

Industry News

Mead West Vaco (MWV)-Wadco Joint Venture

MWV recently announced it has formed a joint venture with India-based corrugated box manufacturer Wadco Packaging Pvt. Ltd. by purchasing a 51 percent equity stake in the company.

The MWV-Wadco joint venture will extend the proven corrugated packaging design, manufacturing and technology capabilities of Wadco and MWV to India's local fresh produce market, where there is a 40 percent value loss of the produce before it reaches the market due to inefficient post-harvest practices, processing and handling.

The joint venture is the first of its kind in India, will help eliminate waste and strengthen supply chain efficiency by protecting products during transport to the local Indian marketplace.

"Wadco's manufacturing capabilities and on-the-ground expertise combined with MWV's advanced packaging technology will provide solutions that meet the business challenges of the Indian marketplace," said Bruce Thomas, Senior Vice President, Global Market Strategy and Emerging Markets, MWV. "This transaction supports our overall strategy for growth in emerging markets and is an important step in enabling us to better address local needs while building our presence in the fast-growing Indian market."

Under the agreement, MWV will oversee Wadco operations and Pankaj Wadhwa, current owner of Wadco, will continue to run the company as Managing Director.

Wadco will begin manufacturing MWV's rigid, humidity-resistant agri-produce corrugated packaging, and apply it to the Indian produce market as well as the other markets it currently serves, including consumer goods, household appliances and pharmaceuticals. The new business model will build on and adapt MWV's packaging expertise, resulting in a broader product portfolio, more value chain experience and cutting edge design, materials, equipment and technology.

"Wadco's business has grown tremendously," said Wadhwa. "The demand for value-added corrugated packaging in India is expanding, and our partnership with MWV will take our business to even greater heights as we collaborate on new capabilities that allow us to meet the growing needs of our customers. MWV's strong history, reputation and global experience make them an ideal partner."

MWV provides packaging solutions to many of the world's most-admired brands in the healthcare, personal and beauty care, food, beverage, media and entertainment, and home and garden industries.

Securipax open new Manufacturing Facility at Roorkee



As informed by Securipax Packaging (P) Ltd., they have come up with a new manufacturing facility in Roorkee on a sprawling site of 4 acres. They have created state of the art manufacturing facility to convert and process 2500 MT per month of paper into corrugated boxes.

Securipax has been engaged in the designing and manufacture of corrugated packaging since 1964 and is a respected name in the field.

The corrugated board production line boasts of 150 mtrs per minute speed with NC controls for precision on high speeds. They have also installed a two colour printer slotter die cutter with auto stacker, to handle 130 boards per minute. This machine is also NC controlled to give precision on high speeds and faster job change-over.

Securipax is also in the process of installing a fully automatic Folder-Gluer, Stitcher, Down Stacker, Counter Ejector and Bundler – one of its kind in Asia. This machines can handle gluing at speeds of 120 mtrs per minute.

This is one of the most advanced and elaborate manufacturing facilities in the country and will cater to the needs of many discerning customers in the Excise Free Zone of Uttarakhand and Himachal Pradesh. The plant can offer quality with consistency and high volumes with speed.

Utility and Pragati join hands to create a Super Partnership

The month of October saw two biggest companies in print-packaging coming together. Utility Print Pack, a leading prestige packaging company has announced its alliance with Pragati Group of Hyderabad. Mr. Jinesh Mehta, the Executive Director of Utility and Mr. Harsha Parachuri, the Executive Director of Pragati proudly announced their partnership and their strong future plans.

Mr. Jinesh Mehta said that they hope to complement each others production abilities, and expertise. There is an immediate extension of the product range and doubling of capacity which guarantees the production back up. He said that the potential is tremendous.

Mr. Harsha Parachuri of Pragati Pack said that both the companies share their vision for high end packaging and customer service and that with their complementary skills, technology and know-how, they would work hand in hand to offer customers a total end-to-end solution for all their needs.

As part of the alliance, the two companies will share resources to develop integrated packaging solutions for their clientele. Both the companies have agreed to pool together the necessary resources in their respective units in Ahmedabad and Hyderabad.

Simultaneously an announcement about a global alliance between Utility PrintPack and US-based Curtis Packaging and Europe-based Alliora was also made.

The conglomeration under the aegis of Global Prestige Pack which encompasses companies from three continents, is considered to be the first of its kind in the prestige packaging sector on a global level. Collectively the alliance members have 200 plus years of printing, finishing and converting expertise.

