s Rampo Export P. Ltd.
7.	Shri Manish Singhania	:	M/s Manav Polymers Pvt. Ltd.
8.	Shri N. K. Bhattacharjee	:	M/s Techon India (P) Ltd.
9.	Shri Naresh Kr. Agarwal	:	M/s Kushal Polysacks Pvt. Ltd.
10.	Shri Pradeep Kr. Kedia	:	M/s Kusum Management Services Pvt. Ltd.
11.	Shri Puneet Tantia	:	M/s Chemico International Pvt. Ltd.
12.	Shri Ramawatar Poddar	:	M/s Express Tin Containers Pvt. Ltd.
13.	Shri Rohan Ghosh	:	M/s Con-Hyde India Pvt. Ltd.
14.	Shri Rohit Anchalia	:	M/s Prime Prints Pvt. Ltd.
15.	Shri Shyam Agarwal	:	M/s Sumangal Polymers Pvt. Ltd.
16.	Shri Pawan Kr. Newar	:	M/s Prabhu Polycolor Pvt. Ltd.

SPECIAL INVITEES

1.	Shri K. D. Agarwal	:	M/s Shiva Polymers Pvt.Ltd.
2.	Shri Arup Chakraborty	:	M/s Haldia Petrochemicals Ltd.
3.	Shri Sujit Biswas	:	M/s Haldia Petrochemicals Ltd.
4.	Shri Chandan Sengupta	:	M/s Haldia Petrochemicals Ltd.
5.	Shri Madanlal Agarwal	:	M/s Duroplast Extrusions Pvt.Ltd.
6.	Shri Mahendra Sanwalka	:	M/s Jalan Brothers Pvt. Ltd.
7.	Shri Raj Jain	:	M/s Ratnajeet Polycorp Pvt. Ltd.
8.	Shri K. S. Laha	:	M/s Indian Oil Corporation Ltd.
9.	Shri Saswant Malkhan	:	M/s Indian Oil Corporation Ltd.
10.	Shri Atul Gadhia	:	M/s Atul R. Gadhia
11.	Shri Binay Kumar Saha	:	M/s Bon Aluplast Pvt. Ltd.
12.	Shri Siddharth Bansal	:	M/s Skipper Ltd.
13.	Shri Deepak Jalan	:	M/s Linc Pen & Plastics Ltd.
14.	Shri Jitendra Sethia	:	M/s Jai Bhairav Plastics
15.	Shri Kamal Kumar Daga	:	M/s Endurra Polymers Pvt. Ltd.
16.	Shri Swastik Agarwal	:	M/s Siddharth Plastics Industries
17.	Shri Mukesh Agarwal	:	M/s Rajami Barter Pvt. Ltd.
18.	Shri N. K. Surana	:	M/s Kalpena Industries Ltd.
19.	Shri Partha Mukherjee	:	M/s HPCL Mittal Energy Ltd.
20.	Shri Prakash Kandoi	:	M/s Royal Touch Fablon Pvt. Ltd.
21.	Shri Pawan Kr. Agarwal	:	M/s PBS Packaging Pvt. Ltd.
22.	Shri Rakesh Sethia	:	M/s Mega Flex Plastics Ltd.
23.	Shri Shankar Kr. Tekriwal	:	M/s Puja Poly Plastics Pvt. Ltd.
24.	Shri Shyamal Bakshi	:	M/s Delight Polymers Pvt. Ltd.
25.	Shri Suklal Roy	:	M/s Sashibhai Suklal Pvt. Ltd.
26.	Shri Uma Shankar Pandey	:	M/s GAIL India Ltd.

