

# Conversions

India



# MD's Corner

## Balancing Globalization and Localization with Sustainable Solutions

India began its march towards globalization almost 30 years back, extending its economy to global market forces. Today we see it facilitating entrepreneurship technologically, transnationally, and socially. In recent years, India has been one of the rapidly growing economies globally. I sincerely hope that this wave of globalization and successful entrepreneurship in the country continues and brings us many more success stories for the world. We are happy to bring to you a few such customer journeys from the eyes of W&H India in this edition of Conversions India. The current transforming world requires more and more focus on skills and capabilities of the talent pool available. This along with creating a high level of customer experience across the whole journey remains very high on priority. Bringing up the capabilities and services at our local hub in New Delhi has already proven a big help for our customers in the last two years. This issue of Conversions India will discuss few projects which were implemented by the talented team in India.

Our latest installation of Inline MDO with VAREX II Blown Film Line at Ultimate Flexipack should be a landmark project for the Indian Flexible Packaging market, opening avenues to new sustainable packaging solutions. The project should be in line with demands of several consumers wanting to make the supply chain more sustainable and environment friendly. We are excited with the prospects and would like to thank Ultimate Flexipack for partnering with us in this key segment. Another key segment which we believe will be very important in near future would be the Hygiene segment. Our installation of an inline MDO with VAREX II Blown Film line at Soparkar & Kothari Technologies is expected to help establish new benchmarks for



**Shri Prakash Werlemann-Gupta**

the diaper back-sheet film in India. W&H has already seen tremendous success in the global market and is confident about the approach for the Indian market as well.

With support from VDMA (The German Machinery and Plant Manufacturers Association) and IPI (Indian Plastics Institute) we could also reach out our customers with our webinar on “Advancements in Bulk Materials Packaging using Woven Sacks”. Interesting solutions were presented by W&H and its partner B&B. We talk about the webinar briefly in this issue along with more success in the Indian Woven Sack Industry with our customers Shri Maa Polyfab and Jaidayal Hitex.

Transformation also brings opportunities as is also visible from our discussion above. Business creation keeping in mind sustainable development and productivity as focus areas are bound to bring success now and prosperity for our future generations to come. We are excited to share with you more such stories in the next editions and wish you happy reading for this one!

Vielen Dank! Thank you!

Jai Hind!

# Ultimate Flexipack and W&H Join Hands in Sustainable Packaging with MDO Technology



Sustainability is currently one of the most important drivers in the flexible packaging market as expectations placed on packaging continue to rise. A packaging now should provide enhanced product protection, greater convenience, and improved aesthetics, along with sustainability. Innovative companies such as Ultimate Flexipack, which are known for their high-quality films, are responding to these challenges by developing alternatives to today's conventional multi-material laminates through inline MDO technology, which has been identified as the best solution for replacing such structures with MDO-PE to create a mono-material laminate which would be easily recyclable. Together with W&H as Ultimate Flexipack's supplier of their previous 5 blown film lines, a new project for an inline MDO with VAREX II 5-layer blown film line was started.

With this investment in new technology, Ultimate Flexipack can now produce laminates from 100% PE Material that offer similar functionalities as conventional lamination films. Moreover, like all other W&H machines which provide ease of use and flexibility, both MDO-PE and the PE sealing films can be produced on the same line. This gives an added advantage to use the blown film line for much wider applications

"Ultimate Flexipack was committed towards getting packaged supplies to the public throughout the pandemic. With the installation of the VAREX II MDO blown film line, we feel we will be able to meet our customers' desire for more sustainable solutions. We are happy to work with W&H, an innovative organization, to expand our product offerings. The new line will boost our production and flexibility while reducing environmental impact" – Mr. Jeevaraj Pillai, Joint President, Ultimate Flexipack PE films processed with MDO technology not only fulfil the requirements of the downstream processes such as gloss, transparency

and mechanical properties but also provide greater pliability and quality for producers.

This is further reinforced by the outstanding advantages that W&H's proven MDO technology provides. All MDO roller temperatures and speeds are individually controllable, giving better handling and increased flexibility to the producer.



For better-optimized film properties during production, the stretching gap can also be adjusted (between 5-60 mm). Thus, the VAREX II with MDO Technology has set a new benchmark for achieving a critical aspect of oriented films, i.e., despite the stiff nature of the MDO-PE film, a wide film with excellent flatness can be produced.



“This should be a landmark project for the Indian Flexible Packaging Industry opening new avenues in the direction of sustainability. We are very thankful to Ultimate Flexipack for extending their long-term partnership with us with this very important project” comments **Mr. Shri Gupta, Managing Director W&H India.**

### About the Customer

Ultimate Flexipack is one of the largest manufacturers of flexible packaging films in the Asia Pacific region. Setting milestones of success and innovation, Ultimate Flexipack is known for manufacturing and supplying products, delivering customized flexible packaging solutions and services across the globe to become an inextricable part of customers' life.

