

# MILACRON *News*

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## President Speaks

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Since the ancient times Indians preached to the world philosophy of soul – soul is indestructible, it is eternal, it lives on unattached to the physical form. it keeps reappearing in some physical form from time to time in this physical world to play an assigned role. We believe - while mind 'thinks' and heart 'feels', soul 'senses'. We believe that the awareness of 'soul' makes we Indians unique.



*N. K. Balgi, President*

While the world languished in anxieties and uncertainties during the economic down turn of '08 and '09, Indian businesses 'sensed' early the oncoming recovery but all failed to 'sense' and 'gauge' the speed and magnitude of recovery. Possibly the soul had lost bit of its purity or spirituality living through preceding comforting times.

The speed and magnitude of recovery took all of us by surprise. Demand growth was in excess of our expectations. We revved up our resources to create additional facilities to increase production capacity. We completed the first phase of our expansion in January '10. The second phase expansion of facilities is slated to be completed in the month of July '10. Our teams have worked relentlessly to accomplish these targets. We expect to return to the market expected delivery lead times for machinery by 3<sup>rd</sup> quarter of current calendar year, knowing fully well that the market is experiencing near 30% demand growth.



**Narsinhbhai Kalyanbhai Patel**  
( 05-Mar-1926 – 21-Mar-2010 )

We stay committed to serve our customers with quality products, built to meet current technology needs and productivity demands, as told to us by our mentor Late Shri Narsinhbhai K. Patel.

Shri N. K. Patel whom we all addressed with respect and affection as "NK Saab" was a true noble soul. He 'sensed' early in his life the bright future that lay ahead for the Plastics Industry and pioneered manufacturing of then 'state-of-the-art' technology plastics processing machinery in 1964. He served the Plastics Industry with great dedication since its formative years. Industry respected him as Pitamaha for he shaped it's future through many roles he played throughout his association. After retiring from active business life, he focused on serving the society (giving back to the society) by associating with the educational institutes. He shared his knowledge through written books especially directed towards students and young entrepreneurs. He lived his life full size!... wholesome!!

Industry paid tributes to his noble soul by organizing meetings for "Remembering NK" across the country.

When we “Remember NK” what comes to our mind – he strived to make “customer care” a company culture. He pursued product development with great passion, and, pride (...why can't we make it!). He was a very sensitive and caring person – cared for people wellbeing, cared for their development, cared for their success. When I say people, I meant everyone – friends, business associates, people who worked in his organizations as well as upcoming new generation. He will also be remembered for his 'never getting old' creative mind, tireless agility, simplicity, humility...

Plastics Industry will certainly miss physical presence of Shri N. K. Patel, but, his noble soul will live on...!

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## Lead Story

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## Plastics in Appliances

### *I*ndian Appliances Industry

Indian Appliances Industry is growing at over 12 percent per annum. The industry can be divided in to 1) white goods such as refrigerators, water heaters, freezers, air conditioners, washing machines, televisions, dishwashers, clothes dryers etc. 2) brown goods such as stereos (audio or video recorders), microwave ovens, food mixers, computer terminals, vacuum cleaners etc. Out of this major sale in this industry comes from television, washing machine, refrigerators & other appliances. There are many Appliance companies in India like Videocon, Voltas, Godrej, Bluestar, Kenstar etc. Apart from these companies there are various multinational companies that also deal in domestic appliances. Some of these home appliances manufacturers are Samsung, LG, IFB, Whirlpool, Kenmore etc. With the arrival of multinational brands in Indian market, the competition among rival companies have become stiff, which results in further improvement in qualities and depreciation in prices of most of the appliances in India. Since, a majority of products are electrically operated, the focus is on such household appliances that are efficient in power consumption.

The easy-finance options are also encouraging consumers to upgrade to premium models, particularly in the urban markets. According to industry estimates, nearly 50 percent of all consumer durables purchased during 2009-2010 financial year were paid through easy-finance schemes.

Semi-urban and rural consumers are also expected to spend more on consumer durables this year. Rural sales, which constitute almost two-thirds of industry volume sales in some categories, are expected to grow, as Union budget 2010 thrust on education, infrastructure, agriculture & healthcare would bring in better prospects.

