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**SARAJIT BISHT,**  
Chairman,  
Canvirement Week &  
Managing Director  
Hindustan Tin  
Works Ltd

Sustainability is the key word on which the foundation of HTWL has been laid. Be it the Metal Cans we manufacture or the social responsibility measures we take, sustainable solutions is what we look for. Building on this philosophy, the Launch of Canvirement week has been initiated, aiming to spread awareness about the exclusive sustainable packaging solutions it offers and also encourage individual and organizational participation.



**ANTONIO  
HELIS NASCY,**  
Chairman and  
Managing Director,  
Nestle India Ltd

Long-term sustainability and environmental conservation are inter-linked and must be priorities for both business and society. Nestlé Create Shared Value business philosophy means that we do business based on sustainable preservation of the environment, constantly finding ways to increase efficiencies and to reduce waste. I am very happy that Hindustan Tin's Global initiative of celebrating "canvirement week" in November is making effort towards sustainability and recognising the need for the welfare of rag pickers in India who are involved in the recycling operation. I wish the event a huge success"



**KEITH PEARSON,**  
President,  
World Packaging  
Organisation

The World Packaging Organisation theme is "Better quality of life through better packaging for more people" and Canvirement Week echoes this commitment to the global family by stimulating international interest in protecting the environment. It is pleasing to note that Canvirement Week is an initiative that combines the theory of sustainable thinking with practical outworking opportunities. Canvirement Week appeals to the youth and this compliments the overall sustainability thrust that speaks about developing partnerships in working towards leaving a legacy of a better world to future generations.

On behalf of the World Packaging Organisation I wish the organizers and participant every success during Canvirement Week.



**KALPANA GANGULY,**  
President,  
United Breweries Ltd

In recent times the world and specially India has witnessed stupendous growth in technological and economic advancement resulting in a much better Quality of Life for the present generation. However, this advancement has come at a price. There has been tremendous pressure on the natural resources the world over; be it land, water or even air. The next great challenge that looms ahead for us and the generations to come is Environmental Sustainability. As businesses, we use natural resources to carry on operations but what differentiates a responsible business from others is the planned manner in which it strives to minimize its environmental footprint. Hindustan Tin Works Ltd celebrating the "Canvirement Week" is one such initiative. I believe that it deserves appreciation and support from all of us for such an initiative. I wish the initiative a great success and compliment the organizers for the same.



## Testimonials



**ATTY BHARTI,**  
President,  
Canvirement Week &  
Sr. VP Hindustan  
Tin Works Ltd

It is with immense pride that I bring to you the Canvirement Week. This global movement is the first of its kind and demonstrates that each of our partners which are can makers, brand owners, education institutions, trade association etc from different parts of the world, from different cultures are all environ mentally cautious and are socially responsible who work towards the same cause of "Save our Planet"



**ASHOK SHARMA,**  
Secretary,  
Ministry of  
Food Processing  
Industries

We are very happy to associate and be a part of CANVIRONMENT WEEK. A global movement initiated by Hindustan Tin Works for the upliftment of the lives of ragpickers. We urge the industry to have similar programmes which we are happy to support. We congratulate hindustan tin works and wish hindustan tin works all the success. Packaging plays an important role in preservation, protection, market appeal, consumer attraction of food. packaging ensures that the food reaches the consumer in clean and unadulterated dependable condition in terms of quality. As a result, packaging is an important component of the processed food sector. At the same time it is important that the packaging industry focuses on the principles of reduce, reuse and recycle. sensitivity towards sustainability would be an important issue that would be facing industry in general. in view of the same i am glad that hindustan tin has taken a' global initiative of celebrating 'Canvirement Week'in the month of november 2010 in order to highlight recyclability and environment friendliness of its packs, promotes processed food and also help the rag pickers, who are an important link in the recycling chain, to lead a better life.

I convey my best wishes for the event to be a grand success so that this model can be replicated across the packaging industry.



**N C SANKH,**  
Director,  
Indian Institute  
of Packaging

"It is heartening to learn that for the first time, an Indian packaging company has taken this bold initiative to celebrate this Canvirement Week globally during 10th November to 17th November, 2010 to commemorate the 200th birthday of metal can which is considered to be one of the most important, eco-friendly packaging material in the 21st century. This initiative would not only be the great tribute to the father of canning, Mr. Nicolas Appert but it will also make an excitement among the metal can makers, can users and also the consumers of canned foods who would know about the usage of metal can scrap in terms of their value addition. In fact, this would be the most valuable example of 'Waste to Wealth'

I personally feel that this movement would definitely stimulate other packaging material manufacturers also to take initiative to recycle the packaging materials to save energy and thus to save the planet.

On behalf of Indian institute of packaging and on my personal behalf extend our full support and co-operation for the grand success of this movement."



