

INTERNATIONAL **PAPER BOARD** INDUSTRY

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WORTH PERIPHERALS INSTALLS NEW GENERATION OF EMBA ULTIMA

A REPORT BY DAVID HAYES

Based in Indore, central India, Worth Peripherals Pvt Ltd has started a new production expansion phase, following the recent installation of an Emba Ultima four-colour flexo folder gluer to meet growing customer demand for high quality packaging. The machine is one of the first of the new model to be delivered by the Swedish firm and has been purchased to assist Worth Peripherals achieve its aim of becoming a leading supplier of high quality printed packaging to the fast growing Indian corrugated packaging market.

"This is one of the first five models of this machine to be installed worldwide," says Raminder Chadha, Director of Worth Peripherals. "We're delighted with the machine and the graphics it can produce, so we recently signed a contract for two more colour units for the machine that should be installed towards the end of

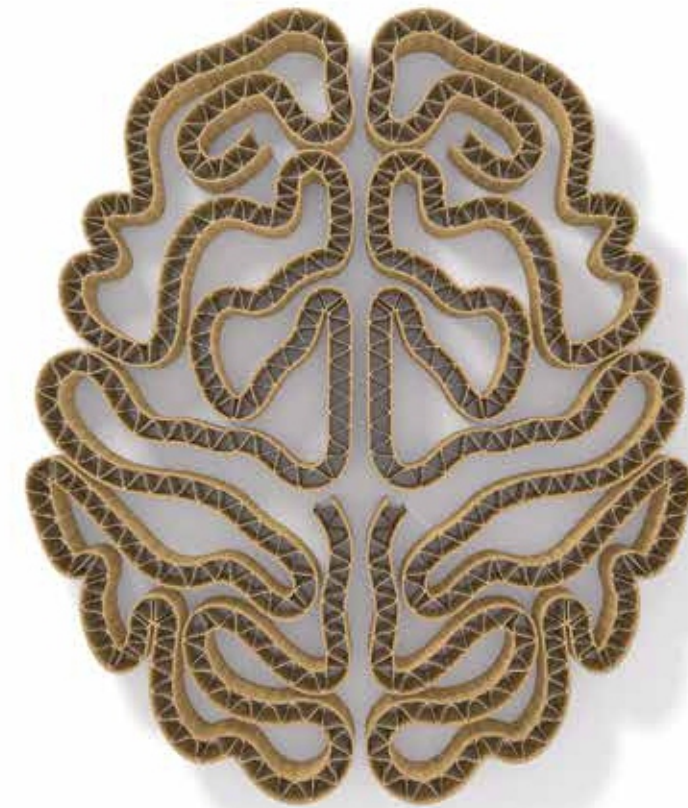
this year. Our aim is to make this plant the best facility in India as far as flexo-printing is concerned."

In addition to the two extra colour units for the Ultima, Worth Peripherals has ordered an Emba 'Liquid Creaser' as an add-on to ensure production of perfectly square boxes. More and more Indian companies are employing greater automation in their warehouses and other storage facilities, making the demand for perfectly formed boxes a necessity. "We will be able to supply perfect high quality printed boxes that will be run on automatic case erectors that require perfectly square boxes to ensure maximum packing productivity," explains Mr Chadha. "There is a shortage of skilled manpower in India, so our customers are starting to use case erectors and fillers a lot more. Customers like Unilever have already shifted to auto-case packing all over India."

Above: Raminder Chadha, Director of Worth Peripherals, alongside the new Emba Ultima.

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"WE'RE DELIGHTED WITH THE MACHINE AND THE GRAPHICS IT CAN PRODUCE, SO WE RECENTLY SIGNED A CONTRACT FOR TWO MORE COLOUR UNITS."

RAMINDER CHADHA

Damage to box blanks during warehouse storage and general freight transport conditions across India are other factors that have resulted in customers demanding higher quality boxes. "All our customers are concerned about case compression. Because of reduced space in many end-user warehouses, blank stacking is getting higher and higher by the day," says Mr Chadha. "Poor road infrastructure conditions in many parts of India also subjects corrugated packaging to additional stress during the delivery process. That's why so many boxmakers in India promote double wall boxes to negate damage in the supply chain."

As part of efforts to produce more robust boxes, Mr Chadha noted that the Emba Ultima vacuum transfer system ensures virtually zero crush and prevents caliper loss. "Thanks to the zero crush characteristics of the Ultima, we can ensure better quality boxes even with lighter weight papers," continues Mr Chadha. "That's also a benefit to those customers who want a sustainable approach to packaging."

Worth Peripherals is already seeing a long term shift among customers who are switching from double wall board to single wall boxes. Around 30 per cent of the company's boxes are currently made using double wall board while 70 per cent are single wall — a proportion that continues to rise. "We're starting to use a better grade of Indian produced paper and we continue to reduce the grammage of our fluting," he explains.



