



mcma

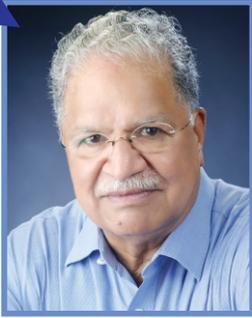
NEWS

SEPTEMBER 2023

METAL CONTAINER MANUFACTURERS' ASSOCIATION

VOL. 5 / ISSUE 2/2023-24

Vice President's Message



Dear Friends,

Under the Presidentship of our Prime Minister, India conducted the G20 Summit. Prime Minister Narendra Modi chose "Vasudhaiva Kutumbakam," emphasizing global unity as his theme for the G20 Presidency, a term from Sanskrit scripture. This means "The world is one family." At the G20 Summit, under the theme of "One Earth, One Family, One Future," important issues such as food security, climate and energy, development, health and digitalization were discussed.

Government of India gifted the world's first terroir-mapped coffee, Araku coffee, among other things to the G20 leaders. Coffee café culture in India is transforming, with more consumers now turning to speciality coffee and demanding exotic brews from companies.

In this background, many deals were made for increasing business from India. This would lead to increase in manufacturing activities in the country.

Already, Nestlé has started investing in increasing their coffee business. According to Nestlé's Deputy EVP David Rennie, India's coffee market is expanding, with the company gaining market share through new launches such as, ready-to-drink cold coffee and frappe mixes.

Similarly, Tata Group plans to intensify its focus on branded coffee, as part of its strategy of building core categories for the future.

Overall, FMCG and food business is expected to increase in the coming years. In the near term, this will generate huge packaging requirements and we need to be ready to welcome this new development.

So Friends, wish all of you good business and growth in the days to come.

Warm regards,
Diwakar Shetty

Managing Committee :

Mr. Sanjay Bhatia
President

Mr. Diwakar Shetty
Vice President

Mr. Purushottam Patel
Secretary

Mr. Om Agarwal
Jt. Secretary

Mr. Sheekhali Barodawala
Treasurer

Mr. A. B. Kulkarni

Mr. F. M. Tinwala

Mr. Shailesh Karia

Mr. Umesh Batra

Mr. Ashok Shah

EDITORIAL

Dear Friends,

S&P Global Ratings projects India's GDP to grow around 8% for the next three fiscal years, among the fastest in large, growing economies. The government also aims to significantly boost the manufacturing sector to contribute an all-time high of about 25% of GDP by 2025, from below 16% currently.

India is striving to improve its manufacturing competitiveness at a time when manufacturing powerhouse China is shifting towards consumption-led growth. China now faces the risk of overcapacity in segments such as port and power. For India, on the other hand, it's road to sustainably higher growth and a competitive manufacturing sector goes through robust and reliable national infrastructure, especially in power and transportation.

The Indian Packaging Market is expected to reach US\$ 204.81 Bn by 2025, registering a CAGR of 26.7% during the period of 2020-2025. The fastest growing packaging segments are laminates and flexible packaging, especially PET and woven sacks.

The metal packaging industry is growing at 5-6% and is likely to reach around 7.70-8.00 lakh tonnes per annum by 2024. The growth in this sector is largely driven by the pharma, food, beverages and paint sectors.

Metal packaging industry is growing slowly & steadily. As mentioned by Dr Saha during the MCMA seminar in June 2023, metal packaging can grow faster, if all the Members jointly take immediate action to promote visibility and sustainability of metal packaging.

Come on! Let's work together closely to upscale growth.

Warm regards and all the best!!

CRISIS BEING FACED BY METAL PACKAGING INDUSTRY DUE TO SCARCITY OF EASY OPEN ENDS

A meeting was held on October 3, 2023 in the office of Shri Pramod Kumar Tiwari – IAS, Director General, Bureau of Indian Standards attended by Shri Sanjay Bhatia, former President of PHDCCI; Shri Rajiv Ranjan, a member of PHDCCI; Dr. Ranjeet Mehta, Executive Director of PHDCCI; and Shri Suresh Chandra Joshi, Joint Secretary of PHDCCI. The primary goal of this meeting was to address the crucial issues related to the packaging and toy industry.

Mr. Sanjay Bhatia highlighted to the Director General that for food cans one of the essential components is easy open ends, which is used for opening of the can by the consumer to consume the



product packed therein and there is tremendous shortage of this essential item. He pointed out that the industry needs approx. 250-300 million per annum of such easy open ends in various sizes, while the domestic capacity is about 60 to 70 million per annum. There is a clear demand supply gap and industry is dependent on import of such easy open ends.

