

COSMO **CONNECT**

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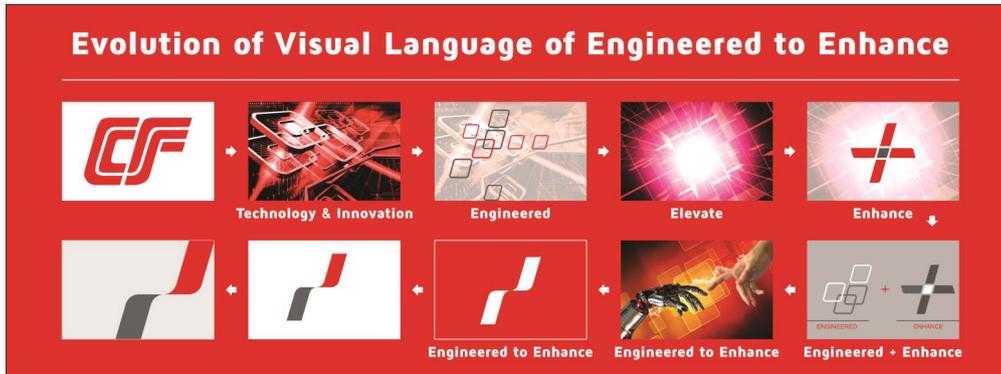
CF **COSMO FILMS**
Engineered to Enhance

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Engineered to Enhance - Unveiling the Cosmo Brand Story



Cosmo Films recently underwent a re-branding exercise to align its business and brand strategy. As part of the exercise, Cosmo Films aligned itself to a new brand philosophy of "Engineered To Enhance". The new philosophy is a reflection of Cosmo's DNA, and captures the essence of what the organization stands for at the core.

Cosmo Films strives not only to produce quality products, but innovates to solve the next-level challenges in packaging, labeling and lamination. Evident from the way customer requirements are addressed and finally engineered in the laboratory, success is ensured by co-creation and last-mile implementation. The philosophy Engineered to Enhance, portrays on both the brand level and the product level on how Cosmo Films enhance shelf life in case of packaging; enhance aesthetics in case of lamination and enhance brand presentation in case of labels.

Cosmo Films, North America on an expansion drive

Cosmo Films recently announced Sandeep Dutta as President of its US operations. His re-designation forms an integral part of company's strategic plan to strengthen its position in the North American market and further its footprints. A series of other commitments were also planned for the market in specific.

Sandeep has been associated with the company for nine years and has successfully led several sales and manufacturing teams. "In his new role as President US operations, Sandeep is responsible for growing the business with enhanced products and service deliveries." said Pankaj Poddar, company's Chief Executive Officer. As part of the internal restructuring exercise, marketing and sales are now being led by Chuck Thompson and Ed Dorsey respectively; both heads having long stints with the company. Seven to eight people have also being added to sales across different geographies in US.



The company has already invested \$ 1 million towards capacity expansion and facility up-gradation at Western Maryland Parkway site in Hagerstown which manufactures thermal lamination films in BOPP, PET and Nylon. Its star products include scuff free matte, linen, hi-tac for digital application and velvet films. Production of velvet film, extensively used for lamination in the publishing industry & luxury packaging is being strengthened. A premium polyester film matched to reduce curl when laminated; introduced especially for the plastic loyalty, ID and postcard market has been launched and has begun to pick up. In the future, the company plans to start exporting this product and several others from the US manufacturing facility. It also plans to sell a part of its global range of products in the North American market which includes direct thermal film, synthetic paper, PSA application films and several other packaging films.

Cosmo Film's Export Oriented Unit becomes self sufficient

Cosmo Films's EOU recently entered into its second expansion phase. The company has just finished installing two additional lines in their EOU plant in Shendra, India. The development signifies that the EOU can now manufacture the entire gamut of speciality films offered by the company for packaging, label and lamination applications, all under one roof.

The first addition was a 2 mtr wide state-of-the-art chemical coating line, to which the company intends to shift all its top of the line coated products like face stock for self-adhesive labels, velvet & scuff free lamination films and high barrier films. A line camera was also installed to detect any manufacturing defects during production, thus ensuring only quality output. With these latest additions, Cosmo now has 5 chemical coating lines, taking the annual coating capacity of the company to 10,000 tonnes.



The second addition was that of a 2.4mtr wide metallizer, which would augment the company's capability to produce the complete range of metallised films, including high barrier metallised films. This addition augmented the annual metallizing capacity of company to 15,000 tonnes.

These additions in the EOU, coupled with the existing extrusion coating lines complement the 8.7 mtr BOPP line, making Shendra EOU 100% self-sufficient. "We are excited by these new additions in Shendra. Shendra's self-sufficiency will have a significant impact on the turnaround times and productivity of our value added films, thus improving our service standards for global customers" says S Satish, Global Head-Sales & Marketing. These additional investments were made in the wake of the buoyant response received by the company while servicing all its export customers from the BRC certified EOU.

The facility is also the benchmark for Cosmo's commitment to sustainability. The plant has been designed to maximise the usage of natural light, leading to significant energy savings. The plant also has a "state of the art" ETP which ensures zero discharge of effluents. The products coming out of the plant conform to all global compliance standards.

Cosmo added a new chemical coating line to its production unit, taking the total number of coating lines to five. This increased the annual coating capacity of the company to 10,000 tonnes.

One metallizer was also included to the production line augmenting Cosmo's capacity to 15,000 MT, taking the total number of metallizers to three.