**MR AJIT JHA,**  
Vice President  
Corporate Affairs,  
Hindustan Coca-Cola  
Beverages Pvt.  
Limited

Sustainability, environment management and sensitivity, and community engagement have always been entwined in our business initiatives, as we at Hindustan Coca-Cola Beverages believe they provide fair markers to the lives we endeavour to touch beyond the business we conduct. "Canvirement Week" aptly intends to address the pressing and multiple challenges of innovation in packaging material recycling coupled with the interests of recyclers, who though may be at the lower end of the system, are key links of the recycling chain. These challenges hold particular significance in the Indian context. We sincerely hope the initiative is able to leverage this beginning so as to form appropriate linkages with key stakeholders such as government bodies and civil society groups, who can play a key role in extending the reach of this programme. We are happy to be associated with "Canvirement Week", as it predates an initiative that is well aligned with our common goals of product packaging and recycling towards achieving a greener environment, sustainability, and aiming at improving lives. We at Hindustan Coca-Cola Beverages foster a culture of "Live Positively" through redesigning the way we work and live. Sustainability is an integral part of this culture, whereby we strive to reduce environmental impact and turn our packaging products into a valuable resource for the future. We extend our best wishes to the organizers and participants of "Canvirement Week", hoping for a sustained commitment of all the stakeholders to the cause of sustainability and environment management.



**TONY GREINALL,**  
Director,  
Aqua Pacific  
Architectural  
Packaging Coatings

If any commercial enterprise, still has to capitalize on technologies, open up markets with them, and then service those markets with products for as long as possible, it has to do so in ways which notably deliver maximum value to its customers but also demand minimum resource from the planet.

Today's consumers are more aware than ever before of how the products they purchase will impact the environment. Retailers and manufacturers are searching for ways to reduce packaging materials, offer more sustainable formulated products and bring them to market with a smaller carbon footprint.

Azco Nobel is clearly focused on doing everything the Sustainable Way. Sustainability is part of everything we do. Being a part of Packaged Products Supply Chain, supporting an initiative of Canvirement Week is the most appropriate medium for AzcoNobel packaging Coatings to communicate our Strategic Sustainable Vision.



**Mrs Geeta More Patil**  
Chief Officer  
Public Partnership  
Cell Hindustan  
Cooperation of  
Greater Mumbai

We are very happy to associate and be a part of CANVIRONMENT WEEK. A global movement initiated by Hindustan Tin Works for the upliftment of the lives of ragpickers. We urge the industry to have similar programmes which we are happy to support. We congratulate hindustan tin works and wish hindustan tin works all the success.

## ABOUT CANVIRONMENT WEEK

A unique worldwide initiative, Canvirement week aims at not just educating but taking action as well. For the first time ever, Can makers and Brand owners across the world are coming together to create an 'United Global Metal Can Recycling Movement.' Our goal is to make a significant and sustainable impact by creating an all round awareness about the exclusive benefits of usage of Cans, the vital one being its eco-friendly nature.

The whole event revolves around our passion and perseverance to mobilize the cause, 'Save our Planet'. By building a strong and united Global force, which will lay the foundation to create an Environment, which is Canvirement friendly, is how we propose to achieve our goal. A major effort to support the Global recycling system and the long-term sustainability of the metal cans are the key features of this initiative.

The seeds for the birth of the event were sown in the small conference room of Hindustan Tin Works Ltd (HTW). On completion of 52 yrs of HTW, and on the occasion of the 200th Birthday of a Can (The Can was invented in 1810) the top management team got together for a brain storming session to outline the most effective ways of contributing to the cause 'Save our Planet', they realized the need to go Global and hence Canvirement Week was born.

10th - 17th November 2010 has been marked as Canvirement Week for the World and we have received confirmations from 8 major Can Makers from 8 different countries to conduct parallel activities in their countries most of which are business partners to major FMCG companies of the world.

The names of these can makers are:

- Hindustan Tin Works Ltd** - India, **Hanil Can Company** - Korea, **Heber Packaging Group** - Germany, **Hoffmann Neopac** - Switzerland, **Lageen** - Israel, **Envases** - Dominican Republic, **Brasilata** - Brazil, **Impress** - Netherlands



## MUSICAL COMPETITION

Music knows no boundaries. It is the language known to all. What else can be better way of reaching out to the people, other than music! Bands from various colleges and schools will be invited to create music out of cans. Based on the 4R's of RECYCLE AND REUSE, this high-energy musical event, intends to emphasize the importance of Recycling and conserving the environment. The event will be judged by prominent personalities from the music industry and the Canvirement week committee. The final winner will be awarded the title 'Canvirement Week Talent of the Year 2010'. Cans are fun and cans are 100% recyclable!



## HIGH SCHOOL PAINTING COMPETITION

The future of the planet lies in the hands of young budding school children of today. It is therefore very important to nurture their nature from the beginning in order to mould them into responsible global citizens.

The painting competition is an initiative aiming to do just the same. Here we are trying to provide a platform for these youngsters to showcase their talent and also express their views on recycling.

Top three entries from every school will be entered into the competition and the winner will be awarded the title Canvirement week student of the year.

With this effort we hope to do educate these children and in turn secure the future of the planet.



## CAN BANK

Metal Cans have come as a boon to today's world where environment is a major concern. These cans are completely eco-friendly as they are 100% recyclable.

In order to conserve environment, this recycling drive is being conducted to emphasize on the need of conserving environment and most importantly that of the eco-friendly cans.

