

# SIRF Presentation Nov 2004



**POLY PRODUCTS** CO. PTY. LTD.  
Flexible Packaging Solutions A.B.N. 84 007 615 741

- **Introduction of New Technology and it's impact on the Physical and Cultural aspects of the Business and the ongoing Challenges being faced today**



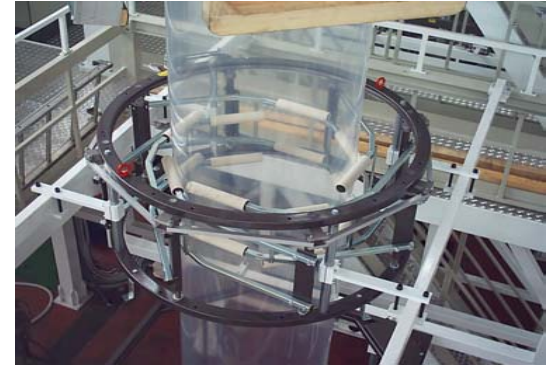
# Background and History

- **Poly Products has been in the Flexible Packaging Industry since 1961**
- **Largest Blown Film manufacturer in South Australia**
- **Providing many SIRF members with their Packaging Requirements**

# Capabilities

Capabilities include

- Extrusion
- Printing
- Conversion



# Film Extrusion

- **Mono Layer as an Industry standard**
- **European Equipment 50%**
- **New Zealand Equipment 75%**
- **Australian Equipment 20-25%%**

# CoEx Imports

- **Imports from New Zealand**
- **MAP Fresh food packaging**
- **Form Fill & Seal Food Industry**
- **Specialised Structures Pharmaceutical Industry**

# Competitive Advantage through alternative product

- **Margin Pressures on Mono Layer film**
- **Regulatory Pressures on Flexible Packaging**
- **Environmental Pressures**
- **Demand for Longer shelf Life in Product**

# The Process

## Researching The Market

- **Lack of Industry Statistics**
- **Knowledge of the Market ( Internal )**
- **Market Place Perception ( Co Ex)**

# The Process

## Justification

- **Include in Business Plan**
- **Capital Justification**
- **Board Sign Off**

# The Process

## Choosing the Machine

- **On Site Locations**
- **Proximity to Poly Products**
- **Operator Knowledge**
- **Size of End Product**
- **Product Uses**
- **Material Requirements**

# The Process

## Identifying the Issues

- **Space Requirements**
- **People Qualifications and Capabilities**
- **Selling the Technology to the Market**
- **Timing ( When and How Long )**

# The Process

## Making it Happen

- **Internal V's External Resources**
- **Budget**
- **Personnel**
- **Equipment**
- **Time line**

# Physical Requirements

- **Choosing the Machine**
- **Location of Machine in Operation**
- **Short List**
- **Capital Justification**

# Space Requirements

- **Additional Equipment**
- **New Machine and Services**
- **Existing Operations and Growth**

# Space Requirements

- **Raw Materials and Finished Goods**
- **Material Handling**

# Space Requirements

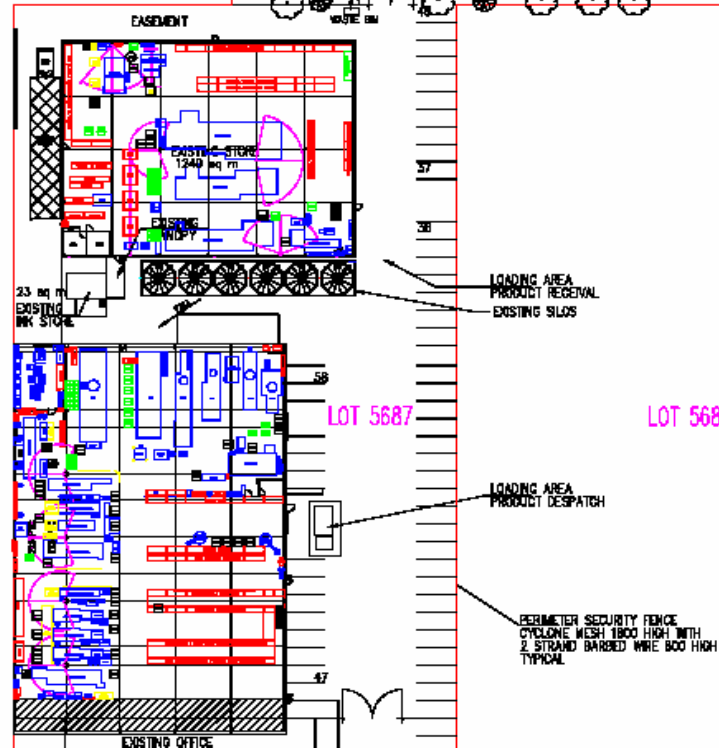
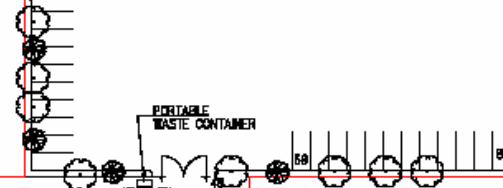
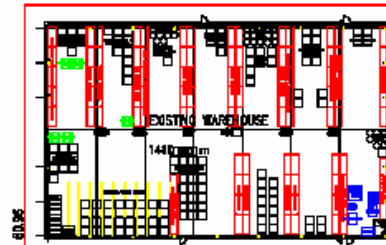
- **Relocation of Various Manufacturing and Maintenance Depts**
- **Additional Machinery to Support New Technology**

