



ProPakAsia opened on June 17th 2009. Within the scope of the initiative “Ziemann for young talents” in cooperation with the publishing house Verlag W.Sachon, I visited ProPakAsia in Bangkok together with two other students. Our task was to interview various exhibitors.

Beumer

Maschinenfabrik Beumer which sells approx. 80 to 100 palletisers and 15 packagers for pallets was an important enterprise to hold an interview with. My interview partner was Frank Lauerbach who told me that the enterprise had been on the market for 30 years. This market is obviously subject to extremely rapid changes, however, the order situation is excellent, particularly in Southeast Asia. According to Frank Lauerbach, the reasons for a great potential on the Asian markets are the following: The purchasing power increases and rationalisation measures lead to investments in the packaging industry. Quality awareness increases, the standard of living more and more assimilates western values.

That's why the company has been active in this market already for some time. Asked for the presently most important projects of his enterprise, Lauerbach replies: “We are currently running approx. 15 projects in Asia at the moment whereas the food industry plays a minor role. Mainly projects in the cement and petrochemical industry and in the field of logistics are in the focus. We pack 5000 sacks of cement per hour, also with the help of Japanese Fanuc robots.”

The company has many offices and Sales Services available in Asia. A production plant for the local market is situated in Shanghai. The machines for the South-east-Asian region are manufactured in Germany. In addition, Beumer relies on the cooperation with local partners, but also agents who cover the economic regions of Indonesia and Malaysia.

According to Lauerbach, the “Beumer Stretchhood” machine was in the focus of the companies appearance of the fair. The advantages of the machine are described as follows: “40 per cent less of packaging costs compared with the shrink film hood and universal possibilities of appliance. Nestle uses stretchhood packagings to pack its pallets, just as bottle manufacturers, or gas concrete producers. Pallets can be imprinted inline with a barcode. The film cannot be reused and serves as a seal of quality. It could be noticed that accidents with fork lift tooth's were reduced since the drivers are more careful.”

Calvatis/Calgonit

Roland A. Werner was the interview partner of Calvatis/Calgonit. In his opinion, the Asian market is a traditional part of his enterprise where good successes have been registered for already 15 years. “Due to the increasing quality awareness of the population, we see a big potential in the South-east Asian region. We already rank third in the market and started with 0 per cent” as he outlines this potential. Water savings realised by means of dry band lubrications,

environmental protection, a more efficient application of the company's own products and an adjustment to the European standards are the main objectives tracked by the enterprise.

“Our enterprise has been represented with a Joint Venture on the Asian market for 12 years. Peerapart is our Asian partner. Production and distribution, however, are also carried out on the spot and, moreover, produced in Australia under licence”, Werner continues. Waterless belt lubrication which is carried out with a special sort of oil and gives no room to micro organisms was in the focus of the fair appearance. The significant reduction of the consumption of water which also leads to less pollution of the filling bottom is an additional positive factor. The atmosphere at the fair was typically Thai, which means friendly and completely relaxed according to Werner.

Heuft

Michel Van Raaij, technical manager of the company of Heuft was a further interview partner. He thinks that the Asian market is marked by an increasing awareness for the safety of the client and the quality of the product. According to Mr. Van Raaij, this means that there is a clear potential of due to the great technical demand on this market as far as Heuft is concerned. Moreover, scandals such as the melamine poisoning in China lead to increased precaution and an increased demand for safety products.