What's more for every can you contribute, contributions for the education of under privileged children from the rag picker community will be sponsored.

These cans would be sent to a steel/aluminum foundry and the money recovered is being donated to a NGO who will sponsor the education.



## RECYCLE MANIA



## CAMPUS PROMOTION ART INSTALLATION

An activity that is smaller in range but will have a stronger impact! Yet another platform for youngsters to showcase their talent and give out the message of recycling, Recycling Mania targets the art colleges of the country.

Respect the environment by reducing, reusing and recycling is the theme of this event. Students will be encouraged to bring out the artist in them and make different art installations with cans and scarp.

The best designer will win the title 'Canvirement Week - Recycle Maniac of the Year.'

**The Journey so Far**

Dear Reader

Greetings and a hearty welcome to our very first issue of Environment Daily. I am pleased to share the journey of this unique and first of its kind Global initiative with each one of you.

The beginning of this inspiring journey can be traced back to a small conference room in our office. On the completion of 52 yrs of HTW, the top management team got together for a brain storming session to outline the most effective ways of contributing to the cause 'Save our Planet'.

Leveraging on the eco-friendly nature of cans and to mark its 200th birthday, we decided to do a campaign with cans being the key focus. Without wasting any time we went ahead to translate this noble idea into action.

It is with great honor that I accepted the responsibility my team entrusted upon me, to spearhead this challenge and make it successful.

After the much needed discussions and deliberations on the focus of the event, its target audience and duration, we decided on a systematic approach to freeze on these. A pan India research was conducted with the help of an independent research organization to get to the ground reality of the issue. Based on this report we concluded that the concentration should be on sustainability and environment.

To make a sustainable impact, it is important that we reach out to those who have the "power to make the difference". Therefore along with the youth of our country, in whose hands lies the future, Government bodies, NGOs and business partners became our target audience.

With in the initial few days of taking our first step, we grasped the need to go global and to bring all the industry stake holders under one umbrella, in order to make a significant difference that will not only show immediate results but also benefit the future generations.

The next step ahead to take our idea global was to contact our IPA (International Packaging Association) friends and our other friends around the globe. First success came with the support of IPA (representing 16 independent can makers, 7 from Europe, 5 from Americas, 4 from Asia and Australia) which instantly made it a global event and then there was no looking back. We managed to gather support from total of 8 leading can makers from 8 different countries from 5 different continents.

The event and its magnitude that we had in mind could be justified only if the duration was matched to its level. Hence we decided that it could not be single days event but a 'week' long one.

Hence Environment week the first ever Global Recycling Moment was born. The event was conceptualized and planned. Everything looked perfect on paper. No journey is complete with out hurdles and breaks and mine was no different.

All geared up bubbling with enthusiasm and fresh energy, I began to approach various stakeholders. Initially I was greeted with rejections and doubts but my passion, faith in the cause and my team's support kept me going.

A major challenge that I faced was to convince the industry stake holders to partner up with us and to persuade them about the authenticity of the event and its importance. As this was a very unique and an out of the box idea. But I always believed in the fact that Innovations do not come easy!, it needs a lot of patience.

Time passed by and my endurance was soon rewarded. Likeminded partners and supporters with the same vision came forward with enthusiasm and gave us their support. The taste of this initial success strengthened my will further and became one of my biggest driving forces to take the initiative ahead with full motivation and positive spirit.



**Aji Bhatia, President, Environment Week,  
Sr. VP Hindustan Tin Works Ltd**

I am extremely grateful to all those who supported us through this endeavor and are responsible for the execution of this uphill task, re-iterating my firm belief in the cause.

My father and my boss, Mr. Sanjay Bhatia was my biggest pillar of strength through out. Had it not been for his guidance, support and trust in me, the implementation of an initiative of this magnitude would never have been possible personally for me.

On the 19th of August, 2010 we officially kick started the event with the launch of our website in London. The stage was set. Now was the time to test the practicality of our theories. Our hard work paid off.

As planned and with gods grace we managed to execute almost every activity which was conceptualized. A large number of out-of-the-box and innovative activities were planned to achieve our goal with the involvement of all stake holders.

For making a significant difference to promote recycling and environmental friendly initiatives that are also sustainable, the research study undertaken by us recommended that Mumbai, Delhi and Bangalore have to be our focus areas.

Being the first year of inception, we tested the waters with the two major cities, Delhi and Mumbai. Most of our activities were youth centric, starting from the painting competition to recycle mania to can cushion.

Our only regret was not being able to execute can cushion on the large scale that we planned, due to time constraints.

The study also revealed, certain surprising and noteworthy facts that completely changed our perspective. To our surprise it has shown that India is a recycle friendly country. Owing to our cultural ethos and the socio economic conditions, the wastage of any cans is limited and consequently all cans gets re-used and recycled, leading to almost 100% recycling.

Another striking eye opener was the role played by rag pickers in the recycling process. This most ignored community is the sole reason for the continuation of recycling process in India.

