

# PACKAGING BUYER / SUPPLIER PARTNERSHIP –

## EXPECTATION FROM LOCAL PACKAGING MATERIAL SUPPLIERS

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# INDIAN PACKAGING INDUSTRY OERVIEW

Indian Packaging industry is estimated at:

- Value approx Rs. 8,000 Crore
- Average growth rate of 15%.
- That translates to increase in rate of employment & packaging material consumption.
- There are approximately 700 small & large packaging machinery manufacturers in India.

# PACKAGING BUYER & SELLER

## AN OVERVIEW

### Packaging Buyer

Those who buy the packaging material to use it at their end to pack & sell the product.

### Packaging Seller

Those who make / convert the packaging material or machines for commercial sale which get used at buyers end to pack their products.

Packaging material sellers are also known as converters.

**RM SUPPLIERS → CONVERTERS → USERS → CONSUMERS**

# BUYERS Vs SELLER

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User Industries in India are diversified & also suppliers & packaging machinery manufacturers.

With increasing pace of globalization & competition, harmonization among all of above three industries is very important.

All of those interrelated industries should be in a common platform to deliver desired result & sustain.

# CUSTOMER EXPECTATION

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- FACILITY
- INNOVATION
- QUALITY
- SERVICE
- COST
- SUSTAINABILITY

# CUSTOMER EXPECTATION

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## FACILITY

LAYOUT

EQUIPMENTS

GMP

House Keeping

Pest Control



# CUSTOMER EXPECTATION

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## INNOVATION

Innovation is need of the hour.

This is necessary to sustain the business.

We need innovation from each & every one.

- User industries in their products.
- Innovation in packaging material & allied industries.
- Innovation in packaging machinery.

# CUSTOMER EXPECTATION

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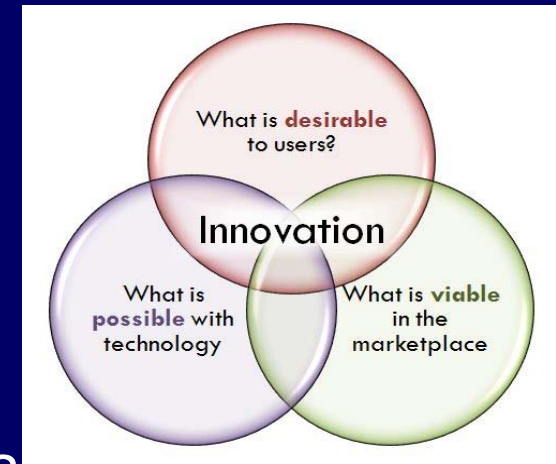
## INNOVATION

Necessity is mother of invention  
but,  
invention should also create  
demand.

User, Seller & machinery manufactures  
should keep on doing periodic survey on  
'Consumer's Insight'.

Suppliers should keep continuously evolve  
with new ideas & concepts.

Development cell with all required software  
& system would be added advantage.



# CUSTOMER EXPECTATION

## QUALITY

Quality should be instilled into the production process itself.

Production of right thing in each intermediate step will ensure defect free final product.

Define 'Quality policy' of the organization.

SOP for every testing procedure & equipment operation procedure.

Training & repeat training of employees.

Adequate online checking frequency.

Regular internal audit.



# CUSTOMER EXPECTATION

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## SAFETY

Safe work place is asset to the organization.

Accidents reduces morale among employees.

Use of machine guarding & PPEs to be adequate.

Employees with high morale produces defect free products.



# CUSTOMER EXPECTATION

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## ENVIRONMENT

- Facility cleanliness
- Making process environment friendly.
- Personal hygiene.
- Every required step to prevent foreign matter & micro contamination.
- GMP should be followed & audited



# CUSTOMER EXPECTATION

## CUSTOMER SERVICE

### SUUPIERS OF TODAY :

- Least response time.
- Fast & prompt response.
- Building reliability among customers.
- COA based release of materials.



# CUSTOMER EXPECTATION

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## COST

- Cost is the driving factor for business in today's competitive market place.
- Users look for cost effective options.
- Device cost effective process to convert the material without compromising on product quality.

