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MASTER CARTON

Official Tri-Monthly of KeCBMA

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KERALA CORRUGATED BOX MANUFACTURES ASSOCIATION

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From the Editor's Desk

Dear Friends,

Let me wish you that the New Year 2014 brings for you more happiness, success filled with peace, hope and togetherness of your family and friends....Wishing You all a very HAPPY NEW YEAR.

The annual conference of the Federation held at Chennai was went on very well. Mr.Anil Kumar Reddy and his team from SICBMA had well organized the entire show. They deserve special mention about this achievement. I am glad to welcome the new team at the Federation with Mr.Ramchand Arora as the new President. I am sure with his winning manners coupled with dynamism, experience and enthusiasm he could lead the Federation to newer heights undertaking new projects and programmes for the betterment of the corrugated industry in India. I wish President Ram and his team all the best and I assure him my fullest support and co-operation.

The packaging industry is slowly moving to Green Packaging which otherwise can call as the Friend of the 'Environmental Friendly' Packaging that refers to the eco-friendly environment and help protecting human health. Its philosophy has two meanings: one is the protection of the environment, and the other is the conservation of resources. These two are complementary and inseparable.

From a technical perspective, green packaging refers to the use of natural plants and minerals as raw materials for our industry which helps ecological environment and protect human health. It also helps for recycling, easy-to-degradation, sustainable development, and environ-ment-friendly packaging. Green Packaging offers you a unique opportunity to strengthen the business while protecting our natural resources. In the present scenario of pollution and dust in the atmosphere it is our duty to lessen such unwanted things in our industry to save our earth.

R. Suresh
Chief Editor

Publisher's Message

Dear Friends,

This is the time of celebration for our Kerala Corrugated Box Manufacturers Association. During the recently held Annual Conference of our All India Federation of Corrugated Box Manufacturers, it was finally confirmed that Kerala will be the venue of Annual Conference of FCBM during 2015.

Though our Association is more than 30 years old, we have never had an opportunity to conduct the Annual Conference. Now finally we have achieved this long pending right.

Annual Conference of FCBM is a very important and useful event for our industry. Conducting this Conference is laborious and time consuming and needs great effort from our members. We have to put in maximum abilities to make the Conference a grand success.

The average number of delegates attending the past Annual Conferences is around one thousand people. We should try to achieve 1500 delegate registrations. We should also plan for a much bigger Packaging Exhibition.

The opportunity to hold the Conference is the result of long and sustained effort of KECBMA.

We should be having a Managing Committee Meeting at an early date and afterwards the Annual General Body Meeting. During these meetings, Committees for various activities can be formed and firm up plans and programmes to proceed further.

I take this opportunity to wish all of you a Happy New Year with Prosperous Business.

Regards,

N.X.George.

From the President's Desk

At the outset, let me take this opportunity to wish you all a very happy and prosperous New Year.

As usual, our participation, at the annual conference held at Chennai, organized by the South India Corrugated Box Manufactuters Association, from 13th to 15th December, 2013 at Leela Palace Hotel, Chennai was conspicuous. The conference was comprised with many programmes like managing committee meetings, annual general body meeting, election of new office bearers, exhibition, series of technical seminars, interactions, site seeing, cultural programme, mega dinner etc. etc. SICBMA deserves special appreciation for making the conference a grand success.

I am glad that Mr.Ramchand Arora of SICBMA has been elected as the President of the Federation. Mr.Arora belongs to a noble family and his father late, H.P.Arora was also the illustrious President of the Federation. He is an authority in the corrugated packaging industry with an experience of over 34 years in this line. He is also a philanthropically inclined person doing yeomen services thro several social organizations. I have great pleasure in offering our fullest support in all his endeavours for the betterment of our industry.

I am also very happy that our technical committee chairman and past president, Sri N.X.George has been elected as the Vice President-II of the Federation and our association got the opportunity to host the conference of the Federation during December, 2015. Our publications Chairman and Past President, Mr. R. Suresh has been nominated as the Editor of 'the Corrugator' official magazine of the Federation along with Mr. Dharmendra Pandya. It was really a great honour for our Association. This is the first time that we are getting the opportunity for the President ship of the Federation and also to host the Annual Conference of the Federation. Let us all work together from now onwards, to make our maiden venture a grand success. We had organized the Managing Committee meeting of the Federation several times at Kochi and our arrangements for the meetings were very much appreciated by all the members who attended the meetings. I am sure with the support from all our enlightened members we could organize the conference in a befitting manner.

Looking forward to the support from all our members and with regards,

Xavier Jose

From the National President's Desk

Dear Friends

Season's Greetings!....

It is my privilege and pleasure to address as the President of FCBM – the post bestowed upon me by all of you.

I sincerely thank every one of you for reposing confidence in me and pray to Lord Almighty to shower His blessings to help me fulfill my responsibilities during the year.

The 42nd FCBM Conference at Chennai must have left fond memories of the event and I do hope you were enriched with the deliberations in the Technical Sessions and enjoyed your stay at The Leela Palace.

The year 2014 will hopefully bring in many positive changes in terms of a stable government, and progressive which in turn should trigger economic growth and industrial output. We need to leverage these positive signs for the progress of our industry.

Our industry has been meeting the packaging needs of the country very efficiently all these years. and I am sure the industry is geared up now to exceed the expectations of our customers in the years to come.

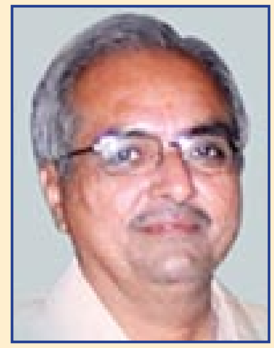
The importance of corrugated packaging in the increasingly complex Supply Chain Management is well established. Our industry will be required to fulfill this significant role and we need to come up with tangible solutions. We need to be aware and adopt available and emerging technologies to bolster the image of our industry.

Environmental concerns will come to the fore more than ever, as we move into the next decade.

I wish to share some facts with you on how our industry worldwide has reduced the carbon footprint.

According to FEFCO, the corrugated packaging sector has reduced its carbon footprint by a further 4.8% over the three years up to 2011. The savings have been achieved through reductions in energy consumption and the industry's use of recycled materials for the production of new corrugated packaging.

Confederation of Paper Industries (CPI) hailed the latest set of carbon footprint figures indicative of the fact that the corrugated industry leads the way on environmental matters.



Enthusiastic, Dynamic, and Energetic Ramchand.H.Arora is an entrepreneur, Who is in the corrugated packaging Industry as a second generation entrepreneur and he has been elected to the highest post of President of FCBM India. Sri Ramchand.H.Arora, son of illustrious past president Late Sri.Harbhagwandas. P. Arora and Late Smt. Shantadevi who hailed from Sindhi (now in Pakistan) and moved to India Pre partiition. He is an engineering graduate from Bangalore University.

Sri. Ramchand. H. Arora is actively associated with several industrial, trade, and social organisations. Among these are FCBM, SICBMA, Lions Club International, Sindhi Chamber of Commerce and Life member of The Presidency Club, Chennai.

Over 80% of all corrugated boxes are recycled, giving the corrugated industry the best recycling rate of all packaging materials.

Let us utilize the FCBM as a platform to meet, interact and progress together towards a year of innovation and growth.

I request you to organize Technical Seminars in your respective regions for benefit of members.

Let us make these meets eventful, beneficial and enjoyable to all of us.

I also request all the Regional Association to send FCBM Secretariat the photographs of the Events /Seminars taking place in your respective Region to incorporate in Website and also to publish in Corrugator Magazine.

I once again wish all of you A HAPPY & PROSPEROUS NEW YEAR.