Product Updates

In Mould Label Films – Cosmo's specialized offering

In Mould label film is a specialty product offering by Cosmo Films. Its low static charge offers better dust resistance, better stacking for robotic arm pick up and good machinability. The product is available in two density types' i.e 0.55 kg/m³ and 0.70 kg/m³. The lower density product is preferred for small to medium containers. Owing to the lower density, the film on



the pack acquires a good orange peel effect adding to the shelf appeal. The lower density product also offers yield advantage. The higher density products are used for medium to large containers. The film's structure is designed in a way that it offers sparkling gloss to the printable surface and better bond with the container through its matte surface. The white film offers high opacity & whiteness index. The company is also in the process of launching a transparent IML film as well. One may use the film for both surface and reverse printing.

Affordability and durability are the two main reasons behind the success of this particular labeling technique. Affordability stems from the reduction in an additional step of labeling the container as the label fuses with the container during the moulding process. Durability is a function of permanency of the label. The method has clear advantages over other existing techniques utilized for decorating/labeling the container which includes glue cut and stack labeling, self-adhesive labeling, shrink sleeving and dry offset printing. Some of the other advantages are listed down as follows:

- More surface area for brand presentation
- Photographic quality graphics
- Light weight of containers
- Significant reduction in label defects by application
- Resistance to product staining
- Improvement of side wall strength of a container
- No hassle of label peeling/curling during flexing or squeezing of container
- 100% recyclable either directly during the manufacturing process or after consumer use if a PP container is used

New Customer Partnerships



Cosmo Films is proud to announce the recently cemented partnership with Coveris; a leading global flexible packaging company.



Kenya Plast

Location: Nairobi

Dates: 10-12th June 2015

Cosmo Films exhibited its full range of packaging and label films portfolio at the recently held Kenya Plast Exhibition. The third edition of the event was supported by Kenya Association of Manufacturers and Plastic Export & Promotion Council, India.

BOPP FILM 2015

The international conference and exhibition for the bi-oriented polypropylene film industry



AMI BOPP Conference

Location: Berlin

Dates: 23-25th June 2015

Cosmo Films participated in the AMI BOPP Conference this year. The forum discussed latest developments in raw materials and film technology for BOPP film manufactures and how global business is changing and the opportunities it offers. **Cosmo's CEO, Mr. Pankaj Poddar was amongst one of the keynote speakers and delivered a presentation on "Building a global business in speciality BOPP Films"**

Key Discussions:

- Resin Shortages wont last
- Brand owners love BOPP film
- Volume V/s Value? What's the right business model



Media Coverage

Cosmo Connect presents Cosmo's coverage across various publications around the globe. Read on about what they have to say.



Polish Publication Opakowanie interviews Pankaj Poddar

Opakowanie interviewed Mr Pankaj Poddar in its May 2015 issue. In the interview he spoke about the company and its future plans.

[Click here to read more](#)

"Most of the flexible packaging options used for food today are film laminate structures, and BOPP films are becoming an important part of this laminate structure."

Packaging News Australia covers the Cosmo Story

Packaging News Australia, in its July-August 2015 issue covered the Cosmo Story. It featured Cosmo's re-branding and its success stories so far. In addition to that, it featured the CEO & Global Head-Sales & Marketing comments on the industry and the road ahead.

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Orientate Features Cosmo's Profile

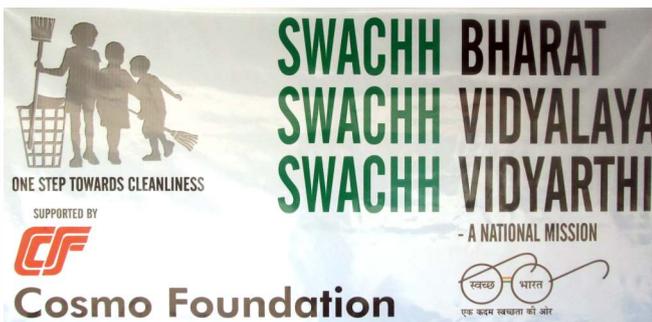
Orientate featured Cosmo's business profile in their April 2015 Issue. It focused on Cosmo's product offerings and how it differentiates itself from other BOPP manufacturers.

[Click here to read more](#)



National CSR Award

Cosmo Foundation was crowned with the National Award for Excellence in CSR and Sustainability in the category–Best Education Improvement Award on 24th July 2015 at Mumbai. The award was felicitated by “World CSR Day”-an independent organization. Cosmo was lauded for its committed and quality efforts to improve education for children from the marginalized community.



Swachh Cosmo Swachh Vidyalaya Campaign

Aligned with the Prime Ministers vision of a clean India, Cosmo Foundation announced the Swachha Vidhyarthi–Swachha Vidyalaya Campaign. As a part of this campaign, a swachata committee shall be formed. It will take care of distribution of cleanliness kits to 14 schools, development of personal hygiene charts and hygiene kits for primary school students. The committee shall also raise awareness for behavior change.



English Fluency Development Course for Rural Youth

In response to the absence of quality English learning for the rural youth, a 130 hours course was organized during 24th April–9th June, 2015. 55 students from six villages completed the course. The course comprised of academic grammar & composition with conversation practice. Innovative methods like “Thought for the day”, personality development, news bulletin of the class, educational videos and weekly assessments were deployed. The course was followed by an awareness campaign with parents and community leaders. Certificates and educational books were also awarded to the participants.