# Space Requirements

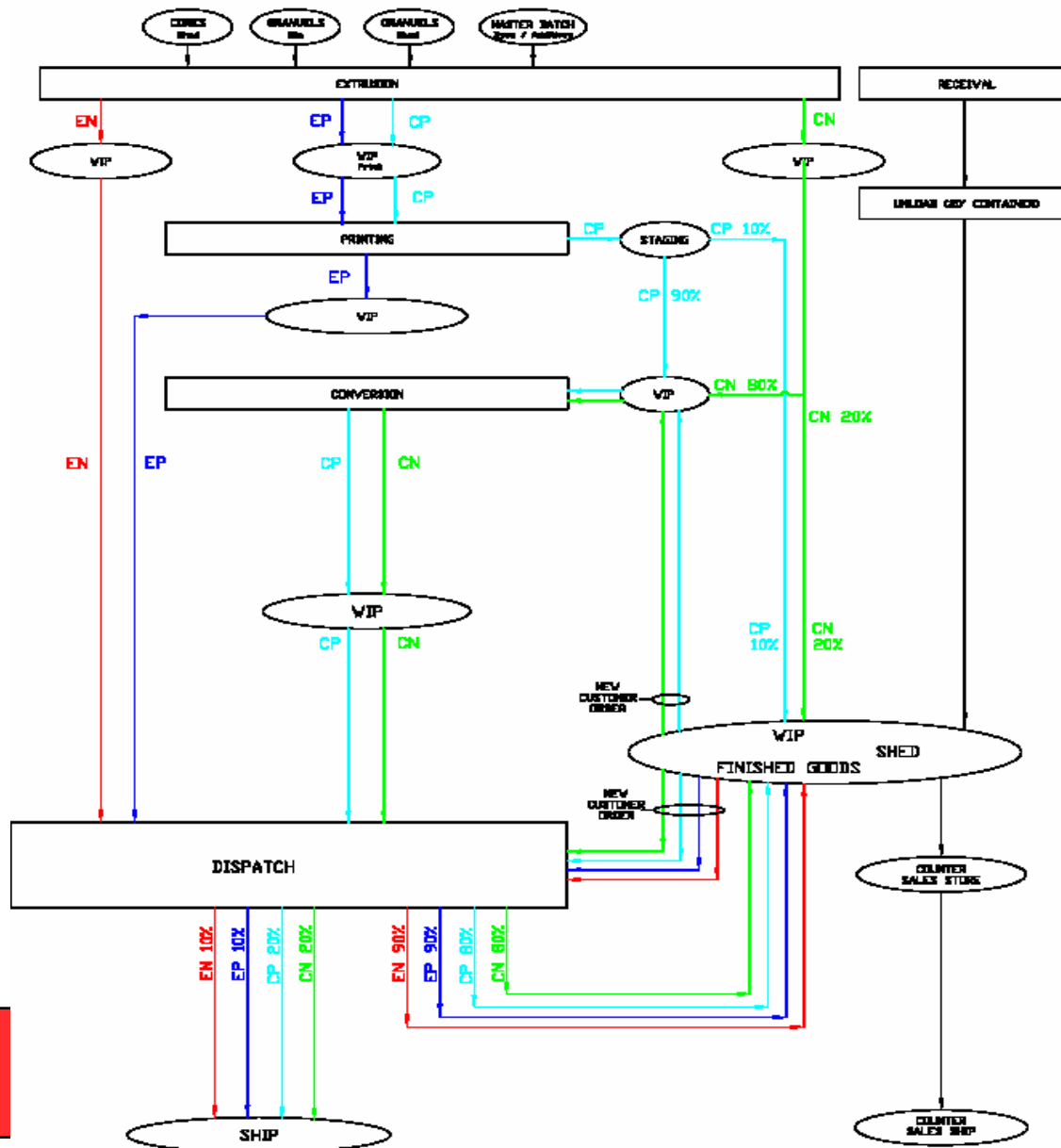
## Process Engineering

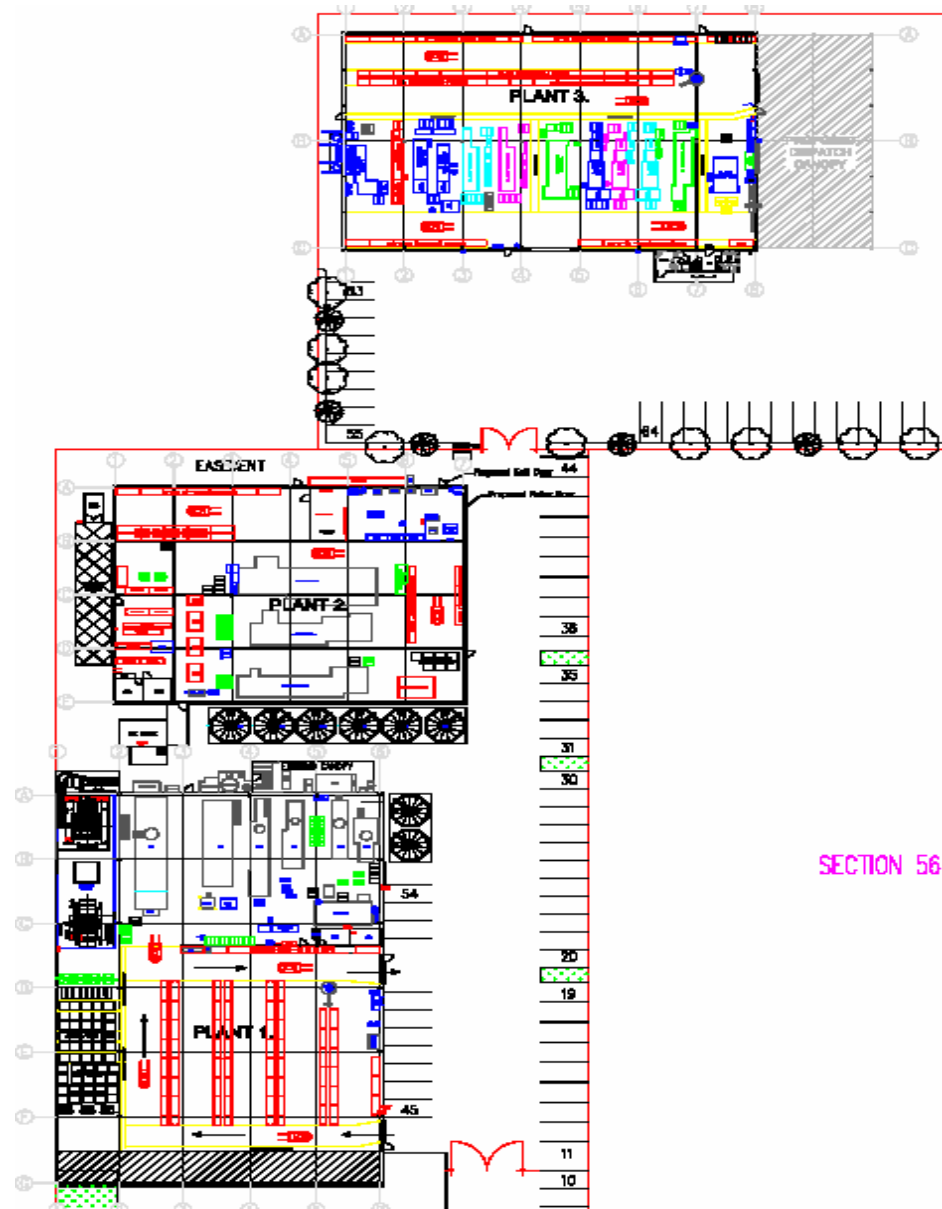
- Reduction in Lead Time
- Reduced Stock Holding 1599 Pallet Spaces to 1112  
Granule Store 208SqM to 168SqM
- Fork Lift maintenance and Life Span
- Productivity Improvements