To honor the contribution of the rag pickers, we have conducted 3 health camps covering close to 1000 rag pickers, provided rural health insurance schemes to 200 rag pickers and in our own way we are paying tribute to Nicholas Appert, the father of Canning on the 200th birthday of can by ending Environment Week on his Birthday (17th November). Amongst various other things, this activity has been the most remarkable one, personally for me.

At the camp organized to hand out the insurance certificates to the rag pickers, looking closely into each one of their eyes while handing out the papers and receiving their silent blessings made a huge impact on me that will last forever.

It was then that I realized how small things that we take for granted could be a luxury to some one else. Instantly I made an oath to myself that I would constantly strive for the upliftment of this neglected community responsible for giving us a cleaner and greener environment.

Ever since the inception of the idea, I have faced many challenges but the most cherished one would be giving an unprepared and spontaneous speech in Hindi at the medicare camp. Owing to my education in USA and working in the corporate world, English has been the medium of my thought process.

My extempore speech and expressing my true gratitude to all these rag pickers was a beautiful experience.

In conclusion, I would like to thank every one responsible for making this journey a very special one for me. I hope to have lived up to the expectations of all Environment week stakeholders.

Although this may just be a drop in the ocean, we believe that we have managed to make a deep impact on the minds of right people. Going forward we aim to make Environment week a global annual event to emphasize the eco-friendly nature of cans and increase its visibility nationally and internationally.

With in India, I personally wish to continue making an impact on the lives of the rag pickers and better their living conditions.

It has been a great learning and an eye opening experience in my life. I have truly enjoyed each and every moment of being a part of Environment Week in 2010 and promise to be back next year with many more success stories and bring to you yet another fun filled Environment Week!

**TOGETHER WE CAN!**

**Aji Bhatia**  
President, Environment Week,  
Sr. VP Hindustan Tin Works Ltd



**SANJAY BHATIA,**  
Chairman,  
Environment Week &  
Managing Director  
Hindustan Tin Works Ltd

## THE CAN INDUSTRY – SETTING A NEW GREEN AND INNOVATION AGENDA!

Packaging is essential in contemporary Indian society. It has evolved from a relatively small range of heavy, rigid containers made of wood, glass and steel to a broad array of rigid, semi-rigid and flexible packaging options increasingly made from specialised lightweight materials. Today, packaging is produced more quickly and efficiently than ever before. It is generally lighter in weight, uses less material and is easier to open, dispense from, reuse, store and dispose.

Metal packaging forms about 5 per cent of the country's Rs 60,000-crore packaging industry. The packaging industry in India is highly fragmented with small and mid sized players across the nation. Packaging industry in India is getting highly competitive. Several MNCs in packaging are keeping a close eye on India. The expanding consumer group and the rising affluence are the factors that give India a great chance to leave their footprint globally in packaging areas. The focus of these companies from developed markets is shifting to emerging markets like Brazil, Russia, China, Vietnam and India, with this shifting focus it is not far away that consolidation in the packaging industry will also start.

The 3000 Crore Metal Packaging industry is growing at a rate of 5 - 6% per annum. This year is also a very prestigious year for the global metal packaging industry as it is celebrating the 200th Birthday of a Can, the Can was invented in 1810 and the global can makers have made 2010 as the year of the can. Various can makers across the world are celebrating the event by conducting various local activities and in India, HTW has launched Canviroment Week.

### Challenges

Shifts to alternate packs is the biggest challenge, a cost-effective strategy for can makers is to control the input cost of triplate which is the main input raw material for us. Triplate cost corresponds to about 70 per cent of our total input cost for can. If triplate rate goes up, it will have a huge impact on the final consumers. So I think it is very important for the triplate producers to price their product reasonably because the Indian can market is still at a nascent stage. The upfront cost of a can is higher compared to a glass bottle or flexible packaging or plastic pouches which are widely used in packaging of food and beverages. They are being more preferred than the cans as of right now, due to the cost factor.

But the can also has its distinct merits over the conventional means of packaging of foods and beverages. A can has 24-month shelf life, which no other packaging material possesses. Tin can also be appealing to younger generation as an attraction while holding it in the hand. Delivering effective and good quality packaging at low cost is the foremost challenge for producers of packaging.

Consumers are demanding more value for their money in all things of necessity. Hence to continuously add value, packaging has to be made more convenient by making available packs of varying shapes and sizes with easier opening, provide tamper evident options and respect for the environment at minimal costs.

A major push from can makers and triplate / aluminum suppliers is needed in the market to accelerate growth, we need to come up with out of the box solutions to grow the market. One of such activity is being launched by HTW this year called Canviroment Week, which will not only promote recycling of cans but will also give a push to the metal cans market to reposition itself as a brand statement while also do a bit for the upliftment of the lives of the rag pickers of India.

### Emerging Trends

Emerging market is in the health and wellness sector. Energy drinks, Protein Shakes, health drinks, Juices, infant milk powder etc. Many companies in the food segment in India are planning to launch energy drinks and protein supplements. They are going in for canning of these products on health concerns which in turn serves as a booster for the can industry.

Another emerging market for cans is the juices. Presently juice products are not available much in cans which is a huge market in the near future by replacing tetra-pack, glass bottles, and plastics at least in smaller sizes.

