

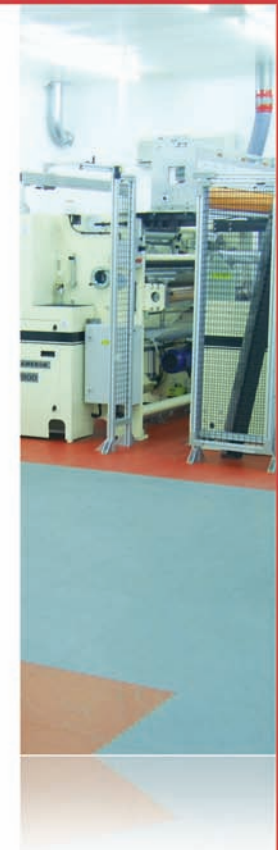
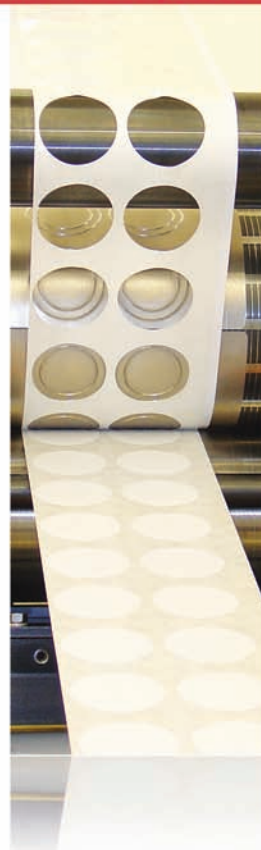
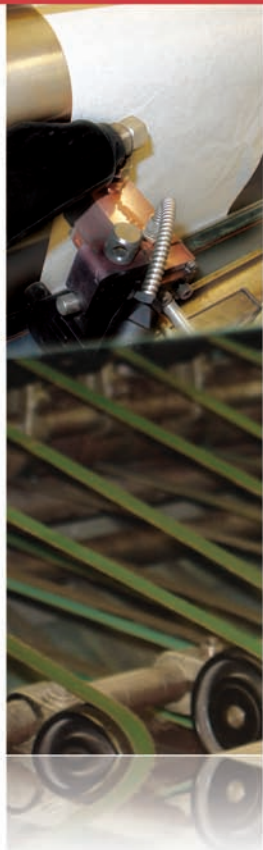
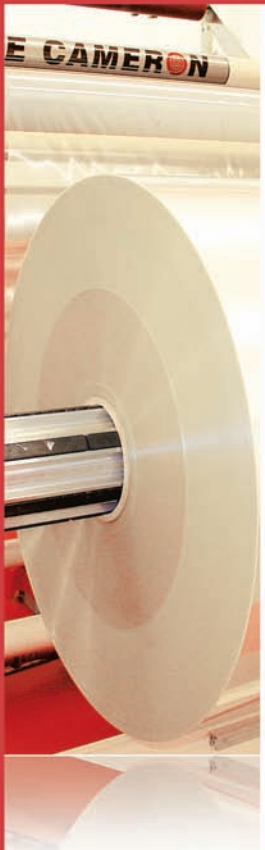
VOLUME 46 ISSUE NO 8

converter

PAPER & BOARD • FLEXIBLE PACKAGING • FOIL • NONWOVENS • CARTONS • LABELS • FLEXO

OCTOBER 09

PSG GROUP NEW TRADE CONVERSION WEBSITE



Accreditations



ISO 9001:2008



CLEANROOM



" BS EN ISO 14644
Class 8
Striving for
Class 7 "

Facilities

- ▶ Slitting Service
- ▶ Sheeting Service
- ▶ Trade Conversion
- ▶ Die Cutting Service
- ▶ Guillotining
- ▶ Kiss Cutting
- ▶ Strip Gluing
- ▶ Stocking