Yours Truly,

Ramchand H Arora.

GREEN PACKAGING INDUSTRY

Corrugated is the most recovered form of packaging, with 91% percent of all containers produced being reclaimed for recycling. And that's what happens after it has been used and reused several times to store and move items around the home, retailer and office. Old corrugated containers are bundled and sold back to the manufacturers to make the next generation of corrugated packages. In fact, the average box consists of 46% recycled fiber.

In addition, the forest products industry plants twice as many trees as are harvested on an annual basis. There are several millions of new trees planted every day, contributing to the long-term viability of global forests, preserving wildlife habitats, sequestering carbon dioxide and offsetting greenhouse gas emissions.

Less Is More. Manufacturers have learned to make stronger packaging using fewer raw materials. Environmentalists call this source reduction: using less raw materials and generating less waste at the source.

The green packaging should have the following meanings:

Green packaging is supposed to meet the protection, convenience, marketing and other functions of the conditions and should be at least a moderate amount of packaging.

2). Europe, United States and other countries are developing friendly packaging to make it as a preferred package. The packaging should be easy to reuse or easy-to-recycling. Through repeated use, or by recycling waste, production of recycled products, burning of the use of heat, composting and other measures to improve the soil, to re-use purposes. Not pollute the environment, but also the full use of resources.

3) The world's industrial countries attach importance to developing the use of biological or optical degradation of packaging materials. Reduce, Reuse, Recycle and Degradable that is recognized today in the 21st century development of green packaging.

4) packaging materials should be non-toxic to human and biological harm. Packaging materials should not contain toxic substances or toxic substances content should be controlled in the following relevant standards.

5) the packaging of products throughout their life cycle, should not polluting the environment or cause pollution. That packaging products from raw materials acquisition, materials processing, manufacturing products, product use, waste recycling, and finally deal with the whole process of life not respond to human and environmental hazards.

Over the meaning of green packaging, the first four points should be green packaging must have the requirements, the last point is based on life cycle assessment, with the engineering point of view, the ideal of green packaging made, and the highest demands. From the above analysis, the green packaging can be defined as: Green packaging is the ability to cycle multiplexing, re-use or degradation of bovine corruption, but also in the product life cycle in humans and the environment does not cause pollution of the appropriate packaging.

Green Packaging offers unique opportunities to strengthen the business while protecting the natural resources.

Green Packaging includes all the ingredients of eco-friendly printing such as recycled paper

vegetable-based inks, alcohol-free components recycling of by-products.

PRODUCTIVITY AS A FACTOR FOR SUCCESS

The article highlights the project taken up by a consultant to increase the performance of the Corrugators.

Five months, later the average speed was increased by 25%, even 28% when measured by square meters per hour. By considerably increasing the performance, the quality of the corrugated board produces was also-in passing-increased significantly.

It goes without saying that this achievement did not involve a quality improvement of the containerboard. The goal is to accelerate the speed by 35% on a monthly average.

How are such productivity increases created? Can they be reproduced?

Which requirements need to be in place or be created in order for measures to yield such results? To which extent can these findings be translated to other areas of packaging production?

In the following explanations on the status quo, correlations between productivity and the company's business success, but also methods of resolution for productivity increases are presented. In this essay, the term "productivity" essentially refers to machine performance, i.e. the ratio of output per time unit. Productivity as output per time unit man hour can certainly changing the individual machine efficiencies, which is however, not the topic of this article.

Machine performance and potentials for success

In a lot of corrugated plants, you will find a graphic chart displaying the machine performance of the respective plant at the entrance of the production hall. Significant increases-and we are speaking of at least 12%, i.e. outside of the regular variance of a data sequence- not only from one month to the next, but over the course of several months, are extremely rare, especially when not taking into account new installations and / or upgrades of machines.

Top performers (more than 25% above average),

Standard Performers (more than 25% above average) and the

Low performers, whose performance is VDW average of below.

Average machine performances will not suffice anymore to be competitive and or even present a danger for the survival of a business in a severely competitive environment in the medium term.

We know from the basic principles of business administration that liquidity as a difference between income and expenses is the key measurement tool for the survival of a company's business. In this approach, the survivability of a company should come before the short-term profit maximization, and should correspond to the corrugated industry which is largely still characterized by small and medium companies

A stable liquidity situation and hence also a corresponding credit limit will only result if success can be recorded as a difference between expenses and earnings. Therefore, the question is how to permanently achieve success as defined above, at last for a manageable period of time. Strategies for a long-term time period need to be left unconsidered here. The answer is: by exploiting the existing success potentials of the business.

There are certainly a number of parameters to evaluate and define success potentials, Extensive studies have shown that only about a dozen factors make up the large majority of entrepreneurial success potentials. We consider the our approach:

- Relative market share

- Relative market performance quality Investment intensity
- Innovation rate
- Customer profile
- Growth rate of the market
- And, of course, Productivity

Assuming that an average integrated corrugated plant is making the majority of its sales within a radius of 200km, as freight costs would otherwise account for too high of a share in the contribution coverage of the calculated order considering the sales prices to be generated in the market, then the relative market share can be defined as the sales volume realized within this geographical circle proportionate to the total demand of all customers in this trading area. Assuming further that, regardless of the sales structure of the plant in question, all potential customers are known and that there are no essential substitution options for corrugated board as packaging material, and that production is not working at full capacity, then the sales volume realized constitutes a figure to be accepted as such by the respective sales representative. A significant improvement of the relative market share under these circumstances may only be achieved by reducing production costs.

The relative market performance quality, i.e. the sum of product quality, services, delivery reliability, and pricing, measured in customer satisfaction and relative the competition, is also influenced, above average, by productivity; especially when assuming that the certification wave according to ISO 9000 in the 90s has made product quality a high priority with almost all market participants and has accordingly been taken to a high level everywhere, and packaging services are offered by everybody in the market in a more or less refined way. What remains to distinguish yourself from competitors is delivery reliability and pricing. A high productivity significantly increases flexibility regarding delivery dates to be kept. The fact that production costs are reduced at a high productivity care and therefore new pricing ranges are opened up, is trivial and only mentioned here for the sake of completeness.

As mentioned above, liquidity is the decisive factor in order to remain in business. It also translates into the credit limits at hand, which in turn are relevant for the investment possibilities of the business. As liquidity eventually depends on the exploitation of the existing success potentials – quadrate demonstrandum the loop is now closed and no further explanations are required.

Speaking about the innovation rate in the packaging industry as compared to other industries suggests that this factor only seems to play a subordinate role. Considering the successful development of the few niche players, however, who have always been able to reach above-average results in the past in the criteria for success potentials listed here, highlights the role that innovations play, naturally in the packaging industry as well, for the survivability of a business.

The classic ABC customer analysis as a method to define the customer profile is known. Also known is what this profile should preferably be like, namely a balanced ratio A, B and C customers, preferably from different industries and a healthy ratio between small-sized customers and groups. Based on the situation described above and the limited delivery distance of an individual plant, the windows of opportunity here are limited. The location factor becomes a criterion for success.

The growth rates of the market can be traced back over yeas. Disproportionate increases in the future with production sites migrating are not likely to be expected. This criterion therefore defies the direct control by management.

The emotional debate on price dumping and exorbitant volume growth of individual market participants may be entertaining, but not effective. Market prices are key at the end of the day. He who can generate earnings at current prices will have success potentials.

It has certainly not been lost on the reader that the factors listed here to determine the success potentials of a business per se form a complex network in turn and influence each other. In the special case of the packaging industry, CBC is inclined, however, based on experience, to identify productivity as the penetrating factor of this network, for the other factors cannot or can hardly be influenced by management and I or productivity per se is in turn the decisive factor to improve the parameter at hand, thus making it one of the most important, if not the most important success factor for the survivability of a business.