### Outlook

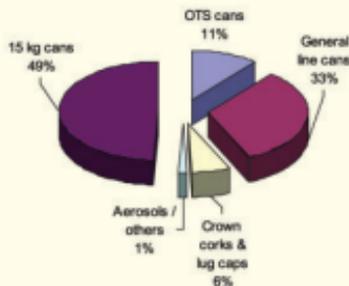
India has potential to become 'Food Factory to the World' since it is ranked amongst the top producers of food, fruit, vegetables, dairy, rice etc. The packaging industry is primarily dependent on consumption from food and beverage industry. The Ministry of Food Processing, Government of India has been continuously encouraging the growth of the processed food industry through policy interventions and Food Safety/Standards enactment.

Triplate industry strives to remain competitive vis-a-vis alternate media through light weighing i.e. introducing thinner products or similar applications which impart the same functionality for enhancing customer competitiveness.

The packaging industry in India is at a very nascent stage today and is approaching the take off point. The prospects of the industry seem very promising.

With expectation of economic growth, changing consumer lifestyles and increasing disposable incomes it is estimated that the packaging industry in India is poised for growth.

Package type	000 tonnes
OTS cans	40
General line cans	124
Food cans	39
Non-food cans	85
Crown corks & lug caps	23
Aerosols / others	6
15 kg cans	186
Total	379



Endless Possibilities with Cans



**Gordon Shade**  
CEO Empac

## A BRIGHT FUTURE FOR METAL PACKAGING

Today, society across the globe is more and more demanding of its policymakers. This is especially true when we mention the E (environment) word. Millions of pages

have been written on the subject as we all try to come to terms with a world which faces a growing imbalance between basic resources and consumer demand. Additionally, populations are concentrating in urban areas where the logistics of supplying food in the right quantities and quality takes on an even greater significance.

Against this background, it is worth listing the characteristics which are now governing the choice of packaging materials:

- Protecting contents whatever the logistic challenges
  - Minimising the impact on the environment
  - Reducing food waste in a responsible manner
- For the above 3 key criteria the can is a perfect solution and this is why European Metal Packaging (Empac) is focusing on these in its communication programmes

## PROTECTING THE CONTENTS WHATEVER THE LOGISTIC CHALLENGES

What other material can rival metal in protecting product contents? The answer is easy....NONE....with its extended shelf life providing full protection against light, oxygen and bacteria metal is an ideal solution for modern lifestyles. Take canned fruit and vegetables as an example, harvested, selected, cleaned, then cooked quickly at high temperatures and sealed in airtight cans. This streamlined process takes but a few hours from harvest to can keeps nutrients in and impurities OUT while preserving the contents for many, many months to come and providing consumers with healthy, fresh products.

## MINIMISING THE IMPACT ON THE ENVIRONMENT

This is about minimising the use of precious resources and again, the can is a leader through the strengths of its recycling.

We read so much about recycling and recyclability these days that it is sometimes easy to forget the basic essentials – so let's remind ourselves.

-Metal can be recycled and re-used indefinitely with no degradation in quality - contrast this with other packaging materials which, when recycled, are frequently obliged to be used in less demanding applications- so called "downcycling".

-Most importantly, recycling reduces energy consumption significantly and therefore CO2 emissions. So achieving high levels of recycling is a very important action in the fight against climate change and our Empac CO2 calculator confirms this.

-Recycling steel again and again conserves natural resources used to make it, i.e. iron ore and coal.

-It is very easy to recycle all metal because of its adaptability to a wide range of collection systems from mixed household waste to multi-material door-to-door collection systems, can banks or magnetic extraction. The recycling infrastructure is in place to capture this valuable material.

-Aluminium and iron are the third and fourth most abundant element in the earth's crust but our industry through its recycling programs ensures an extended life.

-Finally, in Europe we walk the talk - cans are the recycling champions of packaging with a record 71% recycled in 2009.

## REDUCING FOOD WASTE IN A RESPONSIBLE MANNER

The topic of food waste has, recently, been increasingly flagged as a major issue. In developing countries it is reported that up to 50% of food harvested is wasted while in Europe, an 30% of all food purchased is thrown away. Scandalous when you think of the limited resources used to manufacture food. So what does the can offer?

-According to recent research, less than 1% of all food thrown away can be attributed to canned food

-With its extended shelf life it is an ideal solution for modern lifestyles providing consumers with food when they choose to eat and in the correct portions

-Additionally, with the increased trend of unpredictable weather, the can is the ideal packaging to capture a high percentage of products in "good" harvests and thus balance production with consumer demand – a veritable food warehouse.

Metal cans today are lightweight, safe and secure. Above all, they are manufactured from materials which are both abundant and protected for future generations by our recycling structures. No other packaging materials have these unique features. The metal can continues to evolve with beautiful shaping, striking life-like printing, constantly improving convenience features and now even microwavable. So let's continue to communicate and promote our industry with these messages at all levels of....the future for metal packaging is bright.