Our Companies



Telephone: +44 (0) 20 7740 9740 Address: 49-53 Glengall Road, London, SE15 6NF sales@psggroup.co.uk www.tradeconversion.co.uk

**INSIDE
THIS ISSUE**

GERMANY

ICE 2009
Show overview

UK

Jarshire
30th anniversary
profile

UK/US

Teknek
Opens US office

EUROPE

**European
Converting**
Paper vs plastic

Whatever you want

Shrewd investment has paid off for the long established trade converter PSG Group in two distinct business areas - Polyester Converting and Plastic Shims and Gaskets

Whatever you want; whatever you need could be the theme tune and slogan of the PSG Group, comprising Polyester Converting (PCL) and Plastic Shims and Gaskets (PSG).

The London-based trade converter has recently made its newest investment, bringing the total capital sunk into new clean room facilities to around £750,000 over the last decade.

After a considerable search by PCL for its latest slitter rewinder that could cope with the strict demands made on the company by its food packaging customers, managing director Lawrence Gardezi has once again turned to TS Converting and purchased a CW800 high performance slitter from the Taunton-based company. TS Converting had supplied a Deacro machine some five years ago as the inaugural slitter rewinder in PSG's new Class 8 cleanroom.

"We tested a particularly difficult film on the CW800," Lawrence Gardezi explains, "before committing to buy. This was a double-sided, co-extruded and chemically treated polyester material that is one of the hardest materials to run I have ever come across. It had variations of thickness, chemical properties and was prone to static, telescoping, stepping and starring, often all at once."

On the basis of the success of this trial, Lawrence Gardezi had no need to look at machines from other manufacturers. He had found the machine he needed to meet the

sometimes impossible deadlines set by some of his food packaging customers.

A typical job changeover on the CW800 takes under three minutes with one operator, including slit change, cut cores, reel change and resetting. It has a maximum speed of 600m/min and optional overhead web path, duplex turret rewind, automatic reel ejection, laser guided core positioning, auto knife setting, core and label printing and web cleaning. In addition to differential shafts, the machines are available with indirect differential shafts to reduce the need for core spacers at low tensions.

"Food packagers and brand owners make demands the like of which I have never seen in any other industry," believes Lawrence Gardezi. "An order can arrive at four pm for delivery by 10 am the next morning. In fact, turnaround times of two or three hours are fairly commonplace. Only modern machines geared to lightning quick changeover times are going to cope. So if we had not invested in the CW800 in an economic climate where customers can drive hard bargains then we would have lost ground and found it very difficult to get back again. We have to hold on to our pre-eminent position in this business."

Even with the latest slitting equipment, companies such as PCL has got to watch their 'waste' lines since reduced margins are now the norm in the business and waste can seriously damage your bottom line. Together



PSG Group: Lawrence Gardezi

with a corona treater from Proact, a trim and waste system from Kongskilde and a static elimination system from Fraser Antistatic, the investment in new slitter rewinder production technology came in at around £150,000. "We are even tailoring certain films based on the actual patching machineries ideal parameters, and are developing a new range of films specifically designed for the next generation of high speed patchers from companies such as Bobst and Accuwin," Lawrence Gardezi states.

Rotary technology

The CW800 has not been the only capital equipment investment made by the PSG Group. Although primarily intended as a production boost for the Plastic Shims and Gaskets division, which converts high value materials for a host of industries, a new rotary converting and die-cutting machine has also been sited in the clean room.

This side of the business does not suffer from the instant demand philosophy current in food packaging. PSG has a store of 50,000 tools and 20 other machines producing a bewilderingly diverse range of products. In fact, as Lawrence Gardezi says, new applications and product specs seem to arrive monthly.



PSG Group: cleanroom team - BS EN ISO 14644:1999 Class 8

"We have been developing some concepts and ideas over the last couple of years that we hope will open doors for us into a new market niche," he says. "Boxes and cartons incorporating plastic window patches are big business. We are the biggest supplier of polyester products in Europe so we can supply virtually anything the customer wants. But it is the next stage in the process that offers us an opportunity."

