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New TPC Logo Because Change is Growth

Like everything else in this world, the Metal Packaging industry too is witnessing rapid change. New technologies, new looks, new conveniences are fast creating fresh avenues of growth for all involved in tinplate packaging.

For **Tinplate Promotion Council (TPC) INDIA**, this seemed an opportune moment to re-evaluate and re-establish its leadership role in promoting the usage of tinplate.

The new logo symbolizes the group's dynamism, progressive thinking, willingness to evolve and keep pace with contemporary lifestyle.

"Continuity gives us roots; change gives us branches, letting us stretch and grow and reach new heights." ~ Pauline R. Kezer



TPC Members interact at METPACK 2005

It was time for the biggest show in the metal packaging industry. Over 90 stalwarts from all over the world got together to exhibit their products and services at the premier event for the 5th time, welcoming companies from 23 different countries including fast developing China and Egypt. Participants also included TPC members from India who were able to hold fruitful interactions with some key organizations involved in the metal packaging business.

Attendees at the show found all things metal packaging, including machines and equipment for the production of can lids and bottom, as well as caps, tubes and closures, besides equipment for surface treatment, varnishing, printing systems, dryers and filling and seaming systems. Related environmental issues too formed a critical part of the agenda.

AAHAR 2005 The TPC Stall is a Major Draw

AAHAR 2005 turned out to be an event to remember, showcasing the flavour of things to come in the Food Processing & Packaging Industry. Hundreds of visitors thronged the Exhibition ground at Pragati Maidan, New Delhi. Participants included members of the Industry as well as prominent Hotel Food & Equipment Suppliers. The TPC Pavilion drew enthusiastic responses from the visitors at the event.



4th INTERNATIONAL STEEL PACKAGING CONGRESS

21st April 2005 Rheinterrasse, Dusseldorf



Reviewing Steel Packaging from the Perspective of the Consumer

How consumers connect to packaging was the key theme of the 4th International Steel Packaging Congress, organized by the Association of European Producers of Steel for Packaging (APEAL).

The congress was split into four sessions where various facets of steel packaging were reviewed from the point of view of the consumer. Professor John Maule, Director of the Centre for Decision Research at Leeds University, revealed the crucial role of packaging in the purchasing-decision making process of the consumer.



Satkar Gidda, Marketing Director at Sieberhead, gave valuable visual insights into what exactly draws the eye of the consumer when he is looking at a packaging. Several other well-known personalities from the Industry, including Kevin Ford, Research Director of the International Research Associates and packaging guru, Lars Wallentin, unveiled on a rational and emotional level, the conclusions from an international consumer study on metal packaging.

There were also intensive sessions on the theoretical “Magic Triangle” of security, health & pleasure that usually draws consumers when buying products, concluding with facts and findings on the eco-efficiency of steel packaging.

Over 450 representatives from 30 countries attended the event.

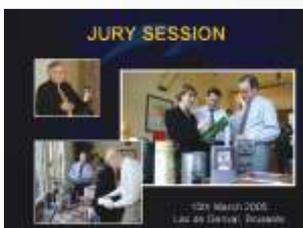


Tea-caddy from India Bags The 1st Prize

The conference ended with the Award Ceremony of the **2nd International Steel Packaging Awards** interspersed with highly artistic entertainment.

For TPC members this was a moment of pride, since it was for the first time that a Tinplate packaging concept from India bagged the 1st Prize in the Food Category at International Steel Packaging Congress.

The innovative 3-tier tea caddy is a packaging solution designed by **The Tinplate Company of India Limited** using its tinplate, for brand owner Tata Tea, and is fabricated at Carter Containers.



WORLD VIEW

CONVENIENCE THE BRAND OF THE CAN

Source *THE CANMAKER* APRIL 2005

It's not often that business executives correlate the manufacturing of metal cans with a branding opportunity.

Few food and beverage fillers trumpet their can maker, instead of promoting what's inside.

That's why Silgan's bid for brand recognition is an interesting concept. Unlike consumer branding, where shoppers are encouraged to look for a label, industry analysts point out that Silgan's effort to satisfy its customers is focused on confidence, convenience, and always a priority cost.