**Keith Pearson,**  
President,  
World Packaging  
Organisation

## BETTER QUALITY OF LIFE THROUGH BETTER PACKAGING FOR MORE PEOPLE

Last week I attended Pack Expo in Chicago with a number of World Packaging Organisation (WPO)

Executives and Members. There were around 50,000 visitors to the 93,000 sq m exhibition and people from 100 countries attended the three and a half day event. There was a reasonable amount of optimism amongst the exhibitors and talking the "game up" is to be expected after such a lengthy negative trading environment.

There was something different that was on display, not a machine or a system. One of the "different" things was using a package to action the social aspect of sustainability. On display was the cannedwater 4kids project, started by Greg Stenberg, formerly in the can business and now a national accounts sales director for an ink supplier. Two years ago Greg discovered that more than a billion people lacked access to safe drinking water.

Greg believed that the packaging industry could do something positive by bringing some relief to these thirsty people; he launched an organisation called CannedWater4kids. Around 200,000 cans have been sold; the proceeds go to organisations that drill water wells in Africa, build water purification plants in Central America, bringing safe water to those who are in desperate need. Funds are collected via donations, or purchasing their cans of purified spring water. There is also the opportunity to advertise with CannedWater4kids. This project has highlighted the plight of millions of people and uses a packaging medium as a vehicle for

action. The WPO Executives attending Pack Expo were invited to briefing luncheon hosted by Ipack-ima the Italian processing, packaging and material handling exhibition company. There were four presentations made, two by the exhibition senior executive and two by organisations having a social agenda. In a similar way to the the CannedWater4kids initiative Ipack - ima used the occasion to highlight the social needs of people in distress. Bettina Luescher from World Food Programme detailed the dire chronic conditions that the people of Haiti were going through. She made it clear that those of us present could play a role in bringing relief to the suffering people. On her heart was the additional pain of knowing that in a few days a hurricane would be landing on the island.

Dr. George B. Assaf of the United Nations Industrial Development Organisation (UNIDO) outlined the UNIDO experience regarding "Technology for food safety in developing countries". The organisation was working in Egypt, Sri Lanka, Africa, Asia and Lebanon (Working through Lebanon Pack the WPO member in Lebanon). The point is that Ipack-ima was using its resources to promote meaningful sustainability, endeavouring to contribute to improving the lives of underprivileged adults and children.

There is a new wave of sustainable activity and packaging related organisations are moving away from the theory into practical initiatives that will help to provide a better quality of life to more people. Environment Week, an initiative of Hindustan Tin Works Ltd in India, has embarked on a programme of creating awareness of recycling cans as a means of making this planet a better place to live. This is a project supported by, by canning companies in Korea, Germany, Switzerland, Israel, Brazil, Dominican Republic and the Netherlands. Like the initiatives already mentioned in this article, Environment week through its "Can Bank" collects money that is used to educate under privileged children from the rag picker community. Environment Week also focuses on the youth through its painting and music programmes. The World Packaging Organisation (WPO) has over many years been involved in using the unique benefits of its global family to live out its vision of providing "better quality of life through better packaging for more people" This vision has stood the test of time and it is encouraging to note that there is a concerted effort by many packaging related companies and organisations dedicating themselves to making a better life for the less fortunate from around the world. After the horrific tsunami that struck Sri Lanka a few years ago, the Sri Lanka Institute of Packaging and WPO, made financial contributions to the rebuilding of homes that had been devastated by the tsunami.

It is encouraging to know that the global packaging industry is committed to the three pillars of sustainability, social, commercial and environment. There is sure to be many more packaging related projects that will commit to making a better life for more people.





**Mr. Saket Bhatia**  
Sr Vice President  
Sales And Marketing  
Hindustan Tin Works Ltd

## GREEN IS THE WORD – THE CONSUMER PERCEPTION!

Ask the average consumer for their idea of eco-friendly packaging and what answers do you expect?

Glass Jars?  
Pet Bottles?  
Tetra Pack containers?  
One thing is for sure: most won't think of metal cans. At HTW, we believe the time has come for manufacturers in the can-making industry to put the record straight.

Metal cans are the only packaging medium that can be recycled infinite number of times without compromising its original properties. They also command the highest recycling rates in most of the developed economies. In India due to the excellent value, which rag pickers salvage of the metal scrap, a natural preference over the other metals is built into the recycling system.

Recycling one tonne of steel saves more than 50% of water required and 35% energy for producing steel from iron ore. Hence contributing to a vast reduction in overall carbon footprints in a SUSTAINABLE fashion.

In the last few decades the up gradation of technology of can making as well has led to a reduction of almost 50% in the weight of the can which improves continuously as industry is aggressively working on thickness reduction/yield improvement.

More than 50% of the food is wasted between the farm and the plate. The government is providing huge incentives to set up Cold chains and better distribution systems to preserve food. On the other hand Metal packaging / canning, a solution existing for the last 2 centuries is still unmatched as it:

Preserves all nutrients and almost all vitamins, appropriately processed with sophisticated equipments and technology to give a shelf life of 24 months. It has been seen that there are more vitamins in canned food compared to the ones kept in the fridge for several days. Moreover India is an energy deficient country and to preserve food metal packaging/canning uses 70% less energy as it can be stored in ambient temperature and with stand all kinds of rough distribution conditions. That is why we say CAN IS A PORTABLE WAREHOUSE. There are other supply chain efficiencies like filling speeds up to 1500 cans per minute, easy storage, stack-ability, robustness, highest barrier to oxygen, moisture, light, rodents an breakable, printability, convenience through easy open systems, etc.

