
Supporting your business



Serge Perquin, central supply chain manager Corus Packaging Plus

Making headway

In the previous edition of *Packaging Plus News*, manager, central supply chain, Serge Perquin talked about new developments to help Corus Packaging Plus become more flexible and meet the demands of tomorrow's supply chain. How are we doing?

"We have made good headway," says Serge. "Recent IT investments have made it possible to work with several fulfilment methods and our Compass order entry system is now being rolled out. At the IJmuiden works, we have finalised developments to create greater flow in the production lines and have thoroughly analysed the order book.

"Our approach is clear. We want to move forward carefully and sustainably, using measurements based on facts.

"Our Trostre works, after carefully and successfully working with two week lead time for the past three years, is aiming to serve 65-70 per cent by the end of this year. It has reduced its use of generic coils to only eight different kinds. All learning is now being used to roll it out to our other production facilities. The two week lead time project is making

the whole supply chain more reliable, from CPP right through to our customers' customers.

"We have now started to implement two week lead time pilot projects at IJmuiden, working actively and closely with customers. These will help us define, refine and improve our offerings continuously and step by step. Developing a flexible service that is sustainable is of key importance. This involves understanding what our customers' business requires to be successful and how we can support them. We can only increase our agility by working together!"

"We want to move forward carefully and sustainably."

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Photography:

Cees Pereboom; Gayle Budden

Contact:

For all comments on this edition of *Packaging Plus News* and ideas or recommendations for future issues, please contact:

Samantha Allison - communications manager
Emmy Jaspers - communications officer
Linda Scheringa - marketing assistant

Corus Packaging Plus
3H-16
PO Box 10000
1970 CA IJmuiden
The Netherlands
T: +31 (0) 251 497424
F: +31 (0) 251 470051
editorial@coruspackaging.com

Our commitment to a global steel market

It has been nearly three years since the marriage of Corus and the Tata Steel Group. Anyone expecting that this would be a whirlwind romance followed by the birth of a hastily restructured company and a bunch of new brand names may be disappointed. This relationship has proceeded at a more sedate pace, but we can see in 2010 that it is all the stronger for it.

In the past year in particular, our link with the Tinplate Company of India (TCIL) has grown to our mutual benefit. Now some of our customers are being introduced to the significant advantage our global perspective can offer. We have been working together with TCIL to share technical knowledge for some time. Last year, this took a step forward with the relocation of Angela Denys

Hugo Loudon - planting 'his' tree at TCIL, a company tradition for first time visitors.



TBEM – a process approach

All 96 Tata companies will adopt the unique methodology of the Tata Business Excellence Model (TBEM). The aim of TBEM is to create strategic direction and drive business improvement, in line with the best global practice.

from Corus Packaging Plus IJmuiden to become quality manager TCIL in Jamshedpur. We have subsequently hosted one of our global customers there and this was the moment we truly began to act like a global company. See our lead article 'Back to the future' for more details – and a reflection on how the long-established and genuinely-held values of the Tata Group extend throughout the organisation as well as to suppliers, customers and the community.

Having the strength of a global organisation has increased our commitment to Europe. We now have the security of being part of one of the widest-reaching steel companies on the globe.

Sustainability is always high on the agenda and is bringing us closer to our opposite numbers in the aluminium industry, as you can see on page 12.

We believe it is the responsibility of the whole supply chain to support sustainability. The move to DWI food cans offers opportunities for efficient downgauging throughout the value chain and we discuss this with Alex Jonker, Director Manufacturing Food Division, at Impress on pages 4-5. We follow this with a summary of how our technological expertise is helping maximise the benefits on those lines on page 15.

I hope you also enjoy meeting the people who make our business work on pages two and six.



Hugo Loudon - managing director Corus Packaging Plus

Undergoing the TBEM process helps develop a common understanding of excellence. An assessment looks at the maturity of all business processes and helps companies to increase their competitiveness and achieve strategic and process-driven results.

Each Tata company nominates a number of employees to undergo thorough training to become a TBEM assessor. These people can then help

their organisation prepare for the detailed assessment procedure (usually carried out on an annual basis), as well as participating in the process for other Tata companies around the world.