EXECUTIVE COMMITTEE MEMBERS

27.	Shri Sandeep Mondal	:	M/s GAIL India Ltd.
28.	Shri Anindya Roy	:	M/s Reliance Industries Ltd.
29.	Shri Dipak Gathani	:	M/s Stretch Plast
30.	Shri Arnav Jhunjhunwala	:	M/s Alom Poly Extrusions Ltd.
31.	Shri Prakash Kr. Khemani	:	M/s Suraj Logistrix Pvt. Ltd.
32.	Shri Pradeep Chopra	:	M/s iLEAD
33.	Shri Rohit Sahni	:	M/s Payal Udyog
34.	Shri Mahesh Singhanian	:	M/s Triveni Chemicals
35.	Shri Manjeet Bahety	:	M/s Smitabh Intercon Ltd.
36.	Shri Vivek Raj Bajpai	:	M/s Balasore Chemicals
37.	Shri Vijay Agarwal	:	M/s Calco Polychem Pvt. Ltd.
38.	Shri Prabhat Agarwal	:	M/s Lily India Pvt. Ltd.
39.	Shri Sahab Sultan	:	M/s Plasha Polymers
40.	Shri Arun Kumar Ajitsaria	:	M/s Time Polyplast Pvt. Ltd.
41.	Shri Vishnu Agarwal	:	M/s Kushal Polysacks Pvt. Ltd.
42.	Shri Vijay Gupta	:	M/s Ganapati Laminators & Packagers P. Ltd.
43.	Shri Vineet Nemani	:	M/s Vijay Enterprise
44.	Shri Syed Rizwan Ahmed	:	M/s Spectrum Poly Print
45.	Shri Gautam Agarwal	:	M/s Rakesh Kumar Ramesh Chandra Chemicals Pvt. Ltd.
46.	Shri Rajeev Goenka	:	M/s Purv Flexipack Pvt. Ltd.
47.	Shri K K Agarwal	:	M/s. Oriplast Limited

LIST OF SUB-COMMITTEES ALONG WITH THEIR CHAIRMEN

	Name of Sub Committees	Chairman
1.	Administrative & Finance	: Mr. K. K. Seksaria
2.	Constitution Amendment	: Mr. Ramesh Kr. Rateria
3.	Editorial Board	: Mr. Manish G. Bhaia
4.	Environment & Green Project	: Mr. Pradip Nayyar
5.	Indplas'15	: Mr. Ashok Jajodia
6.	Industrial Promotion & Protection	: Mr. K. M. Tibrewala
7.	IPF Knowledge Centre	: Mr. J. C. Agarwal
8.	New Poly Park	: Mr. Rajesh Mohta
9.	Social & Cultural	: Mr. Sisir Jalan
10.	Programme & Seminar	: Mr. Manoj Kr. Agarwal(Shiva) – Chairman Mr. Manoj Kr. Agarwal(Mittal)- Vice Chairman
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15.	Members Grievance & Redressal	: Mr. Prakash Kr. Birmecha
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17.	Plastindia Foundation	: Mr. Pradip Nayyar
18.	Membership Drive	: Mr. Ajay Shroff
19.	Youth Affairs & Sports	: Mr. Mukesh Agarwal
20.	Skill Development	: Mr. Sourabh Khemani

GLOBAL TRENDS IN GREEN AND BIO POLYOLS

This report on green polyols & bio polyols includes two different types of polyols. These include polyester polyols and polyether polyols. Bio polyols are a category of polyols that are synthesized from natural oils such as soya, castor, rapeseed, corn, canola, palm, etc. Green polyols are synthesized by recycling PET (polyethylene terephthalate) and polyurethanes waste.

Green & bio polyols are used in applications such as polyurethane foams (flexible & rigid), coatings, adhesives, sealants, and others. Its end-user industry includes construction, transportation, carpet, packaging, furniture/bedding, and others. Green & bio polyol are substituting petroleum based conventional polyols owing to advantages such as:

- Availability of raw materials (Natural oils, PET / polyurethanes foam waste)
- Increasing prices of crude oil
- Lower carbon footprint leading to a higher sustainability for Green & bio polyols

The global market for green polyols & bio polyols has grown significantly during the past few years and it is expected to growing at a rapid pace in the next five years, mainly driven by a growing consumption in the Asia-Pacific region.

The market revenue for Green & bio

polyols in Asia-Pacific was \$463.9 million in 2012. China, Japan, Malaysia, and India are the major markets for these polyols in Asia-Pacific. Other markets in Asia-Pacific include Taiwan, South Korea, Singapore, Indonesia, Philippines, and Thailand. The demand for these polyols in these markets is fueled by demand from end-user industries such as construction, transportations, and consumer durables.

This report aims to estimate the global market for 2013 and to project the expected demand of the same in 2018. This market research study provides a detailed qualitative and quantitative analysis of the global market. It provides a comprehensive review of major market drivers, restraints, opportunities, winning imperatives, challenges, and key issues in the market. Opportunities for new entrants in light of market forces such as consumers' bargaining strength, raw material sourcing and market penetration threshold are analyzed using Porter's model. The global market is segmented into four major geographies. These are North America, Europe, Asia-Pacific, and ROW. The major markets in these geographies such as the U.S., France, Germany, U.K., China, Japan, Malaysia, India, and Brazil are estimated and forecasted. The market is also segmented by various applications of these polyols. Various secondary sources, such as encyclopedia, directories, and databases to identify & collect information useful for this extensive commercial study of global market, have been used. The primary

sources—experts from related industries and suppliers have been interviewed to obtain & verify critical information as well as to assess the future prospects of green polyols & bio polyols.