PSG is running a trial with a large window patching outfit, who is also a major supplier to high street supermarket chains and brand owners, to explore the benefits of using roll-fed converting technology in place of flat bed, single sheet production.

"We are working on a standardised matrix with built-in fixed costs for wastage that will cut current production time in half, from between seven to 10 days down to between three and five days," says the managing director. "We do this using our roll-fed machine. And, the bonus is, we can manufacture two to three times more components in the same time frame. This all adds up to significant savings in time and the final cost so directly boosting our customers' bottom line."

An added, and almost unseen, benefit of this new approach is that PSG's competitors that convert on a sheet-by-sheet basis will have to cost every aspect of every job before quoting whereas PSG will be able to standardise its pricing.

In anticipation of this going live, Lawrence



PSG Group: the power of teamwork:

Gardezi has sanctioned the development of a range of standard films under its Polymex brand, where each product can be tailored to a customer's exact requirement.

Standard matrix materials and roll-fed converting and diecutting add up to a win-win situation for PSG by eliminating as many of the inherent risks as possible and delivering time and cost benefits for customers.

Company growth

The PSG Group until recently had been experiencing up to 10 percent annual growth year on year. This all changed last year resulting in a decrease of 5.5 percent on a company turnover.

It was a different story 10 years ago for the family-owned business at time Lawrence Gardezi joined it.

"We were losing money fast," he says. "It was perfectly clear that we had to invest our way out of a tough situation. If we had not done this we would probably not be here now."

He trimmed the sails by reducing staffing levels and began a rigorous regime of efficiency improvements coupled with investment in new machinery and a state-of-the-art clean room without which the company could not have competed.

Now, 50 percent of the ISO 9001:2008 and BRC registered company's turnover comes from food packaging – which includes carton windows, laminated film, lidding and overwraps with big customers being Benson Box and ITW and stocking product with £1.5 million inventories from DuPont, Mitsubishi and Toray and others.

The remainder is spread amongst a host of applications, such as camera lens protection for Formula One racing cars; fingerprint kits for all UK police forces and hospital visors.

In total, PSG has a contractual call-off stock totalling £1.3 million.

"Polyester is an oil-derived material," explains Lawrence Gardezi, "and as such is subject to the vagaries of the international oil trade and volatile currency fluctuations. Recently we have experienced a roller coaster ride that makes price stability difficult to maintain and difficult to hedge against."

This means that PSG's suppliers are, oddly enough, more important than customers. PSG Group owns its own building, which is fortunate given its situation close to central London. It has 40,000 square feet of warehouse space stocked with more than 1,200 tonnes of polyester-based materials and converts in excess of 40,000 kilograms of film on a daily basis. Rolls from 10-1600mm wide and sheets from 15mm square to 1270x1524mm can be converted, not just on the new CW800 and the Deacro C24A but on a variety of slitting machines.

Materials in addition to polyester include paper, board and other films such as OPP, Polystyrene, PLA, PVC and Polyethylene.

Film types available include clear, super clear, hazy, milky white, matt, opaque white, black, metallised and coloured. Films can be supplied uncoated, slip treated, antistatic, corona treated, chemically pre-treated for adhesion (to solvent as well as water-based inks, adhesives and resins), diazo coated, co-extruded (heatseal), dyed and PvDC coated.

Although UK-based, the group trades throughout the eurozone and in the US and has seen its export sales rise year on year, although plans to open warehouse facilities in Germany and the US have been put on hold until the economic indicators are more encouraging. PSG Group also operates a full environmental friendly recycling programme, which includes all supplier packaging materials and the waste produced on site.

PSG GROUP:

T: +44 (0) 20 7740 9717

E: lawrence@psgroup.co.uk



PSG Group: lightning fast slitting