It is inevitable to focus on improving the machine performance as a decisive factor in productivity on the corrugators as a first measure is bound to result in further positive effects, productivity thrusts and synergies, beginning with the increased motivation of employees based on the success up to the increased customer satisfaction on account of the elevated delivery reliability.

This list alone makes it clear that such projects may not be handled by the operative executive team or by a machine manufacturer alone.

In order to achieve productivity increases, we feel a need for three columns which all need to be worked on at the same time and which are interdependent. To fully accommodate only one column and to neglect the other while doing so, will not generate to performances. The three columns are:

- Technology
- People
- Structure

Technology

The technical condition of the machine must be immaculate. This means that the machine can technically achieve such speed and quality for defined orders that have originally been guaranteed by the manufacturer. The age of the machine, for instance, is not considered in this approach. This vehemently contradicts an opinion that is often expressed about "old" machines not being able to perform. A 15-year old machine can certainly not generate the same output as a newly installed system with new technology. But it should operate close to the performance data originally guaranteed by the manufacturer.

Performance deficits based on influence factors whose cause is to be found in one of the other columns must not be taken into consideration here at all.

People

Should the techno morph approach in Column I still be very successful, it will only have conditional success with the people factor. This way of thinking namely implies that a complete number of correct instructions given to employees will yield a maximum performance.

We are speaking of all employees directly or indirectly influencing performance. It is a false conclusion that only people directly working on a machine can influence the output. The goal with this column is to create favorable conditions so that success can be achieved via the power for the system's self-organization. Employees need to be placed where they can make full use of their personal strengths. This will generate corresponding expectations in the themselves which can also be influenced indirectly by an executive. These expectations in turn create a self-motivation which is essentially more effective in the sense of the project than any kind of conscious motivation attempt by management.

Structure

At first glance, this third column is the catch tray of all elements influencing the performance which cannot bc directly assigned to technology or people. The input factors are of primary concern. In the corrugators example, this would be paper and starch, but also data resulting from the product mix, such as number of grades, sheet and flute change. This list is certainly not complete. In this area, it is of special importance to recognize the meaning of individual factors for the performance. It is relatively easy to eliminate some of these "performance obstacles" with corresponding measures. Others, however, have to do with people and can therefore only be influenced indirectly.

Once you are aware of these three elements as the basis for productivity, you can start with the practical implementation.

Analysis

If you want to improve productivity, the improvement potentials should identified first. Therefore, a detailed performance analysis is at the beginning of any project to increase the performance of a machine or system. One should identify first which performances would be possible at all in an ideal constellation. Based on the performance data provided by the manufacturers, the performance-decreasing factors of a machine can be identified and assigned to one of the three columns respectively – technology, people, and structure. Thus, we are calculating back from maximum to the current performance. Difference s will hereby occur time and again which cannot be allocated to one problem in particular. This is immanent to the complexity of the systems. In the course of the project, these problems will occur, however, and can be even if not always quantified eventually solved.

Goal Definition

The performance analysis has presented the improvement potentials at the same time, and not only in quantitative, but also in qualitative regard. In a second stepi, this allows for a realistic goal definition. Based on the data identified, these goals should be agreed upon with the employees. Unrealistic and exaggerated goals are just as harmful for the project's success as too abstract ones.

Project Controlling

Once goals have been defined, it will known at the same time which measures will bring the greatest success. These are especially performance-decreasing elements with an effect on all orders to be produced. The implementation of these should become the highest priority. But also the processing of many smaller issues will create an environment that will commit everybody involved to performance. For the technology column in particular, we recommended a technical approach – thinking of the deliberate order or the parts (elements) that have been planned and constructed in detail. Project controlling therefore makes no compromise when assigning those responsible to tasks and I or measures and the corresponding deadlines including their monitoring.

Improved controlling and regulating

This last task cannot be given enough importance and attention, although this is frequently not being taken into account in practice. Let's remind ourselves of how many elements (input factors, technology, employees, company rules, production regulations, -leadership and communication methods etc.) are already in place all around the corrugators. These elements are all interconnected in a network and therefore influence on and I or changing individual elements of this system frequently entails undesired side effects. Put another way, once the first positive steps towards improving the performance are taken, new difficulties will occur, which had not been visible as such in the beginning of the project. It is now required to already have an adaptable system in place in order to be able to regulate according to the performance goals. This aspect has to do with tasks such as training, consulting, leadership behavior, staffing and working-in projects groups.

We feel that the key to top performance lies in the professional processing of this task, the management of complex systems, which will in turn help secure the survival of the business.

Source : Internet

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INNOVATIVE CORRUGATED PACKAGING

Today, innovation continues throughout all Green Bay Packaging divisions. The following are examples of GBP's most current innovative products.

Retail Ready Packaging

Combining a shipping container with a point of purchase display.

Green Bay Packaging's Retail Ready PDQ meets most Supermarket and Big Box retailers' new "Retail Ready" packaging criterion, combining transport packaging and selling packaging material into one easy "shelf ready package." This provides an overall cost-effective and creative presentation of your product in the marketplace. Simply pop the perforated glue tabs in the store and slide the HSC cover off to leave the graphic die-cut tray.

Perfect Perf™

An easy to tear, low-cost alternative to Retail Ready Packaging.

Perfect Perf™ was developed by GBP to offer the best in retail-ready packaging. Using a state of the art blend of art and science, Perfect Perf™ provides a better tear-away alternative to retail-ready packaging, while still maintaining the integrity of the container.

Perfect Perf™ packaging is easier to tear, and creates a cleaner tear when compared with other retail-ready packaging, making it quicker and easier to get your product from shipment to shelf. Because the perforations are made on a die-cutter, it is a low-cost alternative, but is still available in multiple weight combinations.

ProGreen®

A water-resistant wax-

alternative coating process

ProGreen® is a sustainable coating process for corrugated containers. ProGreen® coated containers can be refrigerated and frozen, making them the perfect choice for produce and meats. ProGreen® is environmentally friendly, recyclable, repulpable and FDA approved for food contact.

ProGreen® coated containers allow you to turn disposal costs into revenue dollars. ProGreen® is recyclable and repulpable, allowing retailers to sell used cartons for recycling, instead of paying for landfill costs – a truly sustainable choice.

42ND CONFERENCE OF FEDERATION OF CORRUGATED BOX MANUFACTURERS OF INDIA

42nd Conference of FCBM started with a pomp and show at the venue Hotel Leela Palace, Chennai on the 13th December 2013. At the outset Sri Anil Kumar Reddy, Chairman-Conference and Sri Balavassudevan, President, SICBMA and Conference committee team members welcomed the delegates and other participants to the mega event.

Sri R.R. Ankola, President, FCBM inaugurated the Machinery Exhibition and Table Top Exhibition. There were about 50 Exhibitors who displayed various machinery and allied equipments from India, China, Taiwan, Korea along with paper mills and few service providers.

The First Technical Session was addressed by Prof.Parimal Merchant, Director, Centre for Family Managed Business, S.P. Jain college of Management, Mumbai and was attended by large number of delegates and was appreciated by one and all. The new generation of Corrugators who were students of S.P. Jain College felicitated Prof. Parimal Merchant with flower bouquets.

The Conference was inaugurated by the Chief Guest His Excellency Governor of Tamilnadu Dr. K. Rosaiah and the Guest of Honor Honorable Union Minister of Shipping Sri G.K. Vasan lit the lamps which was uniquely carried in the hands of damsels which was the highlight of the event applauded by the Audience.