The competitive scenarios of the top players in the global market are discussed in detail. We have also profiled leading players of this industry with their recent developments and other strategic industry activities. These include: BASF SE (Germany), The DOW Chemical Company (U.S.), Cargill Inc. (U.S.), Mitsui Chemicals (Japan), Petopur GmbH (Germany), Rampf Ecosystems (Germany), Emergy Oleochemicals (H) SDN BHD (Malaysia), etc.

Source : Popular Plastics & Packaging

BAYER TO RESTRUCTURE POLYCARBONATE SHEET ACTIVITIES; GERMAN FACILITY TO BE SHUT

BAYER Material Science has announced worldwide consolidation of its business with sheets made of the high-performance plastic polycarbonate, Bayer Material Science has decided to close its site in Darmstadt, Germany. The closure in Darmstadt affects 90 employees. European customer will be supplied

in the future by the plants in Nera Montoro, Italy and Tielt, Belgium, Bayer added.

Bayer MaterialScience currently produces sheets at ten locations. The consolidation has also led to decisions in the Asia/Pacific region. For example, the sheet business in Australia and New Zealand as well as the Laserlite brand name are being sold. Furthermore, sheet production in China was consolidated at the Guangzhou site; the Beijing site was closed.

Behind all of these consolidation measures is the current business situation. Market development in the overall polycarbonate business has changed dramatically in recent years, with new competitors and overcapacities exacerbated by insufficient demand from the customer industries. In light of this difficult situation, Bayer MaterialScience conducted a thorough review of its polycarbonate business model, which includes the global sheet business.

Based on the results of this analysis, it was decided that a consolidation of sheet activities in Europe was also necessary to ensure the long-term viability of the business as a whole and to remain competitive. Dr. Markus Steilemann, Head of the Polycarbonates Business Unit at Bayer MaterialScience, is optimistic about the future of the overall business. "The demand for the high-performance plastic polycarbonate continues to grow year-to-year and worldwide at rates that will soon wipe out the current overcapacities. By adjusting our alignment, we are

strengthening our leading market position."

Polycarbonate is used in the automotive industry, for example, where it is increasingly displacing glass and metal. Vehicles are thus becoming lighter and consume less fuel. Polycarbonate sheets are the material of choice in the construction industry, in particular, where they are used for train station and airport roofs, carports and greenhouses.

Source : Popular Plastics & Packaging

STUDY : PLASTIC DEBRIS WIDESPREAD ON OCEAN SURFACE

Plastic junk is floating widely on the world's oceans, but there's less of it than expected, a study says.

Such ocean pollution has drawn attention in recent years because of its potential harm to fish and other wildlife.

The new work drew on results from an around-the-world cruise by a research ship that towed a mesh net at 141 sites, as well as other studies. Researchers estimated the total amount of floating plastic debris in open ocean at 7,000 to 35,000 tons.

Andres Cozar of the University of Cadiz in Spain, an author of the study, said that's a lot less than the 1 million tons he had extrapolated from data reaching back to the 1970s.

The new estimate includes only floating debris, not plastic that may

reside beneath the surface or on the ocean floor.

Of the plastic pieces caught by the ship's net, most were less than about a fifth of an inch long. Some floating pieces start out small, like the microbeads found in some toothpastes and cosmetics or industrial pellets used to make plastic products. Other small pieces can result when wave action breaks up larger objects, like bottle caps, detergent bottles and shopping bags.

The net turned up fewer small pieces than expected, and it will be important to figure out why, researchers said. Perhaps the tiniest pieces are being eaten by small fish, with uncertain effects on their health, Cozar said in an email.

While the research showed plastic to be distributed widely, concentrations were highest in five areas that were predicted by ocean current patterns. They are west of the U.S., between the U.S. and Africa, west of southern South America and east and west of the southern tip of Africa.

Plastic debris from land reaches the ocean mostly through storm water runoff, the researchers said in their report, released Monday by the Proceedings of the National Academy of Sciences.

Kara Lavender Law, who studies plastic pollution at the Sea Education Association in Woods Hole, Massachusetts, said the study provides the first global estimate she knows of for floating plastic debris. The estimate appears to be in the ballpark, given the results of prior regional studies, said Law, who didn't participate in the new work.

“We are putting, certainly by any estimate, a large amount of a synthetic material into a natural environment,” Law said. “We’re fundamentally changing the composition of the ocean.”