This often involves working in sectors other than their own, and so the assessors both widen their own experience of the Tata organisation and increase their general understanding of running a business.

The next step for food cans

Alex Jonker, Director Manufacturing Food Division at Impress, on their new line, sustainability and the future of DWI in Europe



Alex Jonker, Industrial Food Division, Impress

Why did you decide to invest in the DWI process at Deventer in the Netherlands?

Since acquiring the plant at Sutton-in-Ashfield in the UK, we had had four years of getting to understand the DWI technology and the potential this can-making system offers. With the subsequent acquisition of the US Can plant at Erfstadt, Germany, we had the volumes to justify a DWI line. We were aiming to become the most cost-effective canmaker in the area, offering customers in a 400km radius the most CO₂ efficient can possible. We could build our own line, using our own expertise.

What are the advantages and the savings in the DWI system?

DWI is the most simple and efficient process available for high volume can manufacture. You start with the coil and end up with a can. It is one continuous process. Compared to all the different steps involved in assembling the three-piece can line, in our opinion, it is more reliable and offers more consistent quality. It is more cost-effective and we can pass this advantage on to the customer. We make savings from

doing part of the lightweighting process ourselves and having the tinplate supplier provide a standard, lower-cost plate.

Your CEO Francis Labbé has compared the can to a Porsche 911. What does he mean by that?

This is one for the boy racers! The Porsche 911 is more or less the same shape as it was 50 years ago. But on the inside, it has changed completely. It is far more powerful and can go much faster. Today's labelled steel can looks outwardly the same as one from 100 years ago. Yet, like the car, it can now perform three times better. There is one big difference, though. The can is lighter, and the car is now heavier. So maybe the can beats the sports car!

What makes this line unique?

This is the first custom-built DWI food can line in mainland Europe and it is one of the best in the world. We had a unique opportunity to start from scratch, using our own experts with many years of experience. The quality department is integrated right into the line, which itself is very compact and runs with minimal labour costs.

Do canmakers have a responsibility to downgauge?

Our first responsibility is to our customers. We are utterly convinced that metal is great. It is a fantastic, 100 per cent endlessly recyclable form of packaging. We can help our customers and their customers keep on choosing metal packaging if we continue to make the can lighter and thereby more eco-efficient and more cost-effective.

What is the future for DWI in Europe?

We will build more DWI lines. The advantages are so significant: quality, simplicity and cost-effectiveness. I'm

convinced DWI will grow in Europe at the expense of three-piece lines, including our own. Our customers love it and find the cans are more stable and run better through their lines.

“The DWI system is more reliable and offers more consistent quality.”

A DWI can and a three-piece can are now about the same weight. The three-piece can at certain volume levels will retain its market position due to its manufacturing flexibility. The DWI can, on the other hand, is only at the beginning. For high volume standard cans there will be more downgauging to come. We believe that low gauge two-piece cans are the next step for food can making.

Overview of the liquid spray machine



Uncoiler and cuppers



A short history of DWI

1944 Patents granted to Swiss engineer Jakob Keller for seamless aluminium container.

1963 First commercial two-piece drawn and wall ironed (DWI) aluminium beer cans made by Reynolds, Minnesota, USA.

1975 First two-piece steel DWI cans for beer.

1977/8 Two-piece DWI cans for food introduced by Campbell's Soup, Carnation Foods and Del Monte in the USA.

1979 First two-piece DWI cans for food introduced into Europe by Mardon Illingworth Ltd, Stutton-in-Ashfield. These were initially for petfood.

1980s DWI cans used more widely in the UK for baked beans, soup, etc.

2002 *The Canmaker* magazine, reporting that Ball Corporation is to invest in a new high-speed steel DWI food can production line in the USA comments: "This should lay to rest any doubts about the cost effectiveness of the DWI system for this product and certainly demonstrates that this method of manufacturing processed food cans has now really come of age."

2008 Impress begins building first DWI plant in mainland Europe at Deventer, in the Netherlands.

Source: Bev Page, packaging consultant.