Mr. Bhatia further pointed out that one of the mills, M/s. Shougang Casey, Jingtang United Iron & Steel Co. Ltd. China, which was given a BIS License, had applied for revalidation of its BIS License in the month of July, 2023, but unfortunately the same has been kept on hold by BIS. Holding up of BIS License of M/s. Shougang Casey has resulted in scarcity of Easy Open Ends, as import of the same virtually stopped due to condition laid-out in Quality Control Order by Ministry of Steel.

MCMA President emphasized that tin containers are an essential part of the overall packaging industry and also an important packaging material for packing of various essential food products. The present situation is virtually leading the domestic can manufacturing sector to a situation, where they would not be in a position to service the requirements of various Companies / Brand owners in the processed food industry.

Another point highlighted was the recent Quality Control Order relating to Copper (IS191:2007) – Copper Specification, dated 31st August, 2023 issued by Ministry of Mines on various items without considering whether such item is available in India or not; or whether sufficient quantity is available to meet the demand of industry. This has put industry into lot of inconvenience and loss of production and commitment of the industry to its esteemed buyers.

Finally, Mr. Bhatia informed the Director General that metal container industry is left with no other alternative, and the metal packaging sector is seeking a solution from BIS.

MCMA MANAGING COMMITTEE MEETING was held on Sept. 8, 2023.



MCMA ANNUAL GENERAL MEETING was held on Sept. 27, 2023.



CASE STUDY

The unique strength of steel has facilitated the development of a more sustainable packaging for one of Henkel's leading European consumer products.

By capitalising on the mechanical strength and total barrier properties provided by steel, the new packaging uses less raw materials and water, and



reduces emissions. Leading to reduced environmental impact for the brand, and demonstrating steel as both a model material for the circular economy and a material for the 21st century.

Founded in 1876, Henkel, the German chemical and consumer goods company based in Düsseldorf, has throughout its history been a leading player in the drive for sustainable development. From the development of innovative new products in the 1950's designed to reduce foam pollution in lakes in rivers, to the publication of its first Environment Report 1992, Henkel has sought to reduce its environmental impact. Its Sustainability Strategy 2030 is designed to achieve more with less and to triple efficiency.

Today, recognising that to achieve a truly circular economy will require the continued collaboration between all stake holders in business and industry, Henkel has developed close partnerships with suppliers like Trivium Packaging (formerly the Ardagh Group) with whom it has developed a more sustainable container for its leading European hairspray brand, Schwarzkopf Drei Wetter Taft.

Following examination of the containers used for its popular hairspray as well as the production process, Henkel

identified an opportunity to significantly improve the product whilst at the same reducing its environmental footprint, by making better use of steel's unique properties, in particular, its strength.

The strength of the steel used for the container wall meant that by increasing its rigidity, it would be possible to reduce the width, which in turn would reduce the quantity of raw material required for each unit.

The collaboration allowed the steel wall of the new 250-ml. hairspray container to be reduced to just 0.13mm.

Light-weighting the product in this way was only possible because of the mechanical strength of steel and doing so enabled the partnership to deliver a saving of more than 15 percent of the material and water used in the production phase, clearly demonstrating their commitment to the principles of a circular economy.

Today, the new Schwarzkopf Drei Wetter Taft steel hairspray container enables Henkel to save a total of up to 3,500 metric tonnes of CO2 and up to 900,000 cubic meters of water every year.

But steel offers many other advantages too, including superior print quality which ensured it remained the material of choice for Henkel. Print quality is of particular importance for a product such as the Schwarzkopf Drei Wetter Taft, which comprises eight colours on average within each design. The colours and striking artwork ensure the product stands out on the shelf, driving sales which might otherwise be missed.

Henkel also favoured the use of steel for its containers due to the short lead times its partner can fulfil, while the three-piece can also offers significant cost savings compared to other materials.

A Trivium Packaging spokesperson noted that The Drei Wetter Taft hair spray aerosol is, to their knowledge, the only three-piece aerosol can with a body thickness of 0.13mm, and that the next best market standard is a 0.15mm body.

Source: Apeal News

YES YOU CAN SAVE THE TOMATO ! APEAL'S ONLINE CAMPAIGN LAUNCHES ON INTERNATIONAL DAY OF FOOD LOSS AND WASTE

In the EU alone, we discard a staggering 59 million tonnes of food every year.

This International Day of Awareness of Food Loss and Waste (IDAFLW), we're thrilled to launch our 'Yes You Can' campaign. It's all about recognising the vital role of steel packaging in reducing food waste, from #FarmtoFork.

As a response to increasing food costs, increasing food storage energy costs and concerns about increasing packaging waste, we will share a series of light hearted information films about how steel food cans can help brands, retailers and consumers, save food and reduce waste.

Providing the longest shelf life of any packaging format,

helping to cut waste during preparation, packing and transport, steel packaging's unique preservation qualities play a vital role in preventing food waste.

And as steel packaging is also the model for circularity in packaging, all used steel packaging can be fully and endlessly recycled into new steel products.