India is a young country and the new generation finds a sense of style in using cans for various applications beginning from beverages to premium gift packs or even ready to eat products. Some new trends in metal packaging are shaping, re-closable, decorative cans, DRD cans for RTE products, metal bottles for RTD products, aerosol for deodorants and many more.

It is the need of the hour to create awareness about this unique advantages of being environment friendly and we at HTW have initiated a global movement/campaign to reposition cans under the banner CANVIRONMENT Week starting from 10th November 2010 to 17th November 2010. We already see a lot of excitement from the user industry and we strongly feel this initiative is spreading the right message across the masses. FMCG companies can look at leveraging packaging choice as another platform to Go green, reduce carbon footprint and conserve the natural resources of the earth.

Going green with style is the future and we say to  
**GO GREEN GO CAN!**



**Mr. Ashwani Bhardwaj**  
Managing Director  
Micro Inks Limited

## CANVIRONMENT WEEK AN INNOVATIVE AND A UNIQUE IDEA!

We at Micro Inks Limited were pleasantly surprised when we heard about the 'Canvirement Week' from our friends in Hindustan Tin Works.

It is a truly unique and timely initiative. Industry and business communities worldwide face various challenges. However, two most important challenges facing the modern world today are - Product Safety and Environmental Impact of the industrial activity right from the production till the disposal of unusable end product. Use of unsafe materials and improper disposal of waste is one of the biggest threats to environmental safety.

It is indeed a matter of gratification that industry on its own is taking initiatives to rise up to this challenge. It is in this context that the initiative launched by Hindustan Tin Works is truly commendable. Creating awareness about the environmental issues is the first and most important step. Metal cans, being 100% recyclable, are the most environment friendly packaging material.

As a major supplier to HTW for inks and coatings, we feel proud to associate ourselves with this initiative. It helps us strengthen our own efforts in this direction. As exporters of inks and coatings to different parts of the world, we are well aware of the need for product safety and environmental issues. Since metal cans are largely used for food packaging, we have already stopped use of inorganic pigments, since these contain heavy metals. All the raw materials we use in our inks and coatings have to strictly adhere to the safety norms. We have set up perhaps the largest private effluent treatment plant in our industrial town of Vapi to fully treat the waste water. All the solid waste is treated in our captive incinerators. No doubt these measures demand high investments and high running costs. Nevertheless, we feel it as an essential part of our commitment to the environmental safety.

Companies need to cooperate and collaborate to create products and processes that are safe and environment friendly. It is our world and we should be concerned with the long term sustainability of our activities. Instead of waiting for legislation to guide us, we should proactively and voluntarily create initiatives and partnerships for a safer and cleaner world.

We once again congratulate Hindustan Tin Works for this initiative and wish them all the success.



**N C Saha,**  
Director, Indian Institute  
of Packaging

## TIN PLATE CONTAINERS THE MOST PREFERRED-PACKAGING MEDIUM FOR PROCESSED FOODS.

India is endowed with a large production base for a variety of raw materials covering food crops, commercial crops and fibres due to its verified agro-climatic conditions. In fact, this has helped India to become the largest producers of agricultural crops.

Today, India is the world's largest producers of food next only to china.

It is also the world's largest producers of cereals and milk, second largest producers of rice, wheat, sugarcane and vegetables and inland fish and third largest producers of cotton. And thus, the country has got the potential to be the "Food factory of the World."

However, despite of its such raw material base, India accounts for only 1.5% of the international food trade. This clearly indicates that there is huge potential for both investors and as well as exporters in this sector. Though, the food processing industry in India is a dominant segment among all other industry with a 32 percent share. But, the processed food industry is still in its nascent stage where only 2 percent of fruits and vegetables and 15 percent of milk is processed. Hence, there is an urgent need to upgrade the infrastructural facilities with an appropriate technology to increase the production of food processing sector in order to make use of surplus produce and to increase the international trade.

In the recent years, there is a great boom of retail industry and moreover, large number of retail industries are getting organised and thus, food retail has been receiving a lot of attention. At present, only 1 percent of food retailed in India flows through the organised retail channel. But, this situation is expected to change with the current socio-economic changes in the country like change in life styles, increase in number of nuclear and dual income families, change in consumer tastes. In addition, the growing of more nuclear families, rising of household incomes, increased urbanization and a significant rise in the number of working women have led to a rise in the demand for ready-to-eat food in packaged form which has really created a great demand for packaged product and thus, the consumption of packaging materials has also grown enormously.

On the other hand, it is reported that in India, about 25-30 percent of fresh produce are losted annually due to improper infrastructural facilities, unscientific and inadequate packaging. Hence, packaging plays a great role in terms of preservation of food products with desired shelf life and also to distribute across the globe as "factory fresh" in order to increase the domestic and as well as export market. But, there is a need to understand about the selection of right kind of packaging materials which could meet the today's requirements in terms of reducing the food wastage. Though, there are number of packaging options available but triplate containers are considered globally as one of the most preferred packaging material for the storage of food products for longer duration without any spoilage.