Sri Anil Kumar Reddy highlighted the importance of the theme "Innovating Into the Future "in his key note address. Thereafter, Sri R.R. Ankola in his presidential address gave a detailed note on status of the industry.

CORRUSTAR AWARDS were announced by the Judges & the awards were given to

1. Consumer Pack- Latha Industries, Chennai
2. Material Fitment- Packers Products, New Delhi
3. Transport Pack – Divine Packaging Industry
4. Innovation – Viva Packaging Industry

5. POP Display - Packers Products, New Delhi

HARLALKA AWARD was presented to Sri R.G. Agarwala and Sri Sunil Sethi, Past Presidents of FCBM. B.K. DOSHI AWARD was presented to Sri Ramesh Gandhi of RA Kraft Paper Private Ltd. Nagpur as the best service provider and dealer.

Special Award was presented to Mr Balavassudevan of Latha Industries, Chennai for winning '7' Corrustar Awards consecutively for five years and for his innovative thoughtsand presentation of unique corrugated board Temple at the entrance arch of the conference venue and corrugated board Chairs on the dais and registration counters.

Life time achievement award was presented to Sri R Muthayiah of Jayant Packaging Pvt. Ltd, Chennai, his wife Mrs. Seeta Muthayiah received the award on his behalf, due to his illness. Vote of Thanks was proposed by Sri Asraf Ali, Co-Chairman-Conference.

First day evening Micro Mechanical Works, Mumbai, Platinum Associate of the event , a pioneer in manufacturing of corrugated machinery for fifty long years have celebrated their Golden Jubilee with the delegates in a grand manner and hosted the dinner.

Thereafter, first day evening entertainment started with the Fashion show by Mr. Sanjay Asrani & his team and Songs by Ms. Geethanjali More from Mumbai which thrilled the audience.

On the second day three Technical Sessions focusing on the Theme-Innovation, Ideas and Inspiration were conducted by experts from the related fields and was attended by large number of delegates and was appreciated by one and all as it was well coordinated by Sri Pankaj Shah, the Chairman Technical Committee.

The Second day evening kick started by splendid display of crackers by Kaliswari Fireworks, Sivakasi, Tamil Nadu. Then the Entertainment program started with the Dance by John Britto Group and Variety Dances by Farah Rock stars, Mumbai and was well received by the audience. Event Associates & Exhibitors were felicitated during the Cultural Program.

On the third day, Quiz program was conducted by Sri Ramkumar sunkara and large number of corrugators participated with Voting Pads. There were individual questions and answers and participants enjoyed the interactive session. Prize money was given to Winners. SHOP TALK was conducted by Sri Pankaj Shah he shared his views and answered the queries of the members.

41ST ANNUAL GENERAL MEETING OF THE FEDERATION WAS CONDUCTED.

Sri Vincent Raj, Souvenir Committee Chairman and Sri N. Gopalan Finance Committee Chairman Handed over a Cheque for Rs 2 Lakhs to FCBM President Sri R R Ankola towards part contribution of Advertisements published in the Souvenir.

New Office Bearers were elected: Sri Ramchand H Arora,SICBMA took over as new President of FCBM, Sri P.S. Shah of GCBMA as Vice President -1 and Mr N X George, KECBMA as Vice President -2. Members from all regions felicitated Mr Ramchand H Arora the new president.

On behalf of SICBMA Sri Anil Kumar Reddy, Chairman-Conference presented Gold Coin to Sri R R Ankola Outgoing President and SICBMA President Sri Balavassudevan to Sri Ramchand H Arora Incoming President as token of love.

Himachal Pradesh Corrugated Box Mfrs Assn was presented a Memento for participating in the Conference with maximum number of delegates from among 12 Regional Associations.

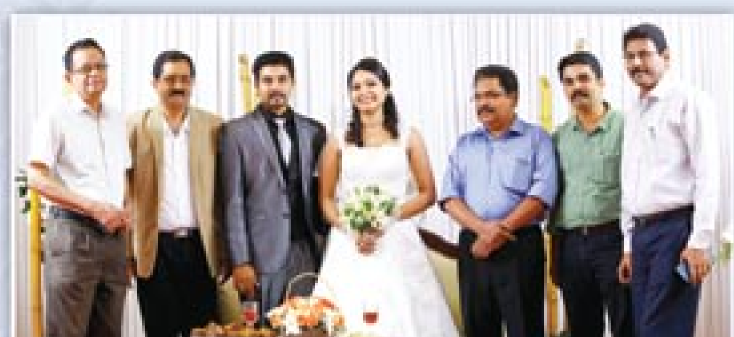
Awards Presentation started with Mementos to Sri Pradip Bosmaya, Hon. Secretary, Sri Manoj Patel Hon. Treasurer and Ms Sudha Menon, Exe. Secy, FCBM.

Sri Anil Kumar Reddy thanked all the Regional Presidents and Conference Committees Chairmen for their efforts in making the 42nd FCBM Conference a Grand Success and presented Mementos to them.

Wedding Bells

Mr. Magesh Karthik Suresh, son of Mr.R.Suresh, (CEO, S T Reddiar & Sons, Ernakulam and Chief Editor and Past President of KeCBMA) and Mrs.Padma Suresh (late) has been married to **Ms. Shwethambika Rajendran**, daughter of Sri K.L.Rajendran, (Managing Partner, Parthas Textiles) & Mrs.Seematti Rajendran, Ernaklulam.

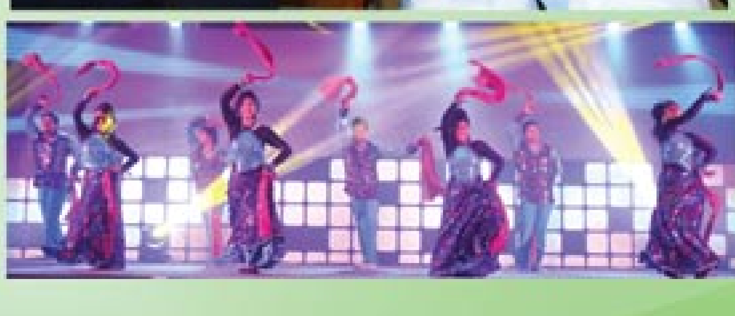
Ms Asiya, daughter of Mr.A.M.Ashraf, (M.D, Greenland Papers Ltd., Attingal and Co-ordinator of KeCBMA) and Mrs.Bushra Shraf has been married to **Mr.Shafeek,** son of Mr.K.M.Saleem and Mrs.Asha Saleem, Kodungallur. The office bearers of KeCBMA are also seen in the photo who were present at the function.



Mr.Joseph K.Jose, son of Mr.Xavier Jose (President, Ke CBMA) and Mrs.Pushpam Xavier has been married to **Prabha Joseph,** daughter of Mr.M.G.Joseph and Mrs.Flasida Joseph. The office bearers of KeCBMA are also seen in the photo who were present at the function.

Glympses of
FCBM Annual Conference at Chennai

Glympses of FCBM Annual Conference at Chennai



Glympses of
FCBM Annual Conference at Chennai











SMURFIT KAPPA LAUNCHES NEW DIGITAL ON-DEMAND PRINTING FOR SHELF READY PACKAGING

-Smurfit Kappa delivers brand owners a new level of flexibility in packaging yet to grace the world's supermarket aisles. Its latest innovation in digital on-demand printing enables marketers to react quickly to market trends with fully-customised shelf ready packaging to reflect the latest offers, promotions and fast-reaction marketing campaigns, more usually seen in other forms of advertising.