Rachel Smets

Account representative Rachel works with customer Crown Europe in Italy, France and UK. This gives her a chance to use just some of the six languages she speaks fluently. Rachel, with the natural bi-lingual advantages of being Belgian by birth, learnt English early on and has also lived and worked in Majorca where she acquired Spanish. Her English was given an academic polish when she completed her master's degree in management and HR at the University of St Andrews in Scotland. From there she went to work in customer services at Corus in Llanwern, Wales, before taking up her current position in IJmuiden in 2009.

“What I like best is contact with people, so of course having the languages makes this so much easier,” she says. “But I also like to be challenged. It is my way of being motivated.” She has recently enjoyed an opportunity to extend her learning by being trained as an assessor in the Tata Business Excellence Model. This is the Tata Group’s programme to encourage world-class business excellence among all its companies. CPP will enter the programme later this year and Rachel, once she completes her training, will have the chance to assess other Tata Group companies around the world.

Joyce Konijn van der Werff

It took Joyce Konijn van der Werff a little while to follow her father into the steel industry. She spent several years in the financial services sector and took a family career break before joining Corus in 2006. From this point on she has enjoyed working with a physical product and a large organisation. She has been able to draw on her previous experience, too. Wherever you work, she says, she has learnt that customers like to have honest communication. “It is always better to be clear and open,” she says. Changes to the account structure means that in 2010, Joyce is going to be the person with the widest overview of the US DSC account, which has a complex supply chain involving CPP’s UK, Dutch and Belgian sites.



Rob van Veen

Rob van Veen is the spider in the web. That’s how he describes his role of account representative – in the centre of things, dealing with customers, subcontractors, production, logistics, transport and documentation all at the same time. Today, a typical day, he is working on orders for the UK, Puerto Rico, Greece and Peru. Many of his customers are in Latin America, where it is important to have personal relationships based on trust, so his 25 years of experience are particularly valued.

Rob is looking forward to the Spring. He and his wife have bought new bikes and are keen to use them to go on cycling tours, visit their grown-up children who live nearby, or cycle to their local church, where they are involved in many activities.



PET banding at CPP

Packaging put to the test

We put our coil packaging through some rigorous tests to make sure our product arrives in the best possible condition.

Two factors govern our choice of material for coil packaging. It should first of all offer the best available protection against damage and outside influences. It must also be safe and convenient to handle.

Edges

The most recent change to our packaging has been to replace the metal edges on vessel packs with edge protectors made of 2.5mm PE plastic. "This makes the edge safer and more user-friendly for both packers and unpackers," says Andrew Faulkner, process specialist. "It is lighter, it is not so sharp, and yet it gives similar protection to the steel edges."

Banding

Corus Packaging Plus is currently investigating PET banding as a replacement for the traditional black steel bands. After many trials of the new green bands – involving dragging, pushing and lifting around our warehouses – the indications are that they have the same quality and strength as the steel. Trials are currently underway with customers but PET looks set to take over from the

steel banding in the near future. The key advantage for the unpackers is that it is not sharp and the band does not spring back so rapidly on being opened. "The colour is also a safety feature because the band is now easier to see," says Marco Clots, packaging specialist.

Recycling

One of the main demands we make of any of our packaging materials is that they must be easy to recycle. By removing the steel element from the packaging, unpackers have only to deal with plastic and cardboard recycling.

Lighter cutplate packaging

In cutplate we are now trialling thinner steel packaging materials. This looks similar on the outside and offers the same protection to the product. The key difference is that packaging handlers are working with a great deal less weight as the packaging is up to 25 per cent lighter. Those who have worked with it so far are very positive.

"We are always looking into optimising our packaging."

All-weather testing

Our coils are distributed all over the world and many undergo long journeys by rail, road and sea.

"We put the new plastic shrink wrap packaging through some pretty aggressive tests to ensure it can cope with any climate and any environment during transportation," says Marco Clots. "To check the effectiveness of the wrapping in all weather conditions, we put wrapped coil into special climate containers. These can test the product at temperatures as low as -10°C and as high as +25°C. This is followed by careful inspection of the coil for signs of rust.