The preference of this material is due to its obvious reasons. The tin plate containers are having various advantages like

- 100 percent barrier against moisture, gases, ultra-violet rays which could cause spoilage of processed foods during storage and thus, provide longer shelf life.
- 100 percent barrier against moisture, gases, ultra-violet rays which could cause spoilage of processed foods during storage and thus, provide longer shelf life.
- Provides excellent aroma retention.
- Excellent impact strength leads to better protection during handling, storage and transportation.
- Better surface properties which enable to print or emboss striking graphics and attractive images.
- Formability-amenable to different shape to enhance shelf appeal.
- 100% recyclable and thus, act as eco-friendly packaging material.
- Maintains the nutritional value within the period of desired shelflife.
- Containers with easy open ends to improve consumer's convenience.
- Helps to increase the "Brand equity"

Due to all these advantages, tinplate containers, mainly "Three piece can" is mostly preferred for different types of processed food products like fruit pulp, fruit juices, pure, dairy products, fish and meat etc besides vegetables in can. In addition, the tinplate containers are also used for the packaging of bakery products like assorted biscuits, cake and confectionary items, edible oil, vanaspati etc.

In the recent days, "Two piece can" has also become very popular for the packaging of beverages like beer and soft drinks. It is expected that many more processed food products will be packed in tinplate containers in the years to come. But the food processor need to understand about the compatibility aspect because depending upon the nature of foods to be packed in tinplate containers, one has to select the right kind of coating or lacquer material which need to be applied internally in the tin container to overcome any kind of chemical reaction between the food products and the packaging material during the desired period of shelf life.

But, with the growth of packaging demands, another problem has been cropped up about the accumulation of packaging solid waste and hence there is an urgent need to address this issue about the packaging solid waste management system where all the stakeholders like packaging raw material manufacturers, converters, brand owners and researchers need to formulate a strategy at national level and share the responsibilities collectively about the collection of used packaging materials, their segregation and then recycling of the same to reduce the carbon foot print and thus to comply with the environmental regulations.



Tarun Daga  
Managing Director  
The Tinplate Company  
of India Limited

## PACKAGING IN TIN CANS WILL CREATE A GREENER FUTURE

Tinplate, as a packaging media has enjoyed a niche position in packaging,

especially packaging of edibles, over last 200 years. The strong fundamentals are Ultra violet protection and hence High shelf life, fully re-cyclable, excellent printability, formability and aesthetics. Notwithstanding these credentials, metal packaging in general has not grown in alignment with the overall packaging industry growth. One of the primary reasons is that metal packaging has not been effectively promoted amongst the brand owners (i.e. the key decision makers) and of course consumers at large. Extensive research conducted across India has revealed that consumers feel grocery shopping is becoming an increasingly pleasant experience and the first point of touch and feel is packaging. Products in quality tin containers are preferred by retailers for reasons of greater shelf appeal. There is a definite shift in consumer preference towards products in well designed and 'easy to open' tin cans. The new generation consumer is more concerned with quality and convenience, than cost. Indian consumers prefer tinplate when it comes to attractiveness, safety & retention of freshness. And consumers need to be communicated about the benefits of tin packaging. Over the years concerted efforts have been made to show case the industry efforts in metal packaging – for example, the MetPack show every 3 years in Germany; the Cannovation every 3 years in India and the various packaging industry events. In that effort, has been added the CarVironment Week, by Hindustan Tin Works Limited to exclusively focus on the metal can theme.

TCIL would like to commend Mr Ait Bhatia, Senior Vice President at HTW for leading this effort under the guidance of Mr Sanjay Bhatia, Managing Director, HTW.

The entire industrial world is grappling with issues of pricing / currency volatility, cost containment versus value erosion, consolidation to closures to shifts in manufacturing, social license and community activism, climate change concerns to carbon footprints, intensified to increased newer regulations, etc. Within these new paradigms, the packaging industry needs to address its responsibility towards managing packaging wastes, reducing carbon footprints and creating sustainable value.

The winning factor for metal packaging will be its unmatched sustainability credentials and the vast possibilities of light weighting, both of which will ensure that metal packaging continues to be a preferred packaging by addressing the growing demands of the packaging industry for a green eco-friendly packaging substrate.

Towards this purpose, the tinplate producers, the can fabricators and brand owners need to be engaged in joint development and promotion. Accordingly, The Tinplate Company of India Limited is very happy to be associated with the pioneering efforts of Hindustan Tin Works for promotion of metal cans. TCIL supports the cause for a greener future and for achieving higher levels of excellence in food safety and standards. We expect the CarVironment Week as, indeed a great effort in that direction.

At the global level, the packaging industry is growing and the metal packaging industry needs to continuously engage and re focus on the drivers of growth i.e. Consumer needs for convenience, innovation to overcome Substitution concerns, Promote metal cans as an eco friendly media and be prepared for proposed future legislations.

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