The online digital printer that Smurfit Kappa developed with its partner Limitronic, means topical campaigns can be created from scratch, with the shortest ever link from studio to shop floor. The innovation is ultimately set to put the world of packaging on a par with other forms of advertising, able to reflect the very latest promotional campaigns, news or sponsorships. The new online printer can be installed on all types of packing lines at the customer's site right at the very end of the packing process. This innovative piece of technology combines a new level of flexibility in packaging with full colour, high quality print.

Roberto Villaquiran, CEO of the Corrugated Division, Smurfit Kappa explains: "75% of all buying decisions are made on the spot, in-store. This latest innovation means on-shelf packaging becomes another form of brand advertising, reflecting the very latest campaigns delivered at the very moment the consumer is at the point of purchase. These can be turned around faster than ever before."

He continues: "In terms of reaching the consumer with the latest brand messaging, this makes the supermarket aisle more akin to the high street. With this latest innovation, which has proven to be successful from a manufacturing point of view, the opportunities for customisation, at speed, are astonishing."

This new high-definition technology has been trialed and proven in the market . Today, it is being rolled out via Smurfit Kappa's Machine Systems operations.

New technologies

Smurfit Kappa recently welcomed more than 180 of its high profile Pan-European and American customers to its Innovation Event. Under the theme of 'The Future Unpacked', visitors were treated to the latest insights and developments along with expected future trends in the paper-based packaging industry.

Exhibiting its innovations in design and sustainability, Smurfit Kappa also revealed new technologies such as online printing, augmented reality and e-commerce and how they expect these will impact the packaging industry in the future.

A highlight of this year's event was the 3D Store Visualiser, a technological advancement that allows customers to analyse and optimise packaging performance virtually, enhancing the shopper experience. The Store Visualiser gives access to thousands of interchangeable optimisation scenarios, pictures, movies and live demos of segment brands and customer specific packaging options to face their on-shelf challenge. All of these options are projected on a giant 4.5 by 2.5 metre high resolution screen.

Three international speakers shared their vision on trends in the social environment, sustainability and printing, enhancing the understanding of Smurfit Kappa's customers on the future of packaging so that they can reap the benefits in their individual markets.

The Innovation Event, held on a regular basis, is organised by Smurfit Kappa to honour excellence in packaging design and sustainability. The company's customers form two juries which judge entries from designers and sustainability teams, with the event culminating in a final dinner and awards ceremony.

Many of those present at this year's event remarked that they found it both inspirational and useful. "Getting a glimpse in to so many insights in the packaging industry was definitely worthwhile and I will be taking this knowledge back to my market", said one. "I was very impressed with the displays of Smurfit Kappa's new developments and am looking forward to seeing more in the future," commented another.

Tony Smurfit, COO of Smurfit Kappa said: "These Innovation Events are all about our customers and their market. We strive to present them with future developments and show how we can help them face challenges. Our passion drives our promise: supporting customers to be winners in the marketplace, now and in the future."

Smurfit Kappa

Smurfit Kappa is one of the leading producers of paper-based packaging in the world, with around 41,000 employees in approximately 350 production sites across 32 countries and with a sales revenue of €7.3 bn in 2012.

Innovation, service and pro-activity towards customers, using sustainable resources, is our primary focus. This focus is enhanced through us being an integrated producer, with our packaging plants sourcing the major part of their raw materials from our own paper mills. We are the European leader in paper-based packaging, operating in 21 countries selling products including corrugated, containerboard, bag-in-box, solidboard and solidboard packaging. We have a growing base in Eastern Europe in many of these product areas. We also have a key position in other product/market segments including graphicboard, MG paper and sack paper.

A GLOBAL PERSPECTIVE INTERNATIONAL CORRUPACK CONCLAVE 2013

Carl Bohm, President International Corrugated Case Association (ICCA)

International Corrugated Case Association Overview

- Formed in 1961 by leading industry executives, ICCA is 52 years old and represents the corrugated industry on a global basis
- Based in Chicago, ICCA promotes the use of corrugated packaging and addresses industrywide issues best suited for a global association
- ICCA serves the global corrugated industry by:
- Collecting and publishing global statistics
- Publishing an annual, five year forecast
- Holding a bi-annual Global Summit (Paris, Montreal, Tokyo, Sydney, Costa Rica)
- Next Global Summit will be in Asia in 2015 (Taipei or China)

Opening Comments: A Global Perspective About Key Messages

- Despite global economic challenges, world-wide corrugated packaging volumes continue growing
- Regional markets outpace rest of the world Southeast Asia, Eastern Europe, Latin America
- Countries fueling the growth experiencing significant demand

China	Romania	Mexico
India	Turkey	Argentina
South Korea	Poland	

Opening Comments: A Global Perspective

- Corrugated packaging remains the packaging of choice world-wide
- Great value for the money

  It's reusable, recyclable, renewable and sustainable

  It has competitive advantages over plastic containers
- The corrugated packaging industry has a strong value proposition for clients

Global Overview

Asia is the Largest Region for Corrugated Box Production

- Asia led by China is by far the largest corrugated region with size and high- growth India, South Korea and S.E Asia are also high growth areas
- Japan has large corrugated volume but little growth
- Europe including Eastern Europe is half the size of Asia with slow overall growth

  Eastern Europe growing rapidly
- Western Europe has low to negative growth
- North America is now only 40% the size of Asia with flat growth
- U.S. has slow, steady growth
- Mexico has good growth and a bright future
- Canada has negative growth

Region Profiles (Production/Shipment Volumes by Millions of Square Meters)

Region	2012	% Growth Rate
Asia	100,326	+6.9%
Europe	48,506	-0.1%
North America incl. Mexico	39,617	+0.7%
Central & South America	12,096	+2.1%
Oceania (Australia & NZ)	2,679	+3.4%
Africa	2,251	+2.4%
World Corrugated Volumes	205,475	+3.6%

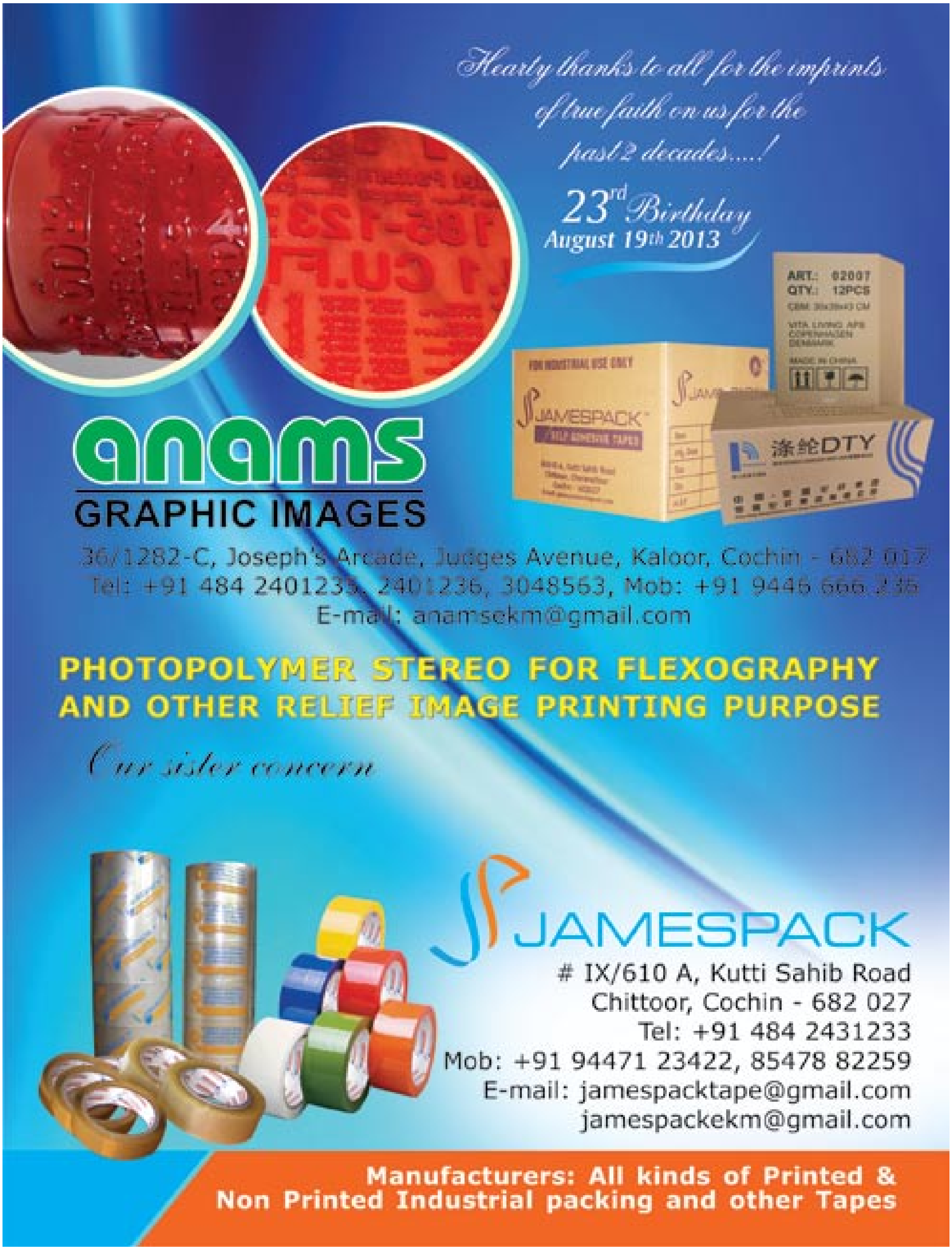
Source: International Corrugated Case Association 2012 Global Corrugated Statistics

