

Unique Packaging System for Automotive & Industrial Products



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This unique comprehensive system provides reliable protection, facilitates simple handling and by nature is a high density packaging. Over the years because of its virtues, the system had made entry among global automotive and other industry leaders the world over. Whereas the development could find widespread applications, logistics and packaging systems have had a closer association with automotive and hardware industry.

The system enables to support innovative packaging solutions facilitated by highly efficient, plastics and foam, converting machinery skills and professional prototyping.

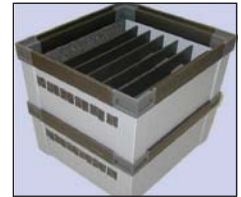
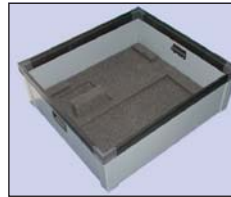
The product ranges vary to suit the complex of varying end use requirements, generally branded under the name "tara".

All the forms of product mix and probably a variety more in variances – the production and marketing activities can be facilitated adopting virtual prototype sample preparation facilities, adopting virtual design in CATIA V5 and other 3D programmes. The ingenuity more relates to customer specific engineering.

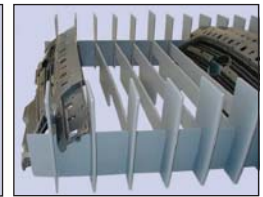
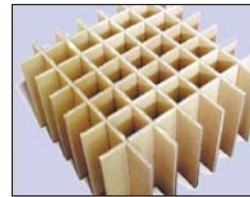
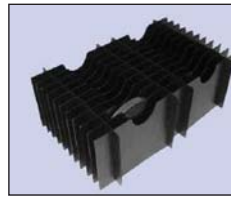
The variances available are to be selected or customized, influenced by the product itself. They offer safe storage during transportation and benefit from high strength having built from excellent materials and significantly all the packaging solutions are available in electronic static discharge. The other advantages offered are stackability, easy product placement and removal (productivity at assembly line) and receipt points. Judiciously made or customized, the product range enables efficient volume utilization, space usage, and hence optimized cost per unit all through the supply chain.

It is estimated that the damage loss is of the order of Euros 4 billion and a fair and high percentage of these are avoidable resulting in huge savings by direct economic factor(s) so also the savings due to replenishment and replacements as well as the time and man-day factors.

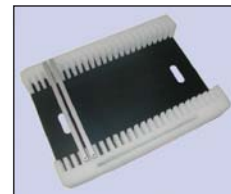
Scientifically designed effective cushioned retail and transport packaging will assume greater significance the world over and particularly in the developing economy like India where industrialization is moving fast and the country is also becoming a hub as a global resource. It is estimated that India has the potential to become one of



i. **tara box:** Available in corn pearl, triplex and HKP-M profile, they are custom built with excellent strength; durable and stackable.



ii. **tara sep:** Available in PP-HKP, corn pearl, triplex, foam, leather and corrugated board, and converted as separators with or without frame. The end product can be folded, mated or welded.



iii. **tara tray:** These are also customized in varying sizes made from PP-HKP ad foam pads and used as inserts for boxes and containers.



iv. **tara set:** They are either complete or confectionery package, customized sizes made from HKP, corrugated board, foam, VCI-foil, labels, etc.



v. **tara soft:** Made from PU and PE foam by CNC cut stamped or cut by water jet into foam pads and foam angles, they can be laminated, welded or folded.



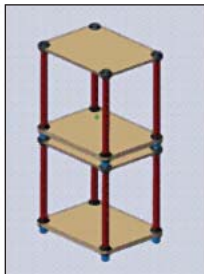
vi. **tara case:** These are cases or case insets in standard sizes or custom-built. They are made from aluminium, wood and plastic, foam and deep drawing foil. Also available with trolley as optional.



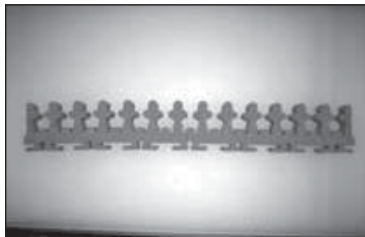
vii. **tara well:** Basically produced from corrugated board following FEFCO code and converted as per customer needs, with one, two or three waves. Decoration in single or multi colour.



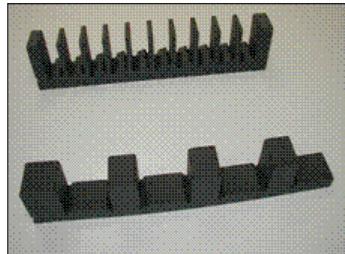
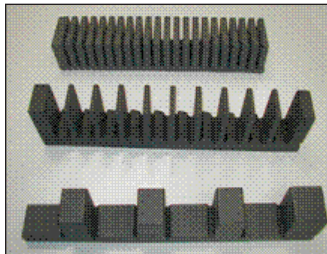
viii. **tara seq:** These are custom-built and assembly specific made from plastic, steel, textile or foam and known as sequence container (modular) or basket of goods.



ix. **tara tube:** They are non-wood based system stackable container and custom-built from honey comb paper board or strong plastic structure. Also facilitates as shipping container.



x. **tara clip:** The contour specific forms are clip in pads with heat resistant connections and are exchangeable by wearing out in lays.



xi. **tara dent:** Made from PE and PU foams, the group is user specific and can be produced relatively easily without much as tool costs.

the five top automotive economies by 2025. The country has witnessed excellent growth in production of passenger cars at a growth rate of 30 percent. In respect of heavy truck, the growth rate was of the order of 32 percent and stands 11th globally in passenger car production (in 2004) and 4th in trucks (in 2004). The passenger car production will grow at 10 percent in the next 5 years and in respect of two wheelers the growth rate is estimated at 16 percent. What is most interesting is the emergence of India as a reputed and recognized auto component industry.

The above trend is equally true of other consumer durable and industrial products. The cellular telephone has growth over 70 percent annually in the last five years. At 9 million CTV pa, India currently is the world's 5th largest market and expected to be the 3rd largest by 2007. The PC sales have doubled to nearly 4 million during 2003-05 and projected to double plus by the end of the decade. The growth of consumer perception is best defined by the growth in credit card ownership which has trebled during the early part of 2000. In PPP terms India is the Asia's 3rd largest economy and set to move to the 3rd position from the current 4th position on the global scale as well.

The above are indicative of the industrial growth in the country and its capacity as a global player in the international scene. Packaging and distribution will be the significant arms for reach of the product quality and hence the need for packaging quality and specialization in material identification, design and optimization. These could be material(s) – individually and in combinations. A judicious mix is the must for product safety and customer satisfaction.

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Clarification

The article on 'Eye Opener – Debate' published in the Jan – Mar. 2008 issue of The Corrugator is a total reproduction of the deliberations that took place in the Session held at Varanasi Conference.

The facts, figures and opinions expressed by participants during the Debate may not necessarily conform to such facts, published in the Industry Survey conducted every year by FCBM.

– Editors