The impact on fish and birds is hard to gauge because scientists don’t understand things like how much plastic animals encounter and how they might be harmed if they swallow it, she said.

Source : Popular Plastics & Packaging

STUDY: BURNING PLASTICS COULD RECOVER ENERGY NOW LOST IN LANDFILLS

Burning all of the trash now sent to U.S. landfills, plastics included, could create enough energy to power 14 million homes, according to a new study.

That also means diverting the waste sent to landfills each year to waste-to-energy power plants would power about 12 percent of the country’s total homes, the study from the Earth Engineering Center of Columbia University.

The study, sponsored by the American Chemistry Council, indicates plastics represent about 11 percent of the waste stream, the study reports.

And the total recovery rate for plastics was about 16.6 percent, a figure that includes both recycling and energy recovery, in 2011. That’s one in every six pounds.

“These important findings show that, while we’re making progress, we have a vital opportunity to recycle and recover more of these valuable materials,” said Steve Russell, vice president of plastics for ACC, in a statement.

Burning waste is not the only way to extract energy. And the study also said that nearly 6 billion gallons of gasoline could be created if all non-recycled plastics were diverted and converted through modern plastics-to-oil technologies.

The study’s estimate of 247 million tons of waste placed in landfills in 2011 is 112.7 million tons higher than an estimate by the U.S. Environmental Protection Agency. That’s because the study includes waste streams the EPA does not include in its research, including construction and demolition debris, packaging waste from imported goods, and municipal wastewater sludge, for example, according to the study.

The study also indicated the recycling rate for plastics increased by 21 percent from 2008 to 2011 to nearly 2.7 million tons.

The new study is called “2014 Energy and Economic Value of Municipal Solid Waste (MSW), including and Non-recycled Plastics (NRP), Currently Landfilled in the Fifty States.”

Source : Popular Plastics & Packaging

TRENDS IN GLOBAL ETHYLENE VINYL ACETATE (VLEVA, LEVA, MEVA & HEVA) MARKET

Ethylene vinyl acetate has found wide acceptance in various industries on account of its distinguished properties in comparison to other materials. On the basis of application areas, the market of ethylene vinyl acetate can be broadly segmented into film, extrusion, non-extrusion, injection molding, coating, and wire & cable. Though film and injection molding are the major ethylene vinyl acetate applications and serve an array of industries due to their various properties and performance advantages, compounding and wire & cable is an emerging market and the demand for the same is growing at good pace.

The Asia-Pacific region is the biggest market of ethylene vinyl acetate, consuming nearly half of its total global demand. There is a lot of scope in the Asia-Pacific market due to strong and increasing manufacturing and industrial base, which is the important end consumer of medium density ethylene vinyl acetate. Additionally, the need for high performance material for film and injection molding is pushing the demand for ethylene vinyl acetate at a considerable pace in the region.

With the emerging technological developments and innovations in the region, the growth in demand for ethylene vinyl acetate may further augment at a higher pace.

Currently, the penetration of ethylene vinyl acetate is increasing in compounding and wire & cable, injection molding, and other extrusion segments around the globe. The key drivers for increasing demand of ethylene vinyl acetate in all the sectors are huge economic progress of the Asian countries and easy availability of cheaper raw materials in North America and the Asia-Pacific. On the other hand, rise in the solar panel sectors of North America and the Asia-Pacific is the major upcoming opportunity in the market. The technological developments and innovations are identified as key strategies to capitalize on these opportunities.

This study on ethylene vinyl acetate market estimates its global demand and market value for 2012 and projects the expected demand and market value of the same by 2018. As a part of the quantitative analysis, the study segments the global market by types and applications at country level with current market estimation and forecast till 2018. The countries covered in the report are U.S., Mexico, Canada, China, Japan, India, Germany, Italy, Spain, U.K., Saudi Arabia, and Brazil. The segmentation by types includes very low density ethylene vinyl acetate (VLEVA), low density ethylene vinyl acetate (LEVA), medium density ethylene vinyl acetate (MEVA), and high density ethylene vinyl acetate (HEVA); while on the

basis of its applications, the segmentation includes film, extrusion, non-extrusion, injection molding, coating, and wire & cable.

Source : Popular Plastics & Packaging

GLOBAL AGRICULTURAL FILMS MARKET BY APPLICATION TO REACH US\$10.5 BLN BY 2020

Global market for agricultural films is expected to reach US\$10.5 billion by 2020, according to a new study by Grand View Research, Inc. Increasing population and decreasing area of land available for agricultural purpose are expected to remain key driving factors for the market. Government regulations regarding use of plastic materials and impact of plastic on nature are expected to slow down the market growth.