LOT 56



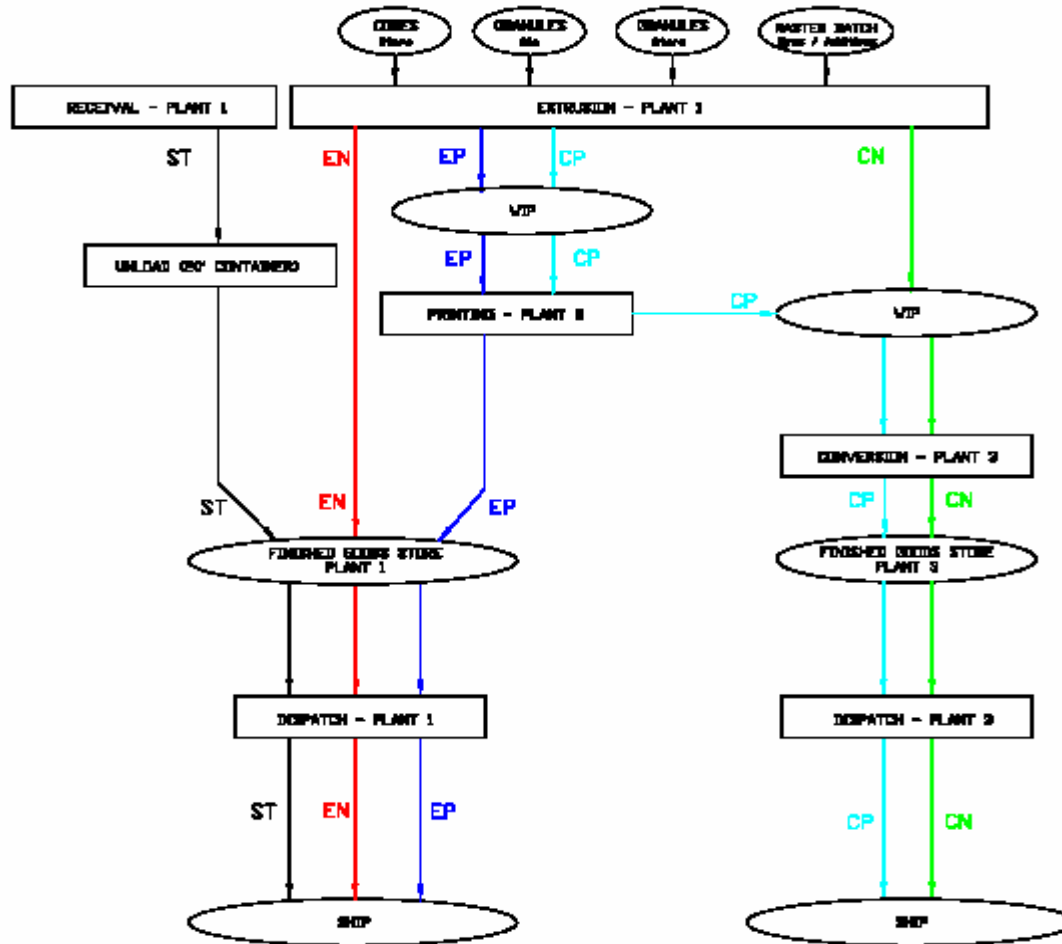
# POLY PRODUCTS CURRENT STATE MAP





SECTION 568

# POLY PRODUCTS FUTURE STATE MAP



# Space Requirements

**Total Floor area 4720SqM**

**New Equipment requirements 170SqM**

**Maintenance addition 70SqM**

**Total New requirements 240SqM + New Materials 70SqM**

**Additional 200SqM Conversion**

**Result**

**No additional construction required**

# Personnel

- **Making The Product**
- **Implementation of Plan**
- **Recruitment**
- **Commissioning**
- **Training**
- **Unions**
- **Workplace Services**
- **Workcover**
- **Site Personnel ( Safety Committee )**

# Selling The Product

- **Reeducation of Sales team**
- **From Commodity to Features and Benefits**
- **Recycling**
- **Transportation Savings**
- **Stock Holding and Space Requirements**

# Selling The Product

- **Machinery manufacturers**
- **Raw material Suppliers**
- **Uni SA**
- **Clients, Current and New**

# Summary

- **Results**
- **Ongoing Commitment**
- **Things we would do differently**



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