"As the canned food industry continues to evolve, we evolve with it," said Thomas Snyder, Vice President of Sales and Marketing for North America's largest supplier of steel and aluminium food cans. "In the 1990s, our customers were focused on driving out cost. We worked closely with them to drive millions of dollars of cost out of the supply chain. Today, although we are all still working on reducing cost, there is a significant interest in convenience."



Thomas Snyder, sales and marketing chief at Silgan Containers: making the can a brand

One of Silgan's marketing strategies has been to increase the customers brand identity through canned products, whether through the container itself, or the end.

Silgan, in tandem with increasing production of its Quick Top ends, has worked with customers to move more products into these cans.

Silgan accounts for about 51% of the US food can market, and is among the leaders in converting the industry to convenience ends.

Anchor White Cap takes plastic twist to metal

Source *CANTECH INTERNATIONAL*
MARCH 2005



Anchor White Cap has launched a 40mm Band-Guard, which combines the benefits of metal and plastic caps into a single airtight closure.

The press-on twist-off (PT) closure features a metal disc with tamper-evident safety button and a plastic outer shell, with a drop down tamper-evident band, which gives it a dual temper evidence.

The metal disc can be printed on to give an extra quality to the product, although the caps can only be used on glass bottles. The caps are suitable for hot products or those that require sterilization or pasteurization.

Crown reveals new closure

Source *CANTECH INTERNATIONAL*
MARCH 2005

Crown Closures, Europe has announced the release of its **Ideal Closure**.

Ideal is a composite closure that combines the best of metal and plastic to offer superior barrier protection, easy opening for consumers and brand differentiation.

Unlike standard plastic or metal closures, it is a hybrid of a plastisol-lined metal disc and plastic. The metal disc forms an air-tight seal against the container to guard against oxygen ingress.

Because of the inherent benefits of decorating on metal, the metal top of the Ideal Closure offers a good position for brand images .



The Active Can

The use of the can as a marketing tool is going one step further as the can goes active.

Source
CANTECH INTERNATIONAL
APRIL 2005

The primary function of packaging remains the protection of the contents, but the promotional effect that influences the customer such as design and colour, is an important factor. The technical achievements of all packaging materials have increased dramatically.

Brand owners use packages more and more to serve their marketing goals. And as packages become active they offer a choice of ways to influence the consumer at various levels.

Shape colour and surface give out new particular signals to consumer, but if the package is “doing” something on its own, then they become really active. This can occur in various ways:

a) A widget in a can ensures a foam topping is produced. This development started with beer, but is now applied to in dairy and ready-to-drink segments.



- b) The self-heating can for coffee and soups involves a mechanism which triggers a reaction to heat the contents.
- c) Cans that cool their contents down are under development and being tested in USA.
- d) Cans with a fluorescent varnish that glow in the dark are commercially available in Europe.
- e) Cans with a temperature indicator that changes colour once the correct consumption

temperature is reached are commercially available.



- f) Many of the new era of functional drinks contain active ingredients like vitamins, that do not retain their properties in an aqueous solution.

It becomes obvious from these examples that the can is well placed to take advantage of the demands of modern consumers.

The use of attractive, convenient and active packages by brand owners not only diversifies their brand but gives them better position which is a must in today's retailing environment.

Lars WALLENTIN,
International Packaging
Consultant



Excerpts from the presentation made by Lars Wallentin at the APEAL CONGRESS 2005

“Looking into Roget's Thesaurus under the word 'effective': I found the following synonyms: influential, powerful and practical. This triggered my curiosity to really find out what hides behind the word 'effective'.

It struck me how difficult it is in the world of packaging to get it all right...to reach 'total effectiveness'.

To do this in packaging you need to maximize all the following:

1. **Communication:** to be understood.
2. **Emotion:** to be involving.
3. **Impact:** if you are not seen, you cannot be bought.
4. **Practical:** easy to open and re-close and agreeable to hold in your hands.
5. **Quality:** you must express a value that seems higher than the price you pay.
6. **Ecology:** easily disposable and with a positive material image.
7. **Relevant:** the package must be in harmony with the product”.



FIZZ IS OUT... INDIANS QUENCH THIRST WITH DESI JUICES

Source *TIMES OF INDIA* 24 JUNE 2005

In India, juices and non-fizzy drinks are growing at 40%. Colas at 10%.