Mulching emerged as a leading application segment and accounted for 44.3% of total market volume in 2013. It was closely followed by green house, which is also expected to be fastest growing application market, growing at an estimated CAGR of 6.1% from 2014 to 2020. Silage has been relatively nascent application segment and is also expected to grow at relatively sluggish rate.

Further key findings from the study suggest: Global market for agricultural films was 4,651.7 kilo tons in 2013 and is expected reach 6,935.7 kilo tons by 2020, growing at a CAGR of 6.0% from 2014 to 2020. Use of agricultural films in green house segment was highest revenue generator in 2013 and was closely followed by mulching.

Linear Low Density Polyethylene was most dominating raw material for agricultural films segment and accounted for 55.3% of total market volume in 2013. LLDPE is also expected to be the fastest growing raw material segment, expected to grow at a CAGR of 6.2% from 2014 to 2020 and is expected to contribute over 50% of total revenues from agricultural films market in 2020.

EVA/EBA is a promising raw material segment for agricultural films market, presently contributing to less than 5% of total market volume in 2013; it is expected to see significant gains over the next six years. China retained its maximum share in total volume of agricultural films market and accounted for 61.7% of total market volume in 2013. China is also expected to be the fastest growing market, expected to grow at a CAGR of 6.2% from 2014 to 2020.

Global market for Agricultural films is fragmented within many companies including BP industries, Trioplast, ExxonMobil, Armando Alvarez, Group Barbier, Ab Rani Plast Oy, Britton Group, Novamont, BASF, Kuraray and many others. BP industries holds maximum

individual market share which accounted for 6.5% of total market share for agricultural films in 2013. Innovations such as biodegradable agricultural films are expected to fuel market growth.

Source : Popular Plastics & Packaging

GLOBAL MARKET FOR POLYMERIC POLYOLS TO BE DRIVEN BY GROWING DEMAND FOR POLYURETHANES

Growing emphasis on sustainability is one of the key trends driving growth in the market. Development of a number of innovative and green technologies for polyol production is expected to benefit demand patterns. Of special note is the growing popularity of CO₂-based polyol production technology. Against a backdrop where combustion of fossil fuels for manufacturing processes is being replaced by smokeless processes, the concept of using CO₂ as raw material for the production of polyols is gaining immense interest. CO₂-based polyol technology is relatively inexpensive and makes use of cheaper and renewable raw materials. The resulting high performance polymers produced are cheaper, eco-friendly, and possess low polydispersity indices.

A large number of companies are focusing on the production of bio polyols from natural oils, such as castor oil, corn oil, canola oil, palm oil, rapeseed oil, and soybean oil, among others. Of these, soybean and corn are the most widely used. Soy-based polyols are finding increasing use in rigid foam insulation, carpet backing, structural foams, pickup truck bedliners, and flexible foams. These polyols are cheaper to produce and have wide applications. The polyurethanes derived using soy-based polyols are used in binders, urethane foams, coatings, adhesives, and sealants.

Stringent environmental regulations are driving investments in the production of polyols by recycling polyethylene terephthalate (PET) and Polyurethane (PU) wastes. Global market for green polyols is forecast to witness strong growth supported by rising consumption in Asia-Pacific and other emerging markets. Polyols demand in these markets is fuelled by increased consumption in major end-user sectors such as consumer durables, transportation, furniture or bedding, carpet, packaging and construction, among others.

Major players covered in the report include BASF Group, Bayer AG, Chemtura Corp, Daicel Corporation, The Dow Chemical Company, Huntsman International LLC, Perstorp Holding AB, Shell Chemicals Ltd., SINOPEC Shanghai Gaoqiao Company, and Stepan Co., among others.

Source : Popular Plastics & Packaging

GLOBAL MARKET FOR EXPANDED POLYSTYRENE SEES GOOD GROWTH

Expanded Polystyrene (EPS) is one of the most multipurpose polymers available for a variety of applications. EPS has found numerous application areas across a wide range of industries due to its light weight, rigidity, & thermal and acoustic insulating properties. EPS is majorly used in the building and construction industry. EPS in huge quantities are utilized to make insulation foam for closed cavity walls, roofs, and floor insulation. EPS also finds uses in road construction, bridges, drainage, flotation and sound insulation. Consistent growth in the building and construction industries will help further expand the EPS market. The other main application of expanded polystyrene in packaging i.e. industrial/protective packaging and food packaging. Protective packaging applications include packaging of delicate electronic goods such as edge protectors for refrigerators, TV's and electronics, etc. EPS is also used to pack perishable food items such as grapes, eggs, meat, fish, poultry, and wine. EPS is also used in cold chain packaging requirements. Use of EPS in the packaging industry will continue to grow due to its environment-friendly nature. This report gives an in-depth understanding on the use of EPS along with other applications of EPS in detail.