Ultimate Flexipack offers technologically superior packaging for a wide variety of products such as snack foods, candy and confectionery, sugar, rice & other cereals, beverages, tea & coffee, dessert mixes, noodles, wheat flour, soaps and detergents, shampoos & conditioners, vegetable oil, spices, marinates & pastes, cheese & dairy products, frozen food, seafood, meat, anti-fog, pet food, pharmaceuticals, contraceptives, garden fertilizers and plant nutrients, motor oil and lubricants, automotive and engineering components, etc.

### About the Machine

W&H is a market and technology leader in blown film technology in India and worldwide. From pre-optimized solutions for standard products to highly customizable modular solutions to produce demanding products are available.

Our VAREX II is available with up to 11 layers and can be customized suiting to customer requirements. Short start-up and changeover times reduce the use of raw materials and significantly reduce the amount of waste - while maintaining convincing film qualities. The development of the VAREX II was driven by productivity, flexibility, ergonomics and sustainability. If you want the best blown film quality with maximum output rates and optimum material efficiency, the VAREX II is the machine of choice.

W&H's MDO (Machine Direction Orientation) is a proven technology which improves film properties and optimizes films for specific uses. The process improves tensile strength, stiffness, gloss, transparency and to some extent barrier properties. The improved properties of MDO films make it a suitable alternative to existing multi-layer packaging and thus bringing us closer to true sustainable packaging solution.



# VAREX II with MDO line installation matches all parameters for Hygiene film market

Soparkar & Kothari Technologies (S&K) installed their first project for the hygiene film market realizing the global trend toward multilayered blown film line and chose the best - in - class technology, VAREX II with MDO line for manufacturing breathable and non-breathable back sheet films. The VAREX II with MDO offering is unique in comparison to any regular blown film line. It runs at high speed even at low thicknesses of 12 gsm with exceptional stability.

The global market volume of breathable films in personal care and hygiene end uses should increase to almost 600 thousand tons by 2026, at a CAGR of 7.0% during the forecast period of 2021-2026. Rapid urbanization, increase in disposable income, in addition to increasing awareness of menstrual health and hygiene, are expected to accelerate the growth of the hygiene products market in India.

By using a blown film manufacturing process for its diaper films, S&K is taking a step away from conventional cast film extrusion. This is because W&H blown film systems offer clear cost benefits while maintaining or even improving levels of quality

## Blown Film Lines: A more proven and efficient hygiene film market solution

“Globally we are witnessing a clear trend of companies moving to blown film extrusion technology for their backsheet films. As a high-performance blown film extrusion line, the VAREX II + MDO offers significant efficiency that could prove the key to success here by making the whole process more cost-effective”

- Mr. Gerhard Schoone, Sales Director, W&H



With 100+ MDO installations globally, W&H has consistently delivered product quality that exceeds customer expectations. W&H's MDO Technology proven for high quality breathable film along with patented thickness measurement system helps save trim wastages to achieve best film profile tolerances on winder. Even at high speed of more than 200 m/min the winders are well equipped to produce best quality finished rolls.

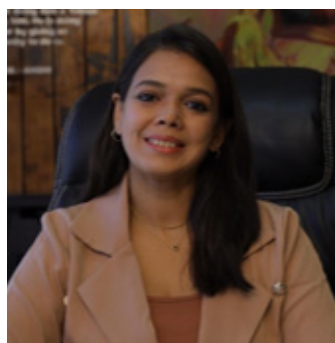
## VAREX II + MDO offers more efficiency and flexibility in terms of

- **Faster changeovers – more flexibility with respect to multiple widths and thicknesses.**
- **The neck-in effect you tend to get with cast film production of diaper film doesn't occur with blown film thereby reducing trims up to 50%.**
- **By default, blown film has better mechanical properties than Cast Film in both MD and TD. This enables customer to downgauge by up to 25 percent**



“In our market study, we saw that monolayer cast film lines have been dominating the Indian market for many years while global trend is more towards the multilayered blown film line. India is also importing such films in huge quantities. We realized that there is a strong need for quality blown films. With this need identification in mind and with a mission to make the best technology available for the Indian market, we began our journey to search for the best blown film line suppliers in the world surprisingly though, with initial research only, we came to realize that W&H is the best and the most trusted name in the blown line industry. With further discussion with the W&H team, we zeroed in on the Varex II with MDO line as it matched all the parameters that the market demands, confident to offer the highest quality backsheets available today in our market”

**- Ms. Deval Soparkar**  
(Director, S&K Technologies)



#### About the Customer

S&K Technologies is an independent owned, women – led organization, headquartered in Gujarat. They aim to provide hygiene product manufacturers with a comprehensive establishment catering to all their requirements of high-quality sustainable films under one roof. S&K is a turnkey solution provider producing – perforated top sheet, back sheet and outer packaging in India. It is the first company in the health and hygiene industry established by woman entrepreneurs and backed by the power trio Ms. Deval Soparkar, Ms. Shraddha Soparkar and Ms. Vidhisha Kothari.

#### Top Left to Right Clockwise (Directors)

**Ms. Shraddha Soparkar, Ms. Vidhisha Kothari and Ms. Deval Soparkar**



# Rahil Foam Sets New Benchmark in Hygiene Film Printing with MIRAFLEX II



The Indian Hygiene industry has been growing at a rapid pace and is currently pegged at over \$1 billion. The majority share of this growing market constitutes of back-sheet films and outer packaging, used for hygiene products such as diapers, sanitary napkins and adult incontinence products. This growth in this industry is driven by factors such as increasing birth rate, higher disposable income and greater hygiene awareness. W&H was one of the few companies to foresee the tremendous growth potential in this segment and developed certain technologies in the machines to aid critical applications in the hygiene space. Whether it is films for outer diaper packaging, or producing highly sensitive back-sheet films, to successfully printing on them at high consistent speeds, customers have placed their trust on W&H machines to do the job for them and have achieved excellent results so far.

One such success story is that of Rahil Foam Pvt. Ltd, one of the biggest names in India when it comes to hygiene films. With a clear vision and future readiness in mind, Rahil Foam Pvt. Ltd partnered with W&H as their preferred supplier for a CI Flexo press by investing in W&H's MIRAFLEX II: The bestselling CI Flexo Press in the World.

"Our vision is to be among the top-ranking manufacturers of Hygiene films at the domestic as well as global level, by providing consistent quality products with competitive cost to ensure that our customers' products are successful in the market. Hence, we chose W&H as our partner with the MIRAFLEX II CI Flexo press, to achieve our goal of being the best and most reliable supplier to our customers. The machine successfully runs at speeds up to 500 m/min."

- Mr. Ravi Kagathara, Rahil Foam Pvt. Ltd

"With more than 800 installations globally, the MIRAFLEX is among the most appreciated presses in India among converters catering to an array of applications, including lamination, hygiene film, pharma applications, surface printed films etc, capable of printing speeds up to 600mpm. It becomes even more impressive when the machine can handle critical jobs such as printing on highly sensitive 12 GSM breathable backsheet films at high speeds." - Mr. Abhiroop Chakraborty, W&H.

## About the Customer

Rahil Foam Pvt. Ltd. is an ISO 9001:2008 certified Indian company, a leader in production of Cast PE Breathable Films, Cast PE Non-Breathable Films & Cast PE Embossed Films under its premier brand 'Rhyfeel' which is synonymous with product innovation, best-in-class marketing, quality people and operational excellence.

## About the Machine

W&H has designed the MIRAFLEX II for widths between 820 mm and 1,450 mm with higher outputs in the range of 400-600 m/min. Equipped for Packaging 4.0, the latest MIRAFLEX II is known for its operator friendliness, superior print quality, and shorter changeover times and it comes with features such as Turbo Clean - an efficient inking and wash-up system; Easy-Col - an intelligent colour matching and ink management system; Vision - an intelligent, intuitive and integrated web inspection system; and Easy-Set/Reg for superior impression and register setting. The entire press can be controlled from a user-friendly single-operator panel.





## AD CONVERTEX CL 140 – Success continues in the Woven Sack Industry More installations of the fastest machine in its segment

**ShriMaa Group expansion journey with W&H**  
(ShriMaa Group yet again installs CONVERTEX CL 140)

### About the Customer

ShriMaa Group with its group companies has done a lot of pioneering work in establishing the block bottom bag technology in India. They have grown into a leading provider of various types of packaging solutions worldwide blessed with enormous satisfied consumers all over the world with 13 years of customer satisfaction.

“ShriMaa Group has successfully pursued an expansion strategy both in terms of developing innovative solutions and diversifying its client base across several countries and industries. ShriMaa Group has always strived to be ahead of the curve by anticipating the market's needs and will continue to do so by working closely with clients as well as technology partners.” – **Mr. Sajjan Bansal (Chairman, ShriMaa Group)**.

The company is a leader in manufacturing block bottom bags and has continuously chosen W&H as a leading partner in their expansion. The group of companies has all of the CONVERTEX models for making block bottom bags starting with 80 bags/min, 100bags/min, 120 bags/min and the latest CONVERTEX CL 140. They have recently installed their second CONVERTEX CL 140 and are utmost satisfied with the performance of the machine.

### Customer Testimonial

Mr. Nitesh Sharma, Director ShriMaa Group states, “We are very positive, and we see W&H as our lifelong partner, W&H had been very supportive and helped us in new product development. The Nanotex Cyclo Perforation part is the best innovation in the recent times. It has definitely added value to the machine. Recently we have installed one coating and our second 140 bags/min converting line from W&H and both the machines are fantastic. We are able to take full capacity production with good quality bags.”





# Jaidayal Hitex expansion journey with W&H (Jaidayal now has 5 CONVERTEX from W&H)

## About the Customer

Jaidayal Hitex along with its group of companies has been renowned for manufacturing, supplying and exporting a wide variety of packaging bags. They are also the first woven PP bag producers to innovate PP rice packaging in India, pioneering the bag design. The wide array of their products includes PP woven sacks, bags, fabric cloth and fabric which are used in packing food grains, cement etc. Jaidayal Hitex name is reckoned in the realms of manufacturing, supplying and exporting a wide – ranging variety of packaging bags. Earlier achieving a record production of woven PP block bottom bags, the company has no plans to stop at a benchmark and is continuously expanding in the woven segment with a rigorous appetite to fulfill the increasing demand for block bottom bags. With two coating lines from W&H the company now has five CONVERTEX from W&H producing AD Protex block bottom bags. When it comes to choosing the latest machine for making block bottom bags the management decided to think of none other than CONVERTEX CL 140.

## Customer Testimonial

“We are very delighted and proud to achieve high quality benchmark production in our Varanasi plant. Our machines are running at high capacity in both shifts. We are pleased with our decision to invest in W&H technology once again. The latest AD CONVERTEX CL 140 is a real-workhorse and the best machine available in the segment. Outstanding performance”

- **Mr. Pradeep Tulsyan (Director, Jaidayal Hitex Pvt. Ltd)** on expansion.

## About the Machine

(CONVERTEX CL 140 is an automatic block bottom bag making machinery second to none)

W&H was the innovator of Hot Air Sealing technology for block bottom bags. Our latest generation AD CONVERTEX CL 140 has taken the performance benchmarks to new heights. The machine is designed with a view to help our customers produce consistent high production figures with minimal downtimes and operator effort.

“We are very excited with the performance levels achieved by the AD CONVERTEX CL 140. The machine is developed using our vast experience and know-how developed over the years. We are glad that the machine is able to meet expectations of our customers and are thankful for their continued trust in W&H”

- **Mr. Anuj Sahni, General Manager (Sales & Marketing, W&H India.)**



# W&H India establishes thought leadership with top industry leaders in Woven Industry

Windmüller & Hölscher India in association with German Engineering Federation (VDMA), B&B Verpackungstechnik GmbH and Indian Plastics Institute organized a web seminar on “Advancements in Industrial Bulk material packaging in Woven sacks”. The web seminar was held on 24th September 2021. The purpose of the web seminar was to create awareness and engage industry leaders. W&H established thought leadership among key industry players from cement and woven sack convertors. The web seminar was a success and well received in the Indian subcontinent and globally. This was a first in its kind webinar for woven sacks industry and received more than 450 registrations from India and worldwide.

The web seminar kicked off with a short introductory session by Mr. Rajesh Nath, Managing Director, VDMA followed by presentations on “Opportunities in Industrial Packaging – Block bottom bags” by Mr. Walter Häder, Managing Director Woven Machinery Windmüller & Hölscher. Mr. Häder expressed his views “The scenario of Industrial packaging is changing in India and worldwide. A significant conversion from

stitched to block bottom bags is observed with a very strong upward projection in the coming years.

For the cement companies block bottom bag offers incredible benefits like minimal loss of product while handling and end consumer advantages like material savings and improved brand visibility. Block bottom bags are already very popular in India and around 25 % cement in India is being packed in block bottom woven bags”.

This was followed by a presentation on “Next Generation Innovation in Bulk Material Packaging” by Mr. Jörn-Peter Bäumer, Managing Partner B&B Verpackungstechnik GmbH. Mr. Bäumer elaborated on pinch bottom bags and said “This is an excellent hot air sealed solution for rice, fertilizer, chemicals and other packaging products. With anti-counterfeiting and enhanced aesthetic looks, the pinch bottom bags offer best in class solution”. The event gave attendees a platform to raise questions to our fellow speakers and those were answered in a succinct manner. The attendees were curious to know about the converting technology offered by W&H and growth aspects of block bottom bags.

The Web Seminar was moderated by Mr. Anuj Sahni, GM Sales and Marketing India. Mr. Sahni expressed his gratitude towards the customers and said - “One of the highlights of the session was the testimonial video in which our customers acknowledged their partnership with W&H machinery and service”.

The customer testimonial video featured top industry players in woven industry. The customers expressed optimism about the growth, development and advantages of block bottom bags. Both block bottom and pinch bottom bags score heavily on the forefront of sustainability compared to other formats. The feedback from the customers affirms our efforts and motto “**Passion for Customer Satisfaction**”





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