"We can also give wrapped coils the ultimate waterproofing test by sinking them into seawater at our port at IJmuiden."



All-weather testing of shrink wrap packaging

"We are always looking into optimising our packaging to find out what gives the best protection to the material as well as the easiest handling for the people who work with it," says Pim de Zeeuw, packaging coordinator, CPP IJmuiden "And of course it must be safe both for people and for the product."

Spoolless

Producing coils without spools will further reduce waste and packaging costs. Work is underway to test out spoolless production at CPP manufacturing plants and we will soon be approaching customers to carry out trials and investigate requirements.

The shape of the future



“Its commitment to corporate social responsibility has earned it a trusted reputation.”

The Tata Steel's Jamshedpur steelworks, India

The values that have guided the Tata Steel Group's progress for over a century will shape its future. Its businesses such as Corus Packaging Plus and the Tinsplate Company of India can draw on this heritage as they move forward.

The Tata Group is proud of its history. It can trace its origins back over a hundred years, when its founder, Jamsetji Tata, began his first manufacturing venture in India. The first tonne of Tata steel was poured in 1912. What grew from there became the Tata Group of today, with 96 companies in a number of sectors worldwide.

The Group is admired for having held and maintained the same consistently strong values right from the start. Its

commitment to corporate social responsibility has earned it a trusted reputation. The Tata Group's dedication to serve all its stakeholders, from the community and its employees to suppliers and customers, gives it the impetus to strive for sustainable and long-term growth.

All Tata companies share these principles. They benefit from being part of a company that values where it has come from, and takes the long view about where it wants to go. An organisation that can look back 100 years wants to be around in the next century, too.

Tata Steel's acquisition of Corus in April 2007 added a technically robust European steelmaking dimension to the Tata Group. The move also underpinned

its commitment to having a global reach. For the tinsplate business, the merger brought together a business strong in Europe and the USA (Corus Packaging Plus) and one growing fast in the Asian market (the Tinsplate Company of India or TCIL).

Valuing future sustainability

What does all this mean to our customers?

A company whose core values include integrity and responsibility shares the challenges faced by all of its customers. In steel for food packaging, these include the threat from alternative food supply formats such as frozen, and, increasingly, the growth of alternative packaging formats for heat processed food. To overcome these market challenges will take commitment, drive and collaboration

– values that have been at the heart of the Tata Group for over 100 years.

CPP marketing manager Roger Steens says: “We value the future sustainability of our customers’ business as much as our own. We recognise that it is vital to help our customers optimise their performance in terms of efficiency and reduced costs. We have to make sure our supply chain stays competitive and that we all have an increasingly environmentally and economically sound product.”

Can making is a global business and Tata Steel can now offer a strengthened position at the end of the demand chain. As CPP and its sister company in the Tata Group, the Tinsplate Company of India, build a closer relationship, they continue to offer their customers the performance and global reach they require.

“We value the future sustainability of our customers’ business as much as our own.”



Luc Brantjes, commercial director CPP (centre) on a plant visit at TCIL



TCIL Headquarters

Sharing expertise

Tata Steel’s two packaging steel businesses are now working together increasingly closely. The first instance came when Corus Packaging Plus gave The Tinsplate Company of India technical support in the commissioning of its new tinning line in Jamshedpur, India. Expertise continues to be shared through joint tinsplate process improvement teams. In turn, CPP has been able to draw on the sophisticated and systematic Tata Group approach to business excellence known as the Tata Business Excellence Model.

Currently on the manufacturing side TCIL has been able to tap into CPP’s surface inspection expertise as it moved from sheet to coil production. Relocation and exchanges – a CPP

quality advisor, Angela Denys, has now transferred permanently to India – are helping to share and learn best practice. Additionally Performance Improvement Teams are working on best practice and shared learning to optimise manufacturing operations.

European customers with a global reach have visited the Indian plant to assess TCIL as a potential supplier for the region.