As per Report Buyer, The global

market for EPS has grown during the past few years with a high investment in research to develop EPS for different applications, driven by cost effectiveness and adaptability of expanded polystyrene in major end-user markets. China alone shared about 40.0% of the demand for EPS in 2012. Consumption and revenue generation of EPS is observed to be high in the APAC region, followed by the Western European region.

Source : Popular Plastics & Packaging

GLOBAL NAPHTHA MARKET TO SEE GOOD GROWTH BY 2019

Global Naphtha Market is Estimated to Value US\$ 237,625.2 Million by 2019 as per Transparency Market Research. The recent years have seen significant growth in the naphtha market due to rising demands from many end-user industries such as transportation, construction, plastic, etc. Technological developments, providing invention of new manufacturing techniques, have also contributed towards the growth of this industry. However, some factors such as unstable crude oil prices and easy availability of cheap alternatives such as shale gas and LPG are considered restrictive for the market growth.

Naphtha is an umbrella term that refers to a number of inflammable mixtures of various hydrocarbons. Naphtha is a group of volatile, aromatic and colorless to reddish-brown colored compounds that structurally have mixtures of

numerous hugely volatile to extremely light fractions of hydrocarbons. According to the variety of mixes producing different kinds of naphtha, these compounds have varied applications in various fields.

The full range of Naphtha, as defined in Petroleum Engineering, is a fraction of hydrocarbons having the boiling point between 30 degree Celsius and 200 degree Celsius. These compounds typically contain 5 to 12 carbon atoms and contain 15% to 30% crude oil by their weight. The segment of light naphtha has boiling point in the range 30 degree Celsius and 90 degree Celsius and consists of 5-6 carbon atoms in their molecular structure. The segment of heavy naphtha has boiling points in the range 90 degree Celsius and 200 degree Celsius and constitutes 6-12 carbon atoms.

Demand for naphtha is primarily in the petrochemical industry where naphtha is primarily used as a feedstock for producing petrochemicals such as high octane gasoline. This field is in fact the biggest market player of the naphtha industry and accounted for a 60% market share of naphtha in 2012.

Naphtha is also used in various industries for blending gasoline. In steel industry, fertilizer plants and power plants, it is used as a fuel for energy production. According to the report, the demand for naphtha from the petrochemical industry is estimated to grow at a CAGR of 3.3% during the analysis period of 2013 to 2019. Growth in demand from the energy industry's is estimated to be at the rate of 5% during the same period.

Geographically, the regions of Asia-Pacific were the market leaders in terms of demand for naphtha. They

accounted for a 40% share of the market 2012. The high demand comes from the growth in manufacturing and construction activities in these regions and a rise in demand for plastic used in cars, electronics and construction industry. The North American market is expected to rise at the rate of CAGR 2.6% while the European market is estimated to grow at the rate of CAGR 2.1% from 2013 to 2019. Rising demand for plastic and petrochemical industries are the major reasons that will drive the growth of the market, according to the report.

Source : Popular Plastics & Packagin

GLOBAL MASTERBATCH MARKET FORECAST AND OPPORTUNITIES, 2019

Masterbatches find widespread use in various industries such as packaging, building and construction, automotive, appliances and consumer goods. Growth in masterbatch market is directly related to the amount of polymer consumption in a region. With increasing use of plastic in flexible packaging, building and construction and automotive industries, the global masterbatch market is forecast to grow at a CAGR of 5.3% during 2014-19. Masterbatches are classified into four categories- black, white, color and additive, depending on the color or certain functional properties they impart to the base polymer. Among different masterbatch types, color

masterbatches occupied the highest revenue share in 2013. Color masterbatches are used in the production of plastics for automotive, appliances, food and beverage and pharmaceutical packaging. Black masterbatches are majorly used in building and construction, automotive and consumer appliance industries. Emergence of large-scale infrastructural projects in the Middle East and growth in Asia-Pacific construction industry are expected to emerge as major demand drivers for black masterbatches over the next five years. Additives is the fastest growing segment of masterbatches due to growing preference for customized plastic products in packaging, automotive, appliance, textile, pharmaceutical, and consumer goods industries.