Admitted Coca-cola VP (Marketing) Vikas Gupta, " Juices and juice-based drinks are leading the overall beverage market". Added Dabur GM Sanjay Sharma, "Our traditional fruit-based beverages, including drinks like 'aam panna' are being snapped up. We are, in fact, running short of supply".

What's driving this momentum is a changing public perception towards Colas and other aerated drinks. While this is in line with international trends in Japan, for instance. Coca-Cola sells more non-aerated drinks than aerated drinks, increased awareness in schools about

alleged harmful effects caused by the pesticide controversy, is making people turn towards healthier alternatives, be they juices or flavoured milk.



Opportunities for Tinplate Manufacturers & Can Makers:

Non-aerated drinks can be packed in three-piece containers. As a step towards becoming a **total solution provider** to customers **The Tinplate Company of India Limited** is working with **TPC members** to pack Tender Coconut Water in three-piece tin containers.

There is a big market opening up for Tinplate Cans and EOE in India, and TPC members can work jointly to ensure that the media to pack juices is, in all probability, tin cans.

Shetron Enters Europe

Source *CanTech INTERNATIONAL* May/June 2005

A group of investors led by Diwakar Shetty of Indian firm Shetron Group is to acquire Impress Belgium.

Impress Belgium manufactures coating and printing tinplate for value-added products and is the biggest independent producer of battery jackets in Europe. The company supplies coated and printed sheets to companies within the Impress Group, as well as outsourced projects. It is particularly involved in high-quality print jobs for special end products like food cans, cigar boxes and paint cans.



"Our low cost base in India can offer quite interesting perspectives for some products in Europe," said Shetty. The new company, which will be called Shetron Sohemi Europe, is expected to receive technical and managerial support from Shetron.

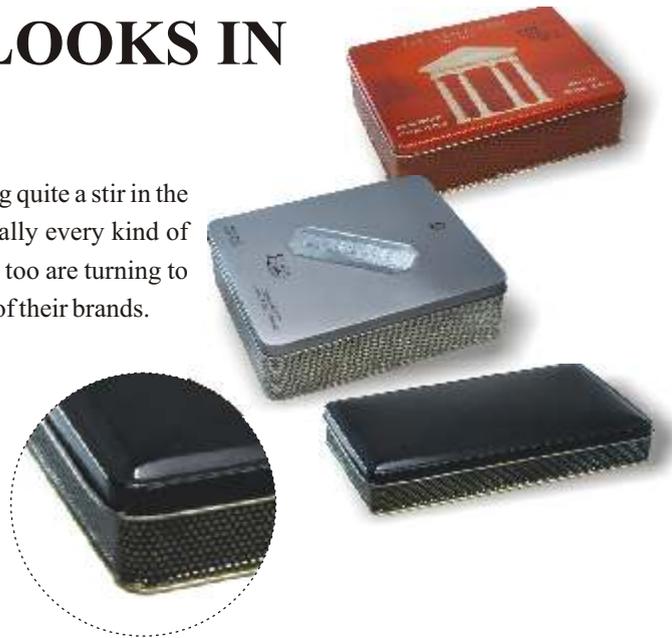
TERI AWARD for Tinplate Company of India Limited

Tinplate Company of India received the "TERI AWARD" for exemplary Corporate Social Responsibility at New Delhi in May 2005, from Hon'ble Union Minister for Commerce & Industries, Sri Kamal Nath.



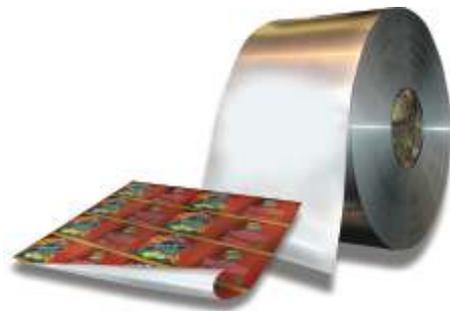
CANS ACQUIRE NEW LOOKS IN INDIA

New, eye-catching tinplate packages, made in India, are creating quite a stir in the International market in safety, convenience and style for virtually every kind of product. Meanwhile, renowned Indian marketers too are turning to tinplate packaging, to highlight the distinct value of their brands.



