

Industry

and Kabra Gloucester: Strategic Alliance in blown film, for Latin America

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Gloucester Engineering, multinational solutions sheet extrusion and plastic film and equipment for the converting industry, recently signed a strategic alliance with the manufacturer Kabra Extrusion Technik (KET) of Dunetha-Daman, India, from which trademark was created KAGE (Kabra Gloucester Engineering) with which the sector will meet the needs of blown film extrusion in several regions, including Latin America.

"At the top of the pyramid is the product line of Gloucester Engineering Technology, which serves the needs of technology and increased production capacity of the market, in the middle is the KAGE brand product line, serving numerous medium-sized business sector, and at the base of the pyramid are the products of KET, providing equipment and basic technological solutions, but high quality, "said Carl Johnson, president of Gloucester Engineering, interviewed by *Plastics Technology* , within the industrial fair Andina-Pack, display packaging sector which was held from 8 to 11 November in Bogotá, Colombia.

Although this union represents companies are expanding their range of technology and new possibilities in innovation, Johnson said it will keep the focus on film extrusion, "Most of the Gloucester Engineering alliances are based on technologies of film, rather be blown or cast.

Innovations will be around those markets, because we believe we are the largest. We also have a significant presence in film and foam, and is something that we will not forget. "

A company in constant motion

Gloucester Engineering has had many changes since 2007. The company has undergone restructuring, acquisitions and personnel moves in the future, seeking to meet the needs of the extrusion market.

"We are celebrating our 50th anniversary, and look forward to our next 50 years. We see a very promising future. Gloucester Engineering has put a considerable amount of work to modernize our company, our technology and improve our work in Latin America, "Johnson said.

Indeed, one of the latest strategies of the company consisted of an advertising campaign called "More than Machinery" (More than machinery) with which the firm sought to reach out to its users from a human point of view, not just technology.

"More than machinery is somewhat different from what people commonly do. We want to reach out to people and touch their hearts. Let people know that we understand that a client behind each machine, and what we value. We are not just a producer of equipment, we are much more than that. We focus a lot on our people and our customers, and when you can establish a strong, durable and firm with a client, we do things that are "more than just equipment," because we are helping people grow in their structures and in their markets, "said Johnson.

One of the biggest changes in the company was in early 2011, when the company announced that Kabra become one of its shareholders, as a business response to the need to effectively address the global market for film extrusion, in its entirety.

"We looked at our data base of customers and their requirements. Not everyone needs or can spend on specific technology and large machinery. We realized that everyone has different needs. If we serve our customers in regions like Latin America have to cover our entire database. So, we created different market segments, because some companies need great teams, but there is also a very large middle segment, which arrived with KAGE technology alliance, "added Johnson.

As the president of Gloucester Engineering, which was done was to create a hybrid between the two companies, with manufacturing center in India, "where we take advantage of sources of materials, human capital and the positive national situation, allowing us to provide a system that specifically benefits markets like Latin America. The company with which we signed our partnership (KET) manufactures its own machines, smaller, smaller print runs, but very affordable and very good quality. "

KET's solutions are ideal for small applications, with machines that process production volumes of less than one hundred kilos per hour, representing a significant market share.

Presence in Latin America

To lead the company's strategy in the region, the firm recently announced that Alberto Rincón occupy the position of Director of Sales for Latin America.

"We are very pleased to have Dr. Alberto Rincon, who has significant experience in the area and many relations in South America. It is our desire to cultivate those relationships and continue to strengthen the bond in that market. The way in which Alberto see the market, we are sure you will find a variety of actors who will represent us in countries designated "said Johnson.

The representative of Gloucester recognized Mexico, Argentina and Brazil as some of the biggest markets, but said they continually come new requirements from countries like Peru, Venezuela and Colombia. The firm expects to have commercial presence in the region.

Gloucester Engineering at Andina-Pack 2011

Andina-Pack is one of the fairs in the packaging industry's most important in Latin America. Includes commercial samples, an academic program with specialized conferences and numerous machines in operation, global enterprises of the industries of packaging and converting.

"We came to the show as a gesture of appreciation to the Colombian market. The organization gave us the opportunity to present a lecture, in which we deal with specifications about our new hybrid line, basically sending a message to industry about what things are important and should be considered in this equipment, to achieve certain goals, "said Alberto Rincon, in an interview with *the Plastics Technology* .

Carl Johnson also expressed his satisfaction with the invitation to Andina-Pack and explained that Latin American scenarios like that Gloucester Engineering offer the opportunity to better understand the market, interact with customers in the region and see first hand their needs.

"After interacting with the user to take the information back to Gloucester, to discuss how we can modify our offer to help our customers better. I reiterate that it is not just to sell machinery, but to understand what happens in the market and how we can help people be more successful. It is worth noting that I am very impressed with the high level of sophistication of the event, "said Johnson.

As for the exhibition of his latest industrial developments, the representative stated that Gloucester Engineering is a rigorous program of innovation, which will reveal a number of innovations at NPE 2012, Plastics trade fair to be held in Orlando, FL, USA. UU., 1 through April 5.

"Although we still can not advance much information NPE, we can say that we focus on making it easier to interface with the machine, reducing energy consumption and make more profitable and better business for our customers," concluded Carl Johnson.

Industrial New KAGE

As a result of the strategy between Gloucester and Kabra, the partnership launched in October of your system KAGE five-layer blown film, in an *open house* held at the premises of Kabra Gloucester Engineering, India, in October 2011.

During the event, blown film line manufactured a five-layer barrier film of 2200 mm, at a rate of 535 kg / hour, producing film for packaging applications of oil. The solution is designed to achieve production of 600 kg / hour, and boasts a capacity of 4 000 tonnes per year.

In the *open-house* , Adam Blumenthal, Managing Partner of Blue Wolf Capital, owner of Gloucester Engineering, said: "I am proud to see that the team works very well, and it is gratifying to note that our customers will welcome you with open arms KAGE the brand. We hope to continue serving the domestic and foreign markets with our partner, KET, and expand global participation KAGE. "

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