According to **"Global Masterbatch Market Forecast & Opportunities, 2019"**, fast emerging economies such as China and India as well as the Middle East and South America are expected to be the major drivers for the global masterbatch market during the forecast period. The report also points out that A. Schulman, Ampacet and Clariant are the largest global masterbatch players. Market dynamics in developed regions such as Western Europe and North America are significantly different from developing regions like Asia-Pacific and Africa. The developed regions are dominated by select global players such as A. Schulman, Ampacet, Clariant, and PolyOne. These regions are also characterized by significant technology advancements and relatively low growth rate of end-user segments. On the contrary, developing markets are characterized by several small-scale domestic players offering low-

cost master batches, and high end-user industry demand. China alone has more than 500 masterbatch manufacturers. However, during the last decade, global masterbatch leaders have increased their focus on mergers and acquisitions in Asia-Pacific, the Middle East and South America. At the same time, few companies are streamlining their masterbatch business by downsizing or reducing operations in Europe or America, and increasing their presence in Asia-Pacific.

Source : Popular Plastics & Packaging

GLOBAL POLYETHYLENE MARKET TO GROW AT A CAGR OF 3.7% TO 2018

Polyethylene demand is forecast to rise by approximately 3.7% pa between 2013 and 2018, at a slightly higher level than its growth during the 2003 – 2013 period, as per Global Data. The report states that this higher than historic increase will happen in the US and Europe, and primarily Russia. The US is forecast to witness a 2.4% growth rate pa in comparison with its 0.7% levels in the previous 10 years. Demand in Europe, including Russia, is expected to climb at 2.8%pa from 2013 – 2018, almost three times the level witnessed during the last decade. Global data believes that these demand rises in the US and Russia will be somewhat offset by a lower increase of 4.8% in Asia, compared to the 6% rate during the 2003 – 2013 period. This will be primarily due to the region's slower economic growth.

Carmin Rositano, Managing Analyst, Downstream Oil and Gas, Global Data, said, 'lower feedstock costs from US shale gas production are providing the country with a competitive advantage, with increasing investments in its petrochemical plants driving polyethylene demand growth in both domestic and international markets. Although below recent historical levels, demand in Asia remains fairly robust and will continue to boost expansion in the global polyethylene market. As a result, polyethylene capacity is now expected to increase to approximately 5.3% pa between 2013 and 2018, which is higher than the 3.6% experienced over the last decade. Capacity additions will be most prevalent in the US, given its advantaged cost competitive position, and also Russia, which is augmenting its petrochemical industry to reduce its reliance on imports. New capacity will also continue to come online in Asia, but at a slower than historic rate.'

The report states that despite the lower estimated cost of crude oil in the forward price curve to 2018, prices for polyethylene will increase at approximately 1.3% pa up to the end of the forecast period. This is attributable to petrochemical demand increasing at approximately three times the rate of that for oil. Rositano concluded, 'the key trend emerging in the polyethylene market will be the ongoing surplus position in the US, where excess production will be directed to expanding markets in South America and Asia. Additionally, the lower feedstock and fuel costs for US plants, compared with those in Europe, will likely result in future European plant closures and further adjust global polyethylene trade flows.'

Source : Popular Plastics & Packaging



PLASTINDIA 2015 EXPANDING HORIZONS **9th International Plastics Exhibition & Conference** Feb. 5-10, 2015, Gandhinagar, Gujarat. India.

PRESS RELEASE

7th OCTOBER 2014

PLASTINDIA 2015: DESTINATION GANDHINAGAR, PLASTICS INDUSTRY TO BENEFIT

At Gandhinagar, PLASTINDIA 2015 is most certainly going to get bigger and better...be a part of this mega event as it's time to expand your horizon!

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PLASTINDIA exhibitions have always been the cornerstone of the exponential growth that this sunrise industry has witnessed. The sheer numbers are overwhelming. Between 2013 and 2020, in India, plastics consumption is set to increase from 12 MMTA to 20 MMTA; exports from USD 6 billion to 8 billion as well as direct and indirect employment from 1.2 million to 2 million. So surely, 150,000 visitors would congregate at Plastindia 2015 to visit the world's finest 2000 exhibitors spread over a sprawling 125,000 sq. mts. at Gandhinagar, Gujarat.

