

# Need for Speed in Packaging

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"Launching the world's fastest bag making machine for non-woven reusable bags and a very high speed bag maker for converting PP woven fabric into sacks and pouches for bulk packaging of commodities", Apurva Kane in dialogue with POLYMERS Communiqué clearly highlights that to cater to volumes, high speed machines are a must today.

## **Q. What is the need for speed in packaging of today?**

As packaged goods become more popular in India, especially for processed food products and considering our population numbers, the volumes are going to be huge. To cater to these volumes, high speed machines are a must. This is especially applicable to the flexible packaging machines. Rigid packaging lines like bottling lines run at 600 to 800 bottles per minute as a norm, while a flexible packaging machine for similar liquid volume runs at 60 to 80 packs a minute. These low fill speeds are a deterrent to growth of the flexible packaging industry in high volume businesses.

## **Q. What is the impact of consumer demands on the format of packaging, and thus, on the kind of technology required?**

Consumers demand convenience in terms of

storage and recloseability. They are also attracted by aesthetics in terms of textures and graphics. These preferences drive innovation in the packaging industry. Reclosable features like zippers, with and without sliders, for solids and spouts with caps for liquids are growing in popularity each day.

**Q. To what extent do the dynamics of the retail supply chain impact technology for packaging machines?**

Retail supply chain demands packaging that can withstand rigours of Indian roads and trucking system. The supply chain also is very demanding in terms of transportation cost and actual cost of secondary packaging. It is such demands which are now driving rise of collation shrink films for replacing cardboard trays and cartons in recent times.

**Q. Do you see retrofitting of machines as a promising business opportunity in India? Why?**

Retrofitting of machines for upgrading of technology for improved productivity is something that is desirable and is to be viewed as an opportunity. Unfortunately, most of the times, retrofitting is viewed as overhauling of the machine to lend it a new lease of life so that new capital investment can be avoided or postponed. Unless we see a change in the purpose of retrofitting, we do not see it as an opportunity.

**Q. What is the future of robotics in India?**

With 'Make in India' initiative, as we enter the era of mass production, we will see greater usage of process automation and robotics, particularly in areas which require repetitive high accuracy functions, especially in sectors like automotive and packaging.

**Q. What sensitivity does Mamata show towards the growing campaign, 'go green'?**

We believe that the films which are used for packaging should be recyclable as far as possible. The choice of film structures should be based on actual requirements of product protection and should not be based solely on aesthetic requirements. For example,

commodities like salt and detergents are being packed in PET + PE structures purely on aesthetic basis, this film can be replaced with either a LL / LD based co-extruded structure with surface printing and overlay of protective coating or PE/PE laminates with sandwiched printing.

We have been sensitive to these requirements of the future and have invested in technologies which allow our machines to convert not only commonly used typical laminates, but also films of the future which are recyclable.

**Key Takes**

- Volumes are going to be huge. To cater to these volumes, high speed machines are a must
- Preferences drive innovation in the packaging industry
- Demands are now driving rise of collation shrink films
- Retrofitting of machines for upgrading of technology for improved productivity is something that is desirable and is to be viewed as an opportunity

**Q. What new launches from Mamata can the industry expect in the near future?**

Mamata has a very robust development plan which will allow us to launch packaging machines, both HFFS and Pick Fill Seal (PFS). These machines are developed by our team based out of Florida, USA. The machines are fast and have high hygiene construction required for packaging of processed food.

We have recently launched the world's fastest bag making machine for non-woven reusable bags. The machine is nearly 3 times faster as compared to the machines which are imported from China.

We are soon to launch a very high speed bag maker for converting PP woven fabric into sacks and pouches for bulk packaging of commodities.