In Europe CPP and TCIL are now making joint visits to some customers. While TCIL can offer some European customers a potential alternative to imports from outside Europe, CPP IJmuiden is supplying India with some small volumes of blackplate. In November 2009, TCIL and CPP jointly participated in and sponsored

the international Can Tech 2009 conference held in Bangkok, Thailand.

From left: TCIL colleagues Arunangshu Hore, chief divisional manager coating lines; Ashok Ghosh, vice president operations with Mostyn Lewis, technical account manager CPP and Angela Denys, quality advisor to the TCIL MD





From left: Henry Garthwaite, business development manager Carbon Trust Standard; Anthony Lee, SHEEF compliance officer CPP; Andrew Fagan, SHEEF compliance engineer CPP; Darryl Lewis, energy operations engineer CPP; Dick Strawbridge, television presenter

UK Carbon Trust award

CPP's Trostre site was awarded the UK's Carbon Trust Standard after implementing a number of low cost carbon saving initiatives. Trostre has a comprehensive Utilities Management System (UMS) for measuring energy consumption as well as CO₂ related emissions from steam, electricity, natural gas, compressed air and water. The UMS has recently been identified as best practice by both Corus and the Carbon Trust in the UK.

Health and safety success

Trostre health and safety manager Phil Davies is now a Chartered Member of the Institution of Occupational Safety and Health (CMIOSH). Phil first showed his appetite for obtaining further qualifications quickly in 2008 when he achieved NVQ level 4 in ten months rather than the traditional three years.

His weekend and evening study continued until this February, when he gained his long-cherished chartered status following a final interview with a panel of IOSH experts.



New inspection system

A new surface inspection system is now in operation at CPP's plant in Duffel, Belgium. The Cognex system uses two digital cameras to continuously scan each surface of the strip, providing a map of the strip surface and conveying any faults to the quality inspector's computer.

Information gathered can be passed on to customers, saving them unnecessary downtime and quality losses due to 'unknown' faults. Yield losses have been minimised throughout the supply chain, helping to keep lead times down.

Since it was installed in August 2009, Cognex has become a vital tool in continuously improving the demanding Protact manufacturing process and product quality.

New look for fresh Apeal

Apeal, the Association of European Producers of Steel for Packaging, has a new look. The rebranding is the result of a review of communications in 2009. A new image library and house style help reinforce the Association's aim of communicating the benefits of steel directly to a wider audience including legislative decision makers and retailers. Packaging steel's environmental, social and economic attributes have been encapsulated as: Recycled & Efficient, Trusted & Reliable, Value & Performance. The slogan 'Protecting today, preserving tomorrow' has been used in advertisements in key publications, including *European Voice*, the EU newspaper. The Apeal website has been refreshed and a new twice-yearly publication, *Steel for Packaging Update*, introduced.



UK recycling target

The UK recycling target for steel may be set at 74.8 per cent for the year 2020. The figures were released in March 2010 by DEFRA (the UK government's environment department) as part of a consultation on proposed changes to packaging waste regulations.

The UK steel recycling rate for 2008 was 61.7 per cent. Meeting the 2020 target would require an additional 13,444 tonnes of steel to be recycled each year leading up to that date.

With systems already well-established in the UK, and further infrastructure planned to capture more material in the next ten years, Corus Steel Packaging Recycling, the Corus recycling organisation, is confident that the target is attainable.

New chief operating officer

Karl-Ulrich Köhler has been appointed chief operating officer, Corus. Previously Dr Köhler was chairman of ThyssenKrupp Steel. He had worked within that organisation for 30 years, gaining leadership positions in production and in research and development. He will lead a team at Corus focused on optimising manufacturing across Europe, linked according to product flow and market sector. He will be based at IJmuiden, the Netherlands.



Steel for Packaging

Protecting Today, Preserving Tomorrow

Europe's most recycled packaging material

From easy, infinite recyclability to ever-greater savings in emissions and resources, the environmental credentials of steel for packaging are extraordinary – and unique.

Newly released figures show that 70% of steel packaging is now recycled in Europe – more than any competing packaging material. Steel is magnetic, so it's easy

and economical to sort and recover. And it's infinitely recyclable to virgin quality. Steel for packaging's high recycling performance is saving 3.9 million tonnes of CO₂ from being released into the atmosphere each year. This is equivalent to saving the annual CO₂ emissions of 700,000 households.