### **Growth Drivers in India**

The consumer durables industry which includes both white goods and brown goods is expected to grow very rapidly. An increase in the purchasing power and declining prices of durables has led to a spurt in consumer durables sales. The growth of disposable income among urban families is a key driver for sales of appliances and other durables. Some of the other factors include:

- Fast paced urbanization
- Expanding middle class
- Rising household income levels
- Expansion of export markets
- Increased investment by global players
- Launch of attractive & global models





## Plastics in Appliances

Plastics, with its basic attributes make it the material of choice for this sector. They include.

- Lighter in weight
- Cost effectiveness
- Flow characteristics, ease of processing
- Strength, toughness, impact strength, resistance to chemicals
- Resistance to temperature (from product design point of view)
- Variant in Colours / Finishes
- Recyclability

Some of the plastics used in appliances are PP, PS, ABS, PVC, PC, PE, PA etc. Out of this PP is the largest volume commodity thermoplastics used in a variety of applications like packaging, textiles, stationery, and laboratory equipment.

PP is used for wrappers, structural baskets, tubs etc.

Acetals / Nylon for engineering parts like gear trains, pulleys rotary member etc.

ABS / PS / SAN for aesthetic parts providing pleasing colours & finishes.

Plastics process industry has also grown with latest state-of-the-art injection moulding machines with capabilities to handle a plastic material, multi material, multi-colour etc. with precise control of process parameters to deliver quality products at competitive price.

The factors, which provide a competitive edge, are quality, innovation and aesthetics apart from the price.

To sustain competition, per piece economics is most vital. Further, to keep per piece economics acceptable to the processor and price competitiveness in retail market, the Injection Moulding Machine with the following features is the need of the hour.

- Low Cycle Time - More Production
- Low Rejection - No Wastage
- High Up Time - No Breakdown cost
- Energy Efficient - Low Energy Cost
- Shot Consistency - Material saving
- Excellent Colour Mixing - Good Aesthetic / Quality
- Ease of Operating the Machine - Low Overhead Cost

FMI is serving this ever growing industry with Omega & Maxima series.

Omega series machines from FMI (Single colour and Double Colour Marble effect) are working round the clock in the domestic as well as overseas market with leading processors.

Maxima series is available from 500 ton to 3000 ton. A large mould area with minimal machine floor space requirements; minimal clamp pressure build-up times guaranteeing short cycle times; these are the hallmarks of Ferromatik Milacron's cost-effective 2-platen MAXIMA series machines. Centralized clamp force application via a short-stroke clamping piston, ensures minimal platen deflection while maintaining excellent platen parallelism.



## Typical Product Data

Name of the Article	21" TV Cabinet	LCD Front Cover	21" TV Front Cover	Washing Machine Tub 40 ltr.
Material	HIPS	HIPS	HIPS	PP+30% TF.
Wt. of Article	1986.0 gms	1470 gm	1213 gms	3340 gms
Machine Model	Omega 660	Maxima 850	Omega 775	Maxima 650
Cycle Time	80.0 sec	71.0 sec	64.5 sec	115.0 sec
No. of Cavities	1	1	1	1

## Exhibitions

Serving the cause of promoting plastics usage, FMI participated with product information at PLEXPO 2010 and IMTEX 2010 held at Ahmedabad and Bangalore during January 2010 and received encouraging responses during the show.



PLEXPO 2010, 9<sup>th</sup> - 12<sup>th</sup> January at Ahmedabad



IMTEX FORMING 2010, 21<sup>st</sup> - 26<sup>th</sup> January at Bangalore



### FERROMATIK MILACRON INDIA LTD.

(Formerly known as Cincinnati Milacron Ltd.)

92, Phase-I, G.I.D.C. Vatva, Ahmedabad - 382 445, India.

Tel.: +91-79-2589 0081, 2589 0133, 2583 0063 Fax : +91-79-2583 0125

E-mail : salesfmi@milacron.com Website : www.milacronindia.com

