



China to become world's largest packaging producer

New research suggests that Chinese ambitions in the packaging sphere will alter the global market. The financial advisory firm Catalyst Corporate Finance states that Chinese producers have made plans to increase their capacity aggressively in the next three years.

The report also suggests that large trade players in the packaging and paper industry have made recent acquisitions in Turkey, India and other BRIC (Brazil, Russia, India and China) nations and it states "we expect this trend to gather pace". This will continue to have an impact on UK business in terms of competition for the raw materials, namely recovered paper, and the supply of UK product packaging. It also looks set to influence Merger & Acquisition strategies.

PE film extrusion recovers from recession

Between 2007 and 2009 PE film production fell by 1 million tonnes. About half of this lost volume was recovered during 2010 and the industry continues to make steady progress in 2011. With volume demand in excess of 7.5 million tonnes for 2010 PE film extrusion still represents one of the largest plastics processing sectors, accounting for 19% of polymer consumption in Europe during 2010.

The PE film industry within Europe has had to adapt to these changing demands which in turn has seen a shift in the importance of end use applications. Stretch film still remains the largest single application in volume terms. This is due to stretch film becoming one of the most cost effective means of protecting goods while they are in transit.

Bubble wrap facts

- **Al Fielding and Marc Chavannes originally invented it for use as a plastic wallpaper with a paper backing**
- A street identified as being the most accident prone in the UK, was covered in bubble wrap to help protect residents from harming themselves. Somerville Road in Worcester averaged 10 insurance claims every year for the last decade, so insurance company Confused.com decided to wrap the whole street up in bubble wrap. It took 1500 square meters of bubble wrap to cover it all
- **An official world record for popping bubble wrap is yet to feature in the Guinness World Records -- so lets get popping!**

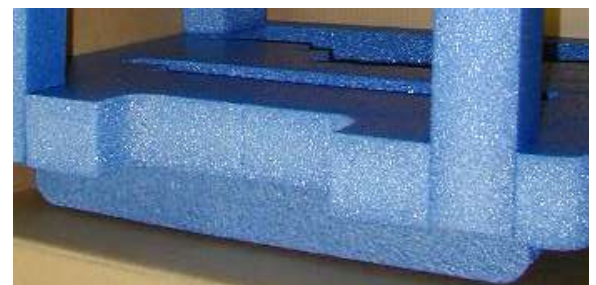
SPECIAL FEATURE



ZOUCHefoam

Our Zouch eFoam closed cell foam Polyethylene foam offers significant advantages over traditional rubber or sponge-based materials such as EPDM or Neoprene. They have a high strength-to-weight ratio, pleasing aesthetics and texture, low odour and are fast becoming the foam material choice for new applications.

In the retail industries many leading manufacturers are tuning their brands with increasingly elaborate packaging in order to appeal more to the end-user. ZOUCH efoams closed cell foam offers packaging protection with lightweight, rigid and flexible materials that provide unmatched product protection.



For more information on ZOUCHefoam call our Sales Team on 0115 9886295

Cumberland House,
35 Park Row
Nottingham,
NG1 6EE,
United Kingdom

Tel: +44 (0) 115 9886295
Fax: +44 (0) 115 9886215

email: sales@zouchconverters.co.uk
web: www.zouchconverters.co.uk