

Corrugated Packaging

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Current Inbox Thinking

- ❖ All brown boxes are the same.
- ❖ They are produced in small semiautomatic plants.
- ❖ They are all similar in design / No product differentiation possible
- ❖ Better boxes are thicker, stronger, heavier.
- ❖ We cannot make excellent quality boxes—all quality boxes are imported and unaffordable.
- ❖ Costing of corrugated boxes is done at flat rates based on weight.
- ❖ All new initiatives should be cost driven

THIS SHOULD CHANGE TO “OUT OF BOX” THINKING

- ❖ All brown boxes are not the same.
- ❖ They can be produced on highly automated machines.
- ❖ They can be made in different designs.
- ❖ Better boxes can be lighter and stronger.
- ❖ We can make excellent quality boxes in the country.
- ❖ Costing of corrugated boxes should be done differently like laminates.

CURRENT COMPETITIVE ADVANTAGE

Competitive “Green” advantage of being

- Local
- Small Scale
- Low Energy
- Reliant on Human Labour

GROWTH DRIVERS

- Low manufacturing costs relative to other packaging materials
- Insulation from foreign competition because of Economic Inefficiency of shipping empty boxes
- Environment friendly image because of significant recycling throughout the production life cycle
- Increasing volume of goods transported

RAPIDLY CHANGING TECHNOLOGY

- Integration of manufacturing processes
- Rapid scale up with
 - ❖ Indigenous
 - ❖ Imported Automatic Plants from China
- Increasing speeds from 100mtrs to 450 MTRS / MNT producing better board quality
- Converting Machinery making its presence
 - Printers
 - Slotters
 - Die Cutters

Leading to Faster Turn Around

CHANGES IN PRINTING

- Box becoming advertising bill board

Thru

- ❖ Multiple colour printing
- ❖ High end graphics
- ❖ Achieved thru changeover of printing process from offset to Flexo to high speed flexo
- ❖ Post print flexo presses
- ❖ Multiple print units on press
- ❖ Better register control
- ❖ With better ink transfer system
- ❖ Ceramic Anilox rolls up to 400dpi

CONSTRAINTS

- ❖ Quality and fluctuating prices of kraft paper
- ❖ High import duty
- ❖ Excise duty structure
- ❖ Inconsistent energy supply

SKILL / KNOWLEDGE UPGRADE

- ❖ Operators Training on automatic plants
 - Electrical
 - Mechanical
 - Electronic controls / PLC's
- ❖ Quality systems / Certification like ISO, Six Sigma, Etc. Laboratory and Testing
- ❖ Ongoing Training and Education programmes for supervisors / managers and entrepreneurs

FACTORY UPGRADATION

- Streamlined shop floor
- Good Manufacturing practices
- Material Handling
- Adequate storage for paper rolls and finished goods

Stages In The Life Of “A BROWN BOX”

1. DESIGN
2. DEVELOPMENT/MAKE
3. DELIVER
4. DEPLOY
5. DISTRIBUTE
6. DISPOSE

DESIGN

Consumer industry needs

- ⇒ Expert advice on design alternatives
- ⇒ Optimum cost calculations/ board area
- ⇒ Printing options
- ⇒ Building in specifications for the performance required
- ⇒ Filling/End of line/Palletisation consideration
- ⇒ Display

DEVELOP

Help consumer industry understand

- ⇒ Run sizes(specially for automatic plants)
- ⇒ Lead times
- ⇒ Selection of right grades of kraft paper/
flute combinations and liners.
- ⇒ Standardisation/ foot print of box for
effective paper utilisation.
- ⇒ Material/ performance specifications

DELIVER

- ⇒ Clearly marked/ bundled consignments for both boxes and fitments
- ⇒ Dust free/ no loose paper fibre
- ⇒ Covered transport
- ⇒ J.I.T
- ⇒ Boxes not too dry/ not too wet
- ⇒ Certificate of quality

DEPLOY

Faster production lines need

- ⇒ tighter tolerances
- ⇒ Line friendly boxes
- ⇒ Easy filling/insertion of fitments
- ⇒ Easy closing
- ⇒ End of line
- ⇒ Automation
- ⇒ Stacking/Palletisation/Handling Norms

DISTRIBUTE

- ⇒ Marking/Bar code readability
- ⇒ Ability to withstand transit damage
 - shock
 - drop
 - vibration
 - stacking
- ⇒ Stack stability
- ⇒ Visibility in mixed cargo

DISPOSE

Find out a suitable disposable mechanism of the used corrugated boxes at the end of the life cycle.

CONSUMER EXPECTATION

- ⇒ Boxes with better performance
- ⇒ Boxes with better graphics
- ⇒ Boxes with newer designs
- ⇒ Shorter delivery periods
- ⇒ Boxes made on automatic plants with tighter tolerances
- ⇒ Move over to newer flute designs/ low GSM high RCT kraft paper
- ⇒ More practical specifications

FUTURE BUSINESS SCENARIO

- High volume national industry leaders
- Many niche manufacturers providing specialized technologies to local market demands
- Mergers and Acquisitions to achieve economies of scale and geographical presence
- Distribution Capabilities

THANK YOU