Family owned

Established in 1991 as a sheet plant, Worth Peripherals is a family-owned corrugated packaging manufacturer based in the Madhya Pradesh State of central India. In its early years, the company focused on the production of corrugated packaging for soap, detergents and other consumer goods in a factory on the outskirts of Indore. In 1997 the company opened a second, larger plant opposite the original plant and a third factory was opened in Indore in 2005, equipped with an Indian-made corrugator.

"In 2012, we opened another new factory, closed the first two factories and sold off their

equipment. Today, we have two decent sized plants," explains Mr Chadha. "We have scaled down the plant we built in 2005 and convert board there (supplied by our main plant) for fitments and partitions."

Worth Peripheral's main plant is located on an eight acre site, where factory and warehouse facilities occupy 180,000 sq ft of space. In addition to the new Emba Ultima, production facilities include a 1.8m Hsieh Hsu double wall corrugator which is designed to run at 200m per min. The plant is also equipped with a two-colour Dong Fang printer slotters, an Oshitani folder gluer and two South Korean folder gluer/

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WORKING A TWO SHIFT, 16 HOUR DAY, THE COMPANY PRODUCES AN AVERAGE OF 2,700 METRIC TONS OF BOARD PER MONTH.



stitchers, the second of which was installed in 2014 to expand the plant's converting capacity to match its corrugated board output. Working a two shift, 16 hour day, the company produces an average of 2,700 metric tons of board per month. "We hope to increase to 3,500 metric tons per month in the near future. Adding the Emba Ultima should allow us to hit that level quite soon," says Mr Chadha.

High Standards

Accredited to ISO 9001, Worth Peripherals is proud of its hard earned reputation for high quality corrugated packaging. Audited for the Unilever Responsible Sourcing Audit, the company was awarded 'Best Packaging Partner' by Unilever India in 2014 in recognition of the company's product quality and consistency, reliability and services.

End-user customers manufacturing consumer goods including personal care, shampoo and home care products along with foodstuffs, other edible products and

beverages (such as beer) are all major customers accounting for 70 per cent of total production. Major customers include Unilever India, while Cargill and Adani Wilma both use corrugated to pack edible oil products. Parle Products, (which makes confectionery and biscuits) and United Breweries, (which supplies Kingfisher beer in glass bottles and cans) are other major customers along



with major textile companies and pharmaceutical manufacturers. With India's buoyant economy supporting the growing demand for a wide range of consumer goods, Worth Peripherals is considering a number of expansion options to handle projected future demand.

Market Coverage

Worth Peripherals uses its production base in central India to cover a wide geographical area. Most customers supplied with corrugated sheets and boxes lie within a 500km radius of the plant. Mr Chadha continues, "We have our own fleet of sixty 28-foot delivery trucks, all fitted with GPS tracking devices, so we can keep our customers informed of delivery times." The automated delivery control system has features that include customer messaging so they can see where the truck

delivering their order is and can follow its planned delivery route.

Expansion Plans

"We want to invest in another single facer for the corrugator," says Mr Chadha. "At that time, we will upgrade the Hsieh Hsu corrugator to be able to run at 250m per min. This will happen in the next 12 to 18 months." Plans also call for further expansion of the company's printing and converting capacity. "We'll buy a new four-colour printing machine and we plan to install it sometime in 2017. We've not yet decided whether to buy it from Europe or East Asia," says Mr Chadha.

WITH THE LATEST GENERATION OF MACHINES AND A BETTER SET UP, WE ARE CONFIDENT WE HAVE A BRIGHT FUTURE."

RAMINDER CHADHA

Other equipment purchases are also under consideration. "We're thinking of buying a flat bed die-cutter and equipment to make hexagonal boxes," says Mr Chadha. "We also want to install some pre-press equipment such as plate mounting systems as well as pre-feeders and palletisers for the converting lines."

New business opportunities are expected to develop as India's economy expands and domestic consumption increases. Demand for textile boxes has stabilised due to production of fabric and yarns having slowed down, Mr Chadha noted, but production of garments is rising. "That promises increased orders from clothing manufacturers



for sturdy outer boxes," he suggests.

"Very soon, we will introduce agricultural boxes for fruit and

vegetables. When we have added the next two colour units to our Ultima, we will venture into the fruit and vegetable market — particularly as those boxes need lots of graphics," said Mr Chadha. "Supermarkets are leading this trend as they want shelf ready boxes for display. Chilled and frozen food is also growing in India and demand for corrugated will increase because of that, particularly for dairy, meat and poultry products. Corrugated capacity in India is increasing faster than demand, but with the latest generation of machines and a better set up, we are confident we have a bright future." ■



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