CLICK HERE  **FOR VIDEO**

The campaign launches 29th September in connection with the International Day of Awareness of Food Loss and Waste (IDAFLW) and ends on World Food Day 16th October.

Source: Apeal Sept. 21, 2023

FSSAI URGES VENDORS, CONSUMERS TO AVOID PACKING FOOD IN NEWSPAPERS

Consumers and food vendors across the country have been urged to immediately stop using newspapers for packing, serving and storing food items.



The Food Safety and Standards Authority of India (FSSAI) on Wednesday Sept. 27, 2023 issued this directive, expressing concern over the health hazards associated with the use of newspapers for wrapping or packaging food.

The CEO of FSSAI, G. Kamala Vardhana Rao, said that there are significant health risks associated with this practice, and the move seeks to alert consumers, food vendors and other stakeholders of the dangers.

“The ink used in newspapers contains various bioactive materials with known negative health effects, which can contaminate food and lead to health issues when ingested,” he said.

He also noted that printing inks may contain chemicals, including lead and heavy metals that can leach into the food, posing serious health risks over time. The FSSAI added that newspapers are often subjected to various environmental conditions during distribution, making them susceptible to contamination by bacteria, viruses or other pathogens that may transfer to the food, potentially causing food-borne illnesses.

The authority has notified the Food Safety and Standards (Packaging) Regulations, 2018, which strictly prohibits the use of newspapers or similar materials for storing and wrapping food.

According to this regulation, newspapers should not be used to wrap, cover or serve food, nor should they be used to absorb excess oil from fried food.

Emphasising the paramount importance of food safety, Mr. Rao has urged all food vendors to adopt responsible packaging practices that prioritize the well-being of their customers. He further highlighted that by discouraging the use of newspapers as food packaging materials and promoting safe alternatives, the FSSAI reaffirms its commitment to ensuring the safety of the nation's food supply.

The FSSAI noted that it is closely working with the States' food authorities to prohibit the use of newspapers for wrapping or packaging food items, and also to promote awareness on this among people at large.

ALUMINIUM AEROSOL CAN MARKET GREW BY 6.6% IN FIRST HALF OF 2023, says AEROBAL

In the first half of 2023, the International Organisation of Aluminium Aerosol Container Manufacturers (AEROBAL) claims that its members' global shipments of aluminium aerosol cans increased by 6.6% to just over 3.2 billion units – noting a growing interest in CO2 reduction and challenges posed by global economic conditions.

Deodorants, hairspray, and hair mousses are said to have driven market growth by around 8% each compared to the same period last year. The pharmaceutical sector is also thought to have undergone a positive development of almost 5%, while deliveries for shaving foams apparently increased to double digits.

On the other hand, the food and household product sectors, which AEROBAL describes as 'less important in terms of volume', underwent a respective decline of 2.5% and 12.5%.

The 27 EU Member States, including the UK, are highlighted as contributors to market growth; South and North America also saw 11% and 6% increases in demand, respectively. Markets in Asia, Africa and Australia reportedly stalled in demand, while deliveries to the Middle East are thought to have decreased by 8%.

Sustainability, especially the reduction of CO2 emissions, is highlighted as a point of focus for aluminium aerosol container manufacturers and customers alike. While demand for the highest available proportion of post-consumer recycled material is growing, AEROBAL warns that there is currently limited global availability of the high-quality aluminium scrap needed for the 'technically demanding' production of aerosol cans.

Furthermore, design for recycling is highlighted as an essential facet of successfully and safely closing the loop on aerosol packaging.

“The manufacturers of aluminium aerosol cans are rising to this challenge and are continuously working together with their partners in the supply chain on innovative and even more sustainable can concepts,” says Gregor Spengler, secretary general at AEROBAL.

High inflation, labour shortages, and a weakening global economy are also emphasised as a looming threat to the aluminium aerosol can industry, despite continual demand.

“In particular ongoing inflation is causing uncertainty among both our member companies and consumers,” Spengler continues. “Companies are facing higher interest rates and investment costs, and consumers are suffering from further loss of purchasing power.

“Whether these developments will impact the aerosol can industry with full force remains to be seen. We hope that the level of investment in our industry will remain high to further expand competitiveness.

“Moreover, demand for fast-moving consumer goods such as aerosol cans has in the past been able to largely decouple itself from negative economic cycles. We hope that this will continue in the second half of 2023.”

Aluminium Deutschland previously called for more readily available post-consumer aluminium recyclates for use in the packaging industry in light of revisions to the Packaging and Packaging Waste Directive, which will mandate the increased utilisation of recycled materials in packaging.

Meanwhile, global shipments from AEROBAL's members apparently rose to 6 billion units in 2022. Rising demand from the personal care and pharmaceutical industries, and from European and American customers, was credited for the increase.

Source: Packaging Europe – Sept. 2023