Country Profiles (Production/Shipment Volumes by Millions of Square Meters)

Country	2012	% Growth Rate
China	55,988	+11.2%
U.S.	33,462	+0.3%
Japan	13,140	+1.0%
Germany	9,158	0.0%
Large Country Volumes	54% or 111,748	+3.6%

Source: International Corrugated Case Association 2011 Global Corrugated Forecast, PRISM

- **China leads in size and total growth--significant contributor to world's corrugated growth**
- **54% of all global corrugated volume linked to four countries with China representing half of this volume**


Hearty thanks to all for the imprints of true faith on us for the past 2 decades.....!
23rd Birthday
August 19th 2013
anams
GRAPHIC IMAGES
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Non Printed Industrial packing and other Tapes

High Growth Countries Affecting Global Growth

- China dominates the high-growth countries in size and double-digit growth rates
- China's size is greater then rest of the large-volume countries combined
- China's 2012 growth represents 80% of total 2012 global corrugated growth
- India in particular has the potential to become one of the largest corrugated markets based on its size and economic growth
- Southeast Asia also growing rapidly (Indonesia, Vietnam, Thailand)
- Eastern Europe growing rapidly
- India has opportunity to increase per capita production of corrugated

Developed Countries Have Combined Negative Growth

- Eight developed countries represent 35% of global corrugated volume but combined growth is negative

What's happening in these countries??

- Economies are slow, flat or struggling
- High sovereign debt in all countries---some struggling to pay
- U.K., Italy and Spain are in a recession
- U.S. and Japan experiencing low economic growth
- High unemployment levels in many countries

Global Manufacturing Shifting to Emerging Markets

- Global manufacturing and corrugated demand will continue to experience a long-term shift away from developed countries to emerging markets
- The long-term shifts in global manufacturing will represent substantial challenges for North America and western European economies
- In general, corrugated growth will under-perform industrial production growth in developed regions of North America, Europe and Japan
- In emerging regions of the world, industrial production growth and corrugated growth are highly correlated except India where corrugated July 2013 growth is likely to outpace industrial production

Developed Country Profiles (Production/Shipment Volumes by Millions Square Meters)

Country	2012	% Growth Rate
U.S.	33,462	+0.3%
Japan	13,268	+1.0%
Germany	9,158	0.0%
France	5,274	-4.5%
Italy	6,188	-2.9%
Spain	4,184	-1.1%
U.K.	3,796	-0.2%
Canada	2,777	-0.1%
Total	78,107	-0.3%

Source: International Corrugated Case Association 2012 Global Corrugated Statistics

(Millions of square meters)

Country	2012 Volume	% of World Share	Country	2012 Volume	% of World Share
China	55,988	27.3%	France	5,274	2.6%
US	33,462	16.2%	Indonesia	4,625	2.3%
Japan	13,268	6.5%	Spain	4,184	2.0%
Germany	9,158	4.5%	U.K.	3,796	1.9%
India (#5)	6,326	3.1%	Poland	3,408	1.7%
Brazil	6,311	3.1%	Mexico	3,378	1.6%
Italy	6,188	3.0%	Turkey	3,346	1.7%
South Korea	5,588	2.7%			
			Sub-total	164,293	80%
			World Total	205,475	100%

Industrial Production Forecast % Change from Prior Year

Region	2011	2012	2013 Forecast
North America	+4.0%	3.7%	3.0%
Europe	+3.1%	-1.4%	1.0%
Pacific Rim	+1.7%	2.2%	3.5%
China	+13.8%	10.3%	12.0%
Rest of Asia	+3.4%	3.1%	5.8%
C & S America	+2.0%	1.6%	3.4%
Total	+4.1%	2.1%	3.3%

Source: ICCA 2012 Global Corrugated Study with forecasts from EIU, Federal Reserve Bank and PRISM

Global Corrugated Growth Follows Mfg and Industrial Production

- Developed Regions: Market maturity, economic pressures and environmental issues depressing corrugated demand growth
- Emerging Markets: Despite current economic slowing, these markets will benefit from higher industrial production growth positively impacting higher corrugated demand growth over the long run
- The good news: Corrugated packaging is forecast to continue to grow globally in all major corrugated regions

Global Corrugated Growth Trends & Forecasts by Area

% Change from Prior Year

Region	2012 Actual	2013 Forecast	2014 Forecast
North America	0.7%	1.3%	1.7%
Europe	-0.1%	1.7%*	1.0%
China	11.2%	6.0%	7.0%
Rest of Asia	1.9%	4.3%	4.5%
C & S America	2.1%	3.0%	3.5%
Other Region	2.9%	2.9%	3.1%
Total	3.6%	3.3%	3.8%

Source: ICCA 2012 Global Corrugated Study and PRISM

* Europe's 2013 forecast appears optimistic based on YTD statistics

Top 15 Countries Represent Majority of Global Incremental Growth

- Top 15 countries produce 90% of incremental global corrugated growth between 2012 and 2016
- Emerging markets in Asia are led by China and India with corrugated growth closely linked to industrial production growth
- Developed countries have low corrugated growth rates where there is a lower correlation with industrial production
- Over time emerging markets will increase their global market share of corrugated packaging

Top 15 Countries Ranked by Incremental Corrugated Output from 2011 to 2016- (Volumes by Millions Square Meters)

Country	Incremental MSM Forecast	% Share of Growth	% Annual Growth Forecast
China	18,298	48.3%	6.4%
India	3,291	8.7%	8.8%
US	2,406	6.4%	1.3%
Indonesia	1,351	6.2%	8.7%
Brazil	1,208	3.2%	3.3%
South Korea	976	2.6%	3.2%
Turkey	973	2.6%	5.2%
Continued on next	page		