Gandhinagar as a destination will further catalyse this growth story. Gandhinagar is home to one of the most elaborate exhibiting infrastructure and the internationally acclaimed Mahatma Mandir Convention Centre. The exhibitors of Plastindia 2015 will witness this expansive infrastructure and the convenience it brings to them and to their visiting customers. This ultra-modern venue has air-conditioned halls that are roomy and come with a convenient layout, created for ease of crowd movement. Ample parking space will be another plus.

Locational convenience will surely act as a strong motivator for an unprecedented visitor footfall, especially when Gujarat and its near surroundings itself constitute a significant 60% of the Indian plastics industry. This fact will singularly ensure both, quality and quantity of

visitors resulting in sheer exhibitor delight.

Gandhinagar, located just 16 kms from Ahmedabad, is one of the most modern and well planned cities in India with wide avenues and ample greenery and is designed by a well known French architect. It comes with convenient road, rail and air connections for ease of access. With one of the best port facilities in the country, it will ensure smooth movement of cargo as well. Pleasant weather and a tourist destination will only enhance the pleasure of visitors to Gujarat, a truly vibrant state.

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NEW WHITE MAN'S BURDEN

Dr. Devdutt Pattanaik

Many, not all, modern management gurus, who hail mostly from America and Europe, tend to see most Indian promoters of business as Oriental Despots, who control their businesses as fiefdoms. This is never stated. But it can be easily sensed in their undisguised impatience and exasperation. It can be traced to popular views of the Orient, even before colonial times. They function from the assumption that just as the West got rid of its despots using democracy and institution building so can Indians. It's the new White Man's Burden.

What is amazing is that these gurus are completely oblivious of the despotic nature of modern Western institutions, where all that matters is the creation of shareholder value, hence focus on target and hence compliance to the rule and contract, sidelining all emotions and desires in the name of professionalism. Here the despot is not a person; it is an impersonal set of rules that constitutes the institution. If you point this out, they get defensive and argue that the method is rational and commonly agreed upon, and so unquestionably right.

This determination of Western thinkers to see its own view as universally right, without the filter of culture, poses a huge challenge to those who wish to do business with the West. And those who seek to bring in Western models of management to countries like India and China. It demands a better understanding of cultural history.

A closer examination reveals that the Emperor of China was no despot. He was part of a larger system based on rituals, where emotions came second and obedience to authority first. Confucius codified this as five relationships: ruler and subject, father and son, elder and younger, husband and wife, friend and friend. All these relationships, except the one involving friends, were hierarchical, but the hierarchy was not to indulge the one who is 'superior' (as would be in a case of a despot) but to ensure order and harmony, that would be mutually beneficially. If there was no mutual benefit, there would be revolution and someone worthier would overthrow the king, one who had the Mandate of Heaven to enforce this system of ritual rooted in the five relationships.

While China has always loved central control through the Emperor in the Forbidden City, India has resisted centralisation. Except for Ashoka 2000 years ago, and Aurangzeb 300 years ago no one had

full control of India (Akbar controlled only North India). Indians never really bowed to one sovereign power. There is the notion of the emperor, the chakravarti, but it means one whose rule stretches up to his horizon (visualized as a spoked wheel or chakra). But his rule does not extend into the family; in fact, it stopped at the village frontier. Hence the hierarchical concept of ishta-devata (personal god), graha-devata (home god), kula-devata (clan god) and grama-devata (village god), before the more loftier concepts of universal king-like supreme God (bhagavan). A king's rule manifested as taxation and building of temples and highways, but it did not extend into social reform or challenge of caste rules that shaped the village.

At best, he presided over inter-caste and inter-village disputes. Inter-family disputes were left to caste elders and intra-family disputes were managed by the head of the family, the karta, recognized even by the modern Indian legal system. And that is exactly how a promoter of a company behaves – like a karta, a patriarch who is managing his family. Until recently, most of the employees were family members or community members, related in one-way or another. It is only in recent times that one is getting exposed to non-community based organisation. And one is seeking to balance this family orientation with modern institutional thinking.



Institutional model owes its origin to Greek city-states, to Rome, which was the centre of the Western world for a thousand years and the Church which also dominated the Western world in the following thousand years before the Enlightenment. Here, hierarchy is rejected, which puts it odds with the Chinese system. Here, family and community is not valued, which puts it at odds with the Indian system. The only permissible relationship is one between the individual and the impersonal institution. The institution, which is not a living breathing organism, is treated with greater respect than a person. The only alternative to institution is seen as despotism, where one individual imposes his will on everyone else. Such a worldview, totally insensitive to cultural nuances of other people, will always find itself being cosmetically accepted but systemically rejected, and its proponents will never understand why. A conundrum Euro-American management gurus working in China and India face all the time.



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