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# Packaging Films

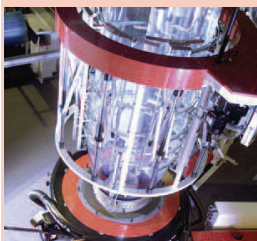
Global Technical Magazine on Packaging  
Films and Laminates –  
Materials, Production and Converting



■ SOUTH AFRICA

**Extrusion line added**

**NAMPAK FLEXIBLE** ■ A new seven-layer coextrusion line procured from German engineering company Windmüller & Hölscher was installed at its site in Pinetown, KwaZulu-Natal. The site, which already houses various single and three-layer blown film lines, produces food and other flexible films.



Nampak Flexible Managing Director CLINTON FARDELL said, the company selected the coextrusion line as it planned to increase production capacity and address market demand for high-barrier film and laminates, specifically in the sectors meat, dairy and food. »We couldn't achieve the latter on our existing machine, so the new line has given us the freedom to improve our product offering and deliver world-class multi-layer and laminated formulations.« According to the South African packaging company Nampak, the film line, which stands 18 m (59 ft) tall, features a seven-layer die designed to handle extreme layer ratios.

The line ensures steady control of the melt temperature, cuts down film gauge tolerances and increases film quality at better output rates. Other core elements include gravimetric throughput control, internal bubble cooling, profile measurement and control, multi-nip oscillating haul-off, non-stick coated turning bars as well

■ WORLD

**Green packaging drives demand**

**TRANSPARENCY MARKET RESEARCH** ■ According to a new market report »Polyvinyl Alcohol Films Market by Application (Water Soluble Packaging & Polarizer) – Global Industry Analysis, Trends and Forecast, 2012–2018«, the global PVA films demand for water-soluble applications was 16,027 to (35.3 million lbs) in 2011 and is expected to reach 20,628.3 to (45.47 million lbs) by 2018, growing at a CAGR of 3.7% (2012–2018). In terms of revenue, the market was valued at USD 208.9 million in 2011 and is expected to grow at a CAGR of 4.8% (2012–2018).

The global market for PVA films used in polariser applications was 225.5 million sqm (2427.3 million sqft) in 2011 and is expected to reach 301.3 million sqm (3243.2 million sqft) by 2018, growing at a CAGR of 4.3% (2012–2018). In terms of revenue, the market was valued at USD 4.8 billion in 2011 and is expected to reach USD 6.8 billion by 2018, growing at a CAGR of 5% (2012–2018).

Increasing government initiatives to support green packaging coupled with the biodegradable nature of PVA films is expected to drive demand over the next five years. Water-soluble PVA films are used for packaging across various industries and the growing acceptance of PVA films for water-soluble packaging is boosting demand. However, volatility in vinyl acetate monomer (VAM) prices has emerged as a key inhibitor to market growth. Pioneer companies in the PVA films market such as *Mono Sol LLC* have been conducting extensive R&D activities in order to explore novel applications for PVA films. *MonoSol LLC* is currently developing food packaging grades for PVA films which the company states is non-hazardous in nature.

Water-soluble PVA films, mainly used for detergent and agrochemical packaging across the globe, together accounted for over 66% of the total water-soluble PVA films consumed. Detergent packaging is a fast growing application segment

for PVA films, growing at a CAGR of 4% (2012–2018). The growing acceptance for small packets of detergents to minimise skin contact is one of the key factors driving the PVA films demand for detergent packaging. Other applications of water-soluble PVA films include manufacturing of laundry bags, embroidery, pet waste bags etc.

Water-soluble PVA films consumption was dominated by North America and Europe, with the former being the leading consumer with 32.9% of the global demand in 2011, closely followed by Europe.

The growing demand for LCD panels, mainly in the electronic hubs of Asia Pacific is one of the major factors driving PVA film demand. The global market for PVA films used in polarizer applications is concentrated in Asia as this region is the major producer of various electronic appliances such as LCD TVs, cellular phone screens etc. LCD panels accounted for over 95% of the total PVA polarised films produced, with other applications like sunglasses and optical filters accounting for the remaining 5%.

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■ UAE

**Product Innovation award**

**GPCA** ■ The *Gulf Petrochemicals and Chemicals Association* announced the winners of its 3rd Annual »Plastics Innovations« awards, held on the first day of PLASTCON in Dubai (April 7–9, 2013). The winners were selected by a seven member jury comprising the heads of plastics innovation and application centres of the GCC resin manufacturers, in addition to independent consultants.

For the »Talent in Plastics – Academics« category, Professor NADIR AHMED from *Idvac Ltd*, Manchester/GB, was the winner for his study in the development of Gold colour metallised packaging film from Silver without the use of wet chemi-

cal. The process is environmentally friendly and a green technology with no effluent. Metallised films such as PET, OPP, BOPP, CPP as well as paper can be Golden coloured in this new process. The awards recognise the efforts in innovation and the achievements made by plastic converters which have had a positive impact on the growth of the winning organisation.

According to Professor NADIR AHMED, Managing Director of *Idvac Ltd*, this award recognises the efforts in product innovation and the continuous achievements made by *Idvac* for various market sectors including holographics and packaging. Since its foundation in 2004,

*Idvac* has been a front-runner in researching holographic and packaging market demands, developing processes and introducing innovative vacuum process know-how and technologies for products such as HRI (ZnS), Copper, Chrome alloy,



Gold finish (dry process) and many other coatings to the security and holographic packaging markets.

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