# SUSTAINABILITY

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**Sustainability** is key today due to Global warming and environmental challenges.

More & more environment friendly packaging is required.

Reusability of packaging material & systems to be studied & implemented.

Suppliers need to discover the options of packaging concepts made out of natural materials which are easy to be decomposed.

In the nutshell, green packaging & system is required to sustain the environment.

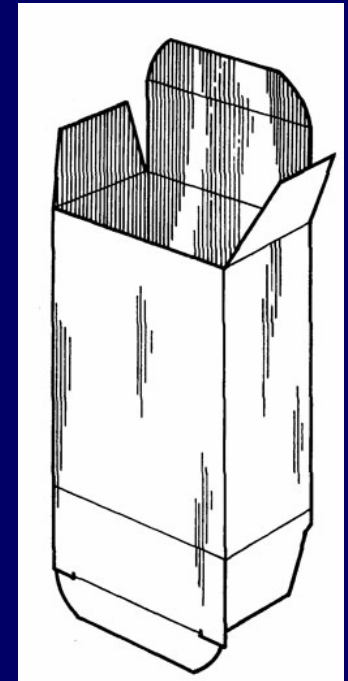
# **FEW SPECIFIC REQUIREMENT**

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## MONOCARTONS

- Newer printing & forming technology is required.
- Cartons suitable for high speed machine.
- Physical properties for better performance on line are more important now a days.
- Testing other than gsm & caliper.
- Measurement of Moisture content, COF, smoothness, porosity, stiffness of board etc.
- QA labs should be more equipped for various kind of testing.
- Converters should demand from RM suppliers for supplying materials with least allowed variations.



# FEW SPECIFIC REQUIREMENT

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## LAMINATED TUBES

- Two major types – Foil based & Plastic based.
- Newer decoration techniques can be evaluated.
- Manufacturing plastic based seamless tubes in lesser cost.
- Precise range of Ovality.
- Primary packaging component thus, hygienic production environment is needed.

# **FEW SPECIFIC REQUIREMENTS**

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## **CFB (Corrugated Fiber Board Boxes)**

- CFB Box manufacturers need to be more systematic & quality conscious.
- Other than transporting the goods, It has tremendous role in brand identification, protection, IMDG coding & identification throughout supply chain.
- Bar code reader & verifier should be incorporated in the system of CFB box making.
- The QC laboratory should be equipped with various testing equipments like compression strength, RCT & ECT, moisture content, puncture resistance, BS etc.
- Pasted shippers are more in use thus facility to make those & maintaining the dimensional stability is also required at the same time.

# FEW SPECIFIC REQUIREMENTS

## RIGID PLASTIC CONTAINERS

- EBM & ISBM blow molders to have equipped laboratory –
  - Online leak testing
  - Wall thickness tester
  - ESCR testing equipment
  - Top load tester
  - MFI tester etc.
- Systematic, Periodic & Documented Mold maintenance system.
- Adequate check list should be in place for every steps.
- Maintaining hygienic environment is very important as plastic containers are mostly used as primary packaging components.



# **FEW SPECIFIC REQUIREMENTS**

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## **ACCESSORIES**

Other packaging materials which are used in less volume but are of equal importance like primary & secondary packaging materials.

BOPP tapes, IJP, over wrapping materials, pallets etc.

### **BOPP tape**

Suppliers need to concentrate more on performance related quality parameters.

- High speed case sealing machines require fast adhesion.
- Glue accumulation on rollers should be nil.

### **Over wrapping materials**

- BOPP, HMHDPE
- Local suppliers are needed for these materials.

# THANKS TO LOCAL SUPPLIERS

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I would like to take this opportunity to thank all of the suppliers who have set up their units here to help user industries.

Fighting against adverse road condition & logistic issues.

Advantage & disadvantage of being first generation work force.

Advantage- Lesser chance of industrial agitation.

Disadvantage- Availability issue of skilled manpower.

# QUESTIONS



THANKS