Find out more about steel for packaging's unique sustainable qualities on www.apeal.org

PROTECTING TODAY - PRESERVING TOMORROW



Cannovation conference

Roger Steens, CPP's marketing manager, was one of the keynote speakers at Cannovation 2009. The third international seminar on tinsplate packaging was held in Mumbai last November.

The main topic at the annual gathering, which attracts 300 delegates from around the world, was innovation in can making. This year the theme was the new global challenges facing the industry, including issues related to climate change, and the role of tinsplate as an enabler of sustainability.

Roger joined eminent speakers from organisations around the world and gave his insight on the sustainability credentials of steel for

packaging and its positioning against competitor materials.

Other speakers included senior representatives from the joint sponsors of the event, the Tinsplate Promotional Council of India, the International Tin Research Institute (ITRI) and the Indian Institute of Packaging.

The concluding speech of the event was made by Tarun Daga, the managing director of CPP's sister company, the Tinsplate Company of India.

Delegates at the conference included canmakers, senior officials and policy makers from the Indian government.

Every can counts...

...whatever it is made of. Steel and aluminium are joining forces to help drive up recycling rates. If we want to be sustainable, every (recycled) can counts.

“Close collaboration between the steel and aluminium industries is a must.” Corus Packaging Plus managing director Hugo Loudon made his wish for cooperation clear when he addressed the Stichting Kringloop Blik (SKB or federation for can recycling) in the Netherlands in January. Shortly after, the aluminium and steel packaging industries signed an agreement to work together to improve the perception of metal packaging, essentially a formality as we have worked together for years. Metal packaging has a great case to make competitively and environmentally – when it is recycled. Sustainability is a key issue and both industries have a strong interest in pushing up recycling rates.

Collection infrastructure

In the UK, Corus Steel Packaging Recycling (CSPR) has been instrumental in developing an effective collection infrastructure for metal packaging. Corus also works closely with relevant government and environmental organisations in the Netherlands to grow the recycling network. Metal packaging, with its ease of separation and kerbside recovery systems in place, has better recycling credentials than any other packaging material, with recycling



The West Midlands Fire Service in the UK has launched Every Can Counts in its 39 fire stations.

rates at 57 per cent in the UK, 85 per cent in the Netherlands and 69 per cent in Europe, higher than competitor materials. Yet there is scope for improvement. A number of initiatives aim to increase recycling rates.

Partnership

Every Can Counts, established in late 2008, is a partnership of drinks can manufacturers, the aluminium and steel packaging and recycling industries and the Waste & Resources Action Programme (WRAP). It encourages and enables British consumers, now accustomed to recycling at home, to extend these habits when they are on the move, at work, or in education. In the UK, around 30 per cent of drinks in cans are consumed outside the home. Corus is a funding partner and works with the steering committee to help progress the scheme

which aims to raise awareness of the benefits of recycling as well as focusing on developing the collection infrastructure. Over 2,000 collection boxes and can crushers have been issued to the 200 large employers and universities that have already signed up to Every Can Counts. Rick Hindley, the executive director for Every Can Counts, says: “This programme marks a watershed as it is the first time steel and aluminium have worked together to promote and develop drinks can recycling. It is important to the programme’s success to have the key reprocessors such as Corus and Novelis involved.” Meanwhile in the Netherlands the SKB is developing a publicity campaign to highlight the benefits of metal packaging recycling. It will also monitor any increase in recycling rates. Both steel and aluminium industries will be watching this with interest.

Every Can Counts at Corus Packaging Plus.

Raising the rates

Norman Lett, Ball Packaging’s UK recycling manager, is leading a project by the Beverage Can Makers Europe trade association and assisted by WRAP to increase metal packaging recovery rates from UK households via kerbside collection. Having commissioned unique detailed research which indicates that recycling rates are affected by demographics, scheme type and geographic location, this campaign will target particular demographic clusters for maximum effect.

Norman says, “