Source: ICCA 2012 Global Corrugated Forecast and PRISM

Top 15 Countries Ranked by Incremental Corrugated Output from 2011 to 2016 (Volumes by Millions Square Meters)

Country	Incremental MSM Forecast	% Share of Growth	% Annual Growth Forecast
Mexico	811	2.1%	3.9%
Vietnam	718	1.9%	8.9%
Poland	694	1.8%	3.9%
Thailand	664	1.8%	4.6%
Russia	596	1.6%	4.0%
Japan	426	1.1%	0.6%
Germany	418	1.1%	0.9%
Philippines	254	0.7%	4.0%
Top 15 Countries	33,084	90%	4.3%

Source: ICCA 2012 Global Corrugated Study and PRISM

Corrugated Outlook for Asia

Despite Growth in Overall Volume Developed Regions Forecast to Lose Global Market Share of Corrugated Production

Corrugated Trends (Production Volumes by Millions of Square Meters)

Developed Regions	2011 MSM	% Mrkt Share		2016 MSM	% Mrkt Share	Difference
N. America	39,347	19.8%		46,277	19.2%	
Europe	48,557	24.5%		52,954	22%	
Japan	13,140	6.6%		13,569	5.6%	
Oceania	2,591	1.2%		2,709	1.1%	
Sub-total	103,635	52.1%		115,508	47.9%	-4.2%
World Corrugated Volumes	198,380			241,257		

Source: International Corrugated Case Association 2012 Global Corrugated Forecast

Emerging Regions Forecast to Gain Global Market Share of Corrugated Production

Corrugated Trends (Production Volumes by Millions of Square Meters)

Emerging Regions	2011 MSM	%Mrkt Share		2016 MSM	%Mrkt Share	Difference
Pacific Rim excl. Japan	7,652	3.9%		8,679	3.6%	
China	50,340	25.4%		68,639	28.5%	
Rest of Asia	18,357	9.3%		26,133	10.8%	
C & S Amer	11,843	6.0%		14,395	6.0%	
Other	6,553	3.3%		7,903	3.3%	
Sub-total	94,745	47.9%		125,749	52.1%	+4.2%
World Corrugated Volumes	198,380	100%		241,257	100%	

Source: International Corrugated Case Association 2012 Global Corrugated Forecast

Corrugated Outlook for Asia

Despite Growth in Overall Volume Developed Regions Forecast to Lose Global Market Share of Corrugated Production Corrugated Trends(Production Volumes by Millions of Square Meters)

Despite Growth in Overall Volume Developed Regions Forecast to Lose Global Market Share of Corrugated Production Corrugated Trends(Production Volumes by Millions of Square Meters)

Emerging Regions Forecast to Gain Global Market Share of Corrugated gated Production Corrugated Trends(Production Volumes by Millions of Square Meters)

- High Growth Countries Affecting Global Growth
- Asian Corrugated Production Forecast 2011-2016
- Significant Opportunity Appears to Exist for India to Increase
- Corrugated Production per g Capita
- Corrugated Trends Per Capita Estimates 2011-2016

  (Production Volumes by Millions of Square Meters)

Closing Messages -- The Good News

- Asia's economies and corrugated growth, volume and market share, will continue increasing faster than rest of the world
- China will remain world's largest corrugated region
- India's corrugated production growth rate forecast higher than China's 2011 to 2016
- Significant opportunity exists to increase per capita volume of corrugated production in India
- The global corrugated volume will continue growing in all major regions albeit at a slower rate in the near term July 2013
- Corrugated boxes remain an excellent value and will continue to be the packaging of choice

High Growth Countries Affecting Global Growth

Asian Corrugated Production Forecast 2011-2016

(Production/Shipment Volumes by Millions Square Meters)

Country	2012	2011-16 Growth Rate% P.A.
China	55,988	+6.4%
India	6,326	+8.8%
Indonesia	4,625	+8.7%
Malaysia	1,242	1.8%
Pakistan	361	+9.1%
Philippines	1,359	+4.0%
Singapore	247	+5.0%
Thailand	3,362	+3.9%
Vietnam	3,362	8.9%
Total	74,870	+6.6%

Source: International Corrugated Case Association 2011 Global Corrugated Statistics

Significant Opportunity Appears to Exist for India to Increase Corrugated Production per Capita

Corrugated Trends Per Capita Estimates 2011-2016

(Production Volumes by Millions of Square Meters)

Country	2011 Population	2011 Corr Prod	Per Capita (MSM)	2016 Population	2016 Corr Prod	Per Capita (MSM)
China	1,348	50341	37	1382	68639	50
India	1,207	6275	5	1289	9566	7
Indonesia	240	4525	19	255	6876	27
Thailand	64	3146	49	66	3810	58
Total Asia	3254	68791	21	3423	94772	28

Source: International Corrugated Case Association 2012 Global Corrugated Forecast

CORRUGATED INDUSTRY- AT CROSS ROADS

Our Seven decade old corrugated packaging industry in India is at cross roads on several Fronts.

The industry started sometime in early 1950's The technology used was Japanese semi-automatic machinery, which was later successfully indigenized. For next five decades of so, the technology remained more or less stagnant, although several peripheral upgrades were inroduced.

Now the industry has taken a quantum jump. It has partially moved towards automatic technology, with many semi automatic plants still continuing. At the recent count, more than 250 automatic plants are already instaled in India. Many of them are imported and many are locally made. The new technology represents more than 35% of the installed capacity.

The industry is at a crossroad in terms of technology. The ' talk of the town' is whether to graduate to automatic plant or to continue with semi automatic plant?

The industy, at mational conference level, is debating this issue. Those who are convinced have already graduated. Many are still 'onthe fence'. Some are die-hard loyal owners of semi-automatic plant. Few of those who have graduated are having second thoughts and yet some are continuing to expand beyond their first automatic plant.

What is the right answer? The industry is searching for a clue. It is at a cross road!

Obviously, the answer will be different for different people. As a general statement, one must look to medernize and absorb newer technology. India should not lag behind the world in technology. Such statements will surely have unanimous approval. But when it comes to financial scrutiny and operational viability, the picture becomes somewhat blurred!

The answer lies more in the product mix and the customer base. Larger the base, bigger the orders, longer the runs, fewer the quality requirements........ Automation always pays. Reverse is equally true.

Last few years have brought many 'spikes' in paper prices. papar industry as well as Corrugated Packaging industry, BOTH are at cross roads in terms of price stability.

India has a large land base but very little forest base and even lesser 'fiber' base. The paper industry, especially, Kraft paper industry, is dependant on imported secondary fiber as their primary raw material source. This will continue well into the future till we find indigenous alternate.

On one hand, the paper mills face the erratic secondary fiber supply problems and resultant price 'spikes'. On the other hand, corrugated packaging industry and their customers look for stable prices. It is because over the years, the price movement was not so frequent and hence, the customers work on the infrequent price review model. The same customers, when buying plastic packaging or metal packaging, understand frequent price packaging or metal packaging, understand frequent price changes very well and have a system in place to effectively handle it.

Why not for corrugated packaging? The industry is searching for a clue. This is another cross road!

Unless the fiber supply stabilizes world wide, such 'spikes' will continue.

Corrugated packaging industry should develop an independent and unbiases 'Cost index' to reflect the 'spikes'. Many customers will then find it transparent and palatable enough to 'index' the price reviews and be able to justify changes.

Ever since the inception, Corrugated packaging industry has given little attention to the adhesive, the very product which holds toghther its main raw material. paper. It successfully changed from silicate based to tapioca or maize based adhesive many years ago. Since then, not much has evolved. As regards technical knowledge and what or how the adhesive affects paper, bonding, strength properties...... very lilttle is known industry wide.