The alliance will be one-stop solution across the globe. It is knowledge sharing of highest order. The idea is coming together on a common platform and sharing know-how and expertise which means we don't have to reinvent the wheel every time. Each member company has made extensive investments in R&D and have implemented number of anti-counterfeit solutions which are now shared between partners for the benefit of their local customers too.

New Corrugating Roll Company

As per the announcement made by Tiruna of Pamplona Spain and Fosber America, Inc. of Green Bay, Wisconsin new Corrugating Roll Company "Tiruna America, Inc." This was formed 50/50 joint venture will be located in Green Bay, Wisconsin.

Fosber America has over 25 years experience in corrugated machinery and has recently introduced the new 'SMART' Single

Facer provided with Tiruna corrugating rolls. Tiruna, of Pamplona Spain, is the leading manufacturer of corrugating rolls in Europe, now celebrating its 82nd year in business.



Tiruna America, Inc. will utilize Fosber's expertise in sales and service to the US market in conjunction with Tiruna's expertise in manufacturing high quality, precision corrugating rolls. The new factory located in Green Bay, includes all equipment required to offer complete new and reground corrugating rolls and pressure rolls for all types of Single Facers.

Tiruna America, Inc. will use the same successful formula which launched Fosber America to become the leading supplier of Dry End equipment in North America. The combination of European and US manufacturing, supported by US sales, service and parts makes Tiruna America very competitive and offer first class after-sales services.

Corrugated Packaging – Adding Value to the Supply Chain

The 17th Marketing Congress in Athens organised by the FEFCO saw an increase in the number of participants. The chairman of the FEFCO Communication Committee commented that every participant returned home with a clearer picture of the priorities and future market challenges for the corrugated industry. Detailed insights were gained on Shelf-Ready Packaging (SRP), a topic analysed under different angles and perspectives during this conference. Amongst the speakers were Mr. Petar Stjepanovic and Mr. Sebastian Schauten (Henkel), Ms. Lydie Ficheux, (Carrefour Head office) and Mr. Olivier Labasse (ECR France). They convinced the audience that Corrugated SRP will play an important role in improving store operations and demonstrated that growth will continue, especially if the industry uses the common approach developed by ECR. It is becoming more essential to investigate how to improve the success of the corrugated industry; therefore the second core theme was added-value. Two renowned and outstanding keynote speakers, Professor Frédéric Fréry (ESCP-EAP Paris) and Professor Nimalya Kumar (London Business School) suggested new approaches to the challenge of sustaining market pressures. Professor Kumar gave interesting examples of ways to demonstrate and document value in monetary terms. Dr. Dermot Smurfit, the President of FEFCO explained that FEFCO's aim was to bring its members useful insights in order to translate some ideas into marketing success; he also mentioned that adding value was all about changing the mindset and behaviour of the industry in order to explore new ideas and new ways of thinking. Many speakers highlighted all the benefits of corrugated as a packaging material. Although some efforts still need to be done communicating better values and potential uses of corrugated alongside the supply chain, Corrugated remains an unbeatable and fantastic packaging material!

Correfour now Packs and Transports Fresh Fish in Corrugated Board

AFCO, the Spanish Association of Corrugated Packaging Manufacturers, has launched into the market the first corrugated box for fresh fish under the quality brand name AFCOfish.

The revolutionary box is designed for the refrigerated transport of six kilograms of fresh fish and two kilograms of ice, it opens the door of a new niche market for the corrugated, which once again shown to be the best material for sustainable packaging in the 21st century. Natural, renewable, 100% recyclable and biodegradable corrugated board with its zero waste formula, protects both the product and the planet.

The Correfour Group understands this and has chosen the AFCOfish Box for packaging and shipping fresh fish from wholesale markets to its logistic centres and shops in Spain.

Correfour's commitment to sustainability has led it to replace expanded polystyrene packaging with corrugated board



alternatives – says their quality and sustainable development manager.

Paper-based products such as corrugated board or honeycomb that can be moisture and water resistant, offer increased structural integrity, are particulate free, with a closed cell construction and therefore ideal to be used in clean room environments.

The 30th FEFCO Congress focused on the vitally important topic of sustainability

The modern corrugated industry has always been concerned with such issues, but the Congress at Prague, FEFCO members took the opportunity to summarise the challenges and discuss the future plans.

The primary aim of the congress was to understand the implications of EU Sustainability Policies for the industry, but also identify the latest sustainability expectations of customers and retailers.

Angelika Christ, FEFCO Secretary General, feels that this congress has shown that the corrugated board industry is committed to producing sustainable packaging for the customers and all the supply chain players, not only today, but for a long time to come.

The picture here shows a striking piece of art model made from corrugated by students of the Secondary Technical School Hradec Kralove, which was exhibited at Prague.