The Tinplate Company of India Limited A TOTAL SOLUTION PROVIDER

Solution Center Printing & Lacquering Line Project



In a continuing effort to enhance the value propositions of its products to the customers along the Industry value chain, TCIL had always been exploring the most effective ways and means in metal packaging solutions. To this end, TCIL is all set to start a Solution Centre, which would work closely with end customers to provide need-based solutions:

Initial plans are already underway to set up a State-of-the-Art Printing & Lacquering facility at Jamshedpur. This would:

- Provide pre-printed/lacquered tinplate sheets from a single source, resulting in greater consumer convenience and affordability.

- Bring in International quality of printing and lacquering on tinplate to India.
- Improve supply chain management and logistics for end users.
- Add a premium value to product/brand image.

The printing line is a 2-colour State-of-the-Art Marquess Plus printing line from M/s Crabtree, UK who are world leaders in metal printing and lacquering technology. The ovens are being imported from China. Both the printing and lacquering line will have Anilox Rollers which will provide even coating on the entire tinplate / TFS sheets and a finer surface finish. These lines will be operational from end November 2005.



Hindustan Tin Works Ltd

Ready to roll a 2 pc beverage can line in Mumbai

Hindustan Tin Works Ltd (HTW), a renowned manufacturer of international quality 3-piece Cans for leading manufacturers of processed and baby food in India, has recently decided to install a 2-piece can manufacturing line in Mumbai (producing 600 cans per minute). These lines would be based on Drawn-Wall-Ironed (DWI) and Draw-Re-Draw (DRD) technologies. While DWI line will primarily meet the requirements of beer and beverage segment, the DRD line will service the requirements of the food industry. The company has acquired the used line from US, and expects to start commercial production in the first quarter of 2006.

Solution Development Sundrop (Agrotech)



Business Development Team of TCIL worked jointly with Brand Manager of Sundrop and can makers to launch fully printed 15 Kg. edible oil tin containers.

This has helped Agrotech in acquiring significantly greater visibility, re-inforced brand image and created a distinct product value. The next step is to introduce consumer packs in 5 ltr. / 3 ltr. tin cans for edible oils.

Forthcoming TPC Event

“CANNOVATION”

NEW IDEAS IN TINPLATE PACKAGING

2nd International Seminar on Tinplate Packaging
8th November, 2005, Taj Lands End, Mumbai, INDIA

Come November 8th, Tinplate Promotion Council (TPC) INDIA and the Indian Institute of Packaging (IIP) will co-host the 2nd International Seminar on Tinplate Packaging at Taj Lands End in Mumbai.

The theme this year is CANNOVATION, and will involve intensive sessions on new ideas in tinplate packaging from a global perspective. The Speaker panel will consist of eminent personalities from various international and national organizations involved with

metal packaging. The sessions will touch upon various aspects that would uphold the value of tinplate packaging as a cost-effective, innovative and consumer convenient alternative to other packages.

The event will conclude with the spectacular TPC Awards Nite 2005 highlighting excellence in tinplate packaging.

Almost 500 delegates are expected at this landmark event, which would also have a concurrent Exhibition display to facilitate fruitful exchange of knowledge and business opportunities amongst members of the industry.



*Excerpts from **Steel: the sustainable packaging solution***

A comprehensive publication highlighting the excellent environmental performance of steel packaging

Dual benefit : protecting both products and the environment

Steel & Sustain ability

All steel packaging is totally recyclable as well as renewable material as the properties can be fully restored. It can be recycled time and time again without any deterioration in quality. It contributes positively to the sustainable use of resources and to sustainable consumption.

The Closed Loop Process

Steel packaging is easy to collect, can

be automatically sorted using electromagnets allowing the achievement of high recycling rates. Demanding less and less in raw material.

Fostering Awareness

Various educational programmes are being developed by APEAL to communicate the importance of environmental responsibility to children of all ages. A series of

voluntary projects are also underway to promote a cleaner society and an environmentally desirable behaviour from citizens. At the same time, with the cooperation of major food packers, they built awareness amongst consumers of the merits of canned food.



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