Most entrepreneurs depend largely on cosmetic and commercial details rather than technical properties of what they are buying.

A major change is on the horizon. As the food processing increases and larger population adopts packaged foods, more and more tapioca or maize will get consumes there, leaving very little for corrugated industry. Cost hikes during past few years bear to this trend.

Western contries use corn or maize for this purpose. Some use wheat. Some use potato. New technology abroad suggests 'pea'. In India, if not tapioca/ maize, what else? What is the alternate source? The industry is searchin for a clue. We are at a cross road again!

Last few years of economic growth at 7+% seems to have absorbed the pool of factory workers. This is evident from the difficulty we all are facing in finding new and skilled employees. Not many are available.

Again. the industry is at a cross road in terms of workers. On one hand skilled people are hard to find in urban and industrialized areas. On the other hand, very little is available in terms of

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LEADING EDGE CORRUGATED CARDBOARD MANUFACTURING SOLUTIONS TO BE SHOWCASED AT SINOCORRUGATED SOUTH 2014

The most prominent event in Asia-Pacific's corrugated manufacturing industry, Sino Corrugated South 2014, will kick off next April 10 at Guangdong Modern International Exhibition Center. The show is set to be held along with SinoFoldingCarton, China's leading showcase for innovative post-print solutions.

The value of participating in SinoCorrugated South next yearwill be immense. Because of the show's key focus on the corrugated packaging market and its supreme effectiveness in bringing together industry leaders with equipment and consumables suppliers, agencies and manufacturers of corrugated cardboard, it stands head and shoulders above others as the preferred biennial showpiece for Asia-Pacific's corrugated manufacturing trade.

Across an exhibition area of 55,000 sqm, over 600 exhibitors will display their newest manufacturing and processing solutions to 26,000 local and international visitors. SinoCorrugated South 2014 also promises to be highly effective in boosting trade across the entire international corrugated board manufacturing industry.

The organizers are looking forward to welcoming powerful buyer delegationsfrom the fastest developing markets in Asia-Pacific. These will include groups from India, Vietnam, the Philippines, Burma, Singapore, Malaysia and Indonesia. By assembling buyers from rapidly developing markets, SinoCorrugated South sets itself apartas the best place for ambitious businesses keen to boost their share of the regionalmarket.

Exhibitorscan expect to come face-to-face withan even greater number of high quality visitors in the coming year as visitor numbers for SinoCorrugated South 2014 are set to top those for the 2012 edition by 20%. In 2012, 35% of visitors were at Vice President level or higher. A further 20% were Purchasing Managers. In addition to these figures, approximately 25% of visitors to SinoCorrugated South 2012 represented companies with a production output value exceeding RMB 100 million (USD 16.3 million).

Over the years, SinoCorrugated South has built a strong reputation as the preferred platform via which to unveil the latest manufacturing and processing solutions; attract new customers; secure fresh orders; seek business opportunities and improve brand image. More than that, exhibiting for just three days at the South China show delivers a promotional effect that lasts an entire year.

Reed Exhibitions, organizers of the show, have created, through SinoCorrugated South, a powerful blend of exhibition platform and marketing engine that helps exhibitors to comprehensively accelerate development through higher sales and year-round customer interest. For SinoCorrugated South 2014, Reed will regularly distributeexhibitor details to local and international corrugated case producers and trading companies, as a way of maximizing thepromotion of their brands and magnifying the benefits of their taking part.

The success of SinoCorrugated South 2012 drew widespread acclaim from local and international exhibitors alike. "The packaging method our company is promotingis relatively new to China's corrugated industry. This is why we chose this show as the best channel through which to publicize it", said ITW Haloila's Export Manager, Hannu Anttila. "We are pleased to report that we welcomed several visitors with high purchasing intent at our booth and are in ongoing discussions with them today."

Andreas Kaiser, General Manager of Mosca Direct (Shanghai) declared himself"really satisfied" with the results of exhibiting at SinoCorrugated South 2012, due to the number and quality of visitors.Mr. Kaiser added, "It's interesting to see visitors from developing countries like the Middle Eastern nations and India, as well as from Australia. We already have a lot of contacts and the show was a good chance for us to increase awareness of our company in China. We'll definitely come again next time because this is really one of the highest profile Chinese exhibitions to deliver access tokey emerging markets like India, Taiwan and South America."

A high value, record-breaking event, SinoCorrugated South 2012attracted 20,853 visitors (28%more than in 2010), of whom 1,386 were international (24% higher than in 2010). Feedback from participants was significantly positive as 96% of visitors declared themselvessatisfied with the overall effect of the 2012 show. On the exhibitor side, satisfaction with the show's effect was even higher: 98%. The same post-show survey, conducted by Reed Exhibitions, showed that 88% of visitors intend to attend the show again.

Based on the tremendous achievements of the most recent SinoCorrugated South event and the significant development potential still inherent in the global corrugated cardboard manufacturing trade, confidenceis high that the 2014 show will be a powerful, highly effective commercial platform for exhibitors, visitors and buyers – boosting international trade, enhancing cross-border communication and driving sustainable development.

For more information, please visit the official SinoCorrugated South 2014 website: www.sino-corrugated.com.

About Reed Exhibitions Greater China - The country's premier exhibition organizer

Reed Exhibitions Greater China is a part of the world's leading event organizer with 500 events in 41 countries: Reed Exhibitions. Reed Exhibitions' portfolio of exhibitions and conferences serves 44 industry sectors across the Americas, Europe, the Middle East, Asia Pacific and Africa. Reed Exhibitions has 3,000 employees worldwide. In 2012, Reed Exhibitions brought together over seven million event participants from around the world, generating billions of dollars in business for its customers. The group total revenues for the year 2012 were £854 million.

After more than two decades of rapid growth, today, Reed Exhibitions Greater China is the country's premier organizer of definitive trade events, with eight outstanding member companies: Reed Exhibitions China, Reed Sinopharm Exhibitions, Reed Huabo Exhibitions, Reed Huaqun Exhibitions, Reed Exhibitions (Shanghai), Reed Guanghe Exhibitions, Reed Huabai Exhibitions and Reed Hongda Exhibitions.

Currently, over 500 staff from China help Reed to serve 11 specialized sectors: Electronics Manufacturing & Assembly • Machine Tools, Metalworking & Industrial Materials • Converting • Life Sciences & Pharmaceuticals, Health Care, Beauty & Cosmetics • Gifts &Homeware • Auto Aftermarket • Lifestyle • Gaming • Building & Construction • Property, Travel & Publishing • Marine, Energy, Oil & Gas.

In 2012, Reed Exhibitions Greater China held 56 events and brought together more than 870,000 visitors and 41,000 conference delegates. Our events hosted more than 29,000 suppliers whose stands occupied more than 1.34 million square meters of show floor space.

For more information please visit: http://www.reedexpo.com.cn.

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training. How does the industry solve this problem?

Plastic industry, for example, has started several training schools all over the country. They are training thousands of workers every year to feed the industry's needs. Can corrugated industry do the same?

Owners, Managers, supervisors and workers...... They all need training. This need is acuatele felt as we continue the quantum jump in embracing newer technology.

It i heartening to note that out of the 250+ automatic plants, many are new entrants to this industry. Recently, another trend is witnessed. Foreign investment has come to India in our indutry. Their 'crystal ball' is clearly showing a lot of promise for the future.

All in all, the evergreen statement about about the paper industry is that 'PAPAR IS THE ONLY PACKAGING RAW MATERIAL WHICH CAN BE ETERNALLY RENEWED'. The corrugated packaging has no alternate in sight and has a very long future.

Selecting the proper 'path' at the cross road will ensure survival in this global economy.


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