

AUTOMATION 4

PACKAGING

The Technology Forum

4 December, 2010
Hall 7
Pragati Maidan
New Delhi



**Workshop on
Meeting Operational
Challenges in Modern
Packaging through
Industrial Automation**

Knowledge Partner:

Supported by:



All India Food
Processors Association

Print-Packaging.com (P) Ltd. is the leading organiser of exhibitions and conferences for Package Printing and Packaging.

Automation Industry Association (AIA) is the apex association for the Automation Industry in India.

Together they bring their strengths in the respective domains to address the issues relating to contemporary automation needs of the modern packaging industry in India.

Automation 4 Packaging - The Technology Forum

As automation acquires an important role in practically all arenas of industry, it has been gaining a significant position and a deemed need in the packaging industry. It is most visible in segments like Food, Pharmaceuticals, FMCG, and Personal Care etc. Automation 4 Packaging is a forum that provides an interactive platform for these segments and for other users who deal in varied areas of packaging to interact with the solution providers for their specific needs.

Matured and driven by the wholesome success in shows and conferences throughout India since last few years, the upcoming workshop in the year 2010 derives key experiences from the end users, machine makers, automation vendors and consultants who regularly deal with everyday challenges in the Indian context.

Workshop On :

Meeting Operational Challenges in Packaging through Industrial Automation

Discourses in Packaging machinery are now changing from conventional mechanical engineering programs to operational improvement programmes. Most packaging educational programs deal with package design and packaging materials yet are low on emphasis on the technologies that support packaging machinery and end of line solutions.

Inputs from retailing and marketing vis-à-vis packaging connects strongly to its manufacturing and translates into demands for a quick, flexible and innovative packaging lines; therefore the demands on packaging machinery also follows the same line and is also changing rapidly.

To understand the multiple dimensions of the operational challenges that confront Machinery Designers, Production Engineering, Maintenance, Operations, Safety, Quality and MIS personnel, AIA has brought in a team of experts whose experience can make a difference. Drawing on the recent innovations in Packaging Automation, Motion & Process Controls, Vision Systems, Human Machine Interface and Data Exchange Protocols, we have created a forum that is geared to raise all round competencies in the Indian Industry.

Objective:

If you want to gain insight in contemporary challenges in handling difficult to handle packaging material, Conveying, Packing, Palletizing, Tracking and Tracing and how to leverage emerging technologies in Industrial Automation, this workshop is for you. Learn how automated machinery can enable every initiative in packaging from fast throughput, assortment fills, aesthetic wrapping, or adding value to consumer convenience.

Who should attend?

- Packaging line and machinery end users
- Designers, Consultants, Line integrators
- Packaging machine builders or OEMs
- Professionals who want to learn more about the latest automated packaging technologies
- Operational planners and those who deal in new investments across segments like processed food, pharmaceuticals, personal care, retail and logistics.



Venue:

The New Delhi's Pragati Maidan exhibition grounds. It is centrally located and is easily accessible from the airport and railway stations. The conference will be held in hall 7 Conference Rooms, equipped with state-of-the-art amenities and infrastructure.

Overview of the Course Content

09:00 09:30 Tea and Registration

Session 1

09:30 09:45 **Introduction to the Forum**

Anup Wadhwa, Director, Automation Industry Association, New Delhi

09:45 10:15 Key Note Address – **The helping hand of Industrial Automation towards the needs of contemporary packaging Industry**

Visweswara Rao Mantrala, Business Transformation Manager, Tetra Pak India Pvt Limited

10:15 10:45 **The game changing technology of Automation in discrete and integrated Packaging environments**

PV Sivaram, MD, B&R Industrial Automation, Pune

Summary: As packaging continues to define product appeal and commerce around it, Automation plays a pivotal role in pacing up with the ever changing design, handling and materials of packaging. Automation is used as a game changer by its ability to execute complex tasks with zero error, monitor and report speedily line health or malfunction, track and trace goods movement within and outside the manufacturing environment.

Tea/Coffee break

11:15 11:45 **Environmentally and Economically Sustainable EOL Packaging Solutions**

Sven Borghoff, Beumer Maschinenfabrik GmbH & Co, Germany

11:45 12:45 **Implementing speed and flexibility in modern packaging environments**

Srinivas Kesari, Packaging Business Development Manager, Rockwell Automation South East Asia, Bangalore

This is a session supported by product demonstration. Online PLC design considerations and typical machine benefits using electronic CAMs will be showcased alongwith an overview on concepts and solutions for typical integrated PLC kinematics features. As the packaging market in Asia is moving quickly from low-speed, standalone machines to high-end interconnected systems, utilizing intelligent machine infeeds and methods for accumulation control also become as important as the appropriate machine technology.

12:45 13:00 Q&A

Session 2

14:00 14:30 **User Case Study : A window into Line integration, Interoperability and OMAC guidelines for Packaging lines and Machinery**

KV Rehani, Hindustan Unilever Limited, Pune

OMAC (the Organisation for Machine Control and Automation) have developed guidelines that help both OEM & user to be competitive globally. A sharing of what the Unilever approach is towards these guidelines & what they actually do in their plants.

14:30 15:00 **Technologies to implement OMAC PackML Standard and improve business value**

Uma Balakrishnan, CEO, Axcend Automation & Software Solutions, Bangalore

Real-time software and related technologies enable effective co-ordination of previously isolated packaging equipment and helps obtain consistent performance measurement and execution of packaging operations. Critical operational objectives can be tracked and quickly analysed for debottlenecking and improvement. In a nut shell, it enables packaging operational efficiency.

15:00 15:30 **Solutions for meeting challenges in Pre and Post Packaging, Inspection and Quality Assurance**

Thirumalai Kumar, Siemens Corporate Research and Technologies, Bangalore

Brand Integrity and Brand image can be adversely affected by contaminants, product decay and supply of counterfeit products. The packaging stage is a crucial step where the use of smart sensing and unique identity technologies can help manufacturers, retailers and consumers get the best quality assurance.

15:30 15:45 Q&A

Tea/Coffee break

16:00 17:00 **Panel Discussion - Road map for growth of Indian Packaging Industry and MSMEs**

Moderator - Debabrata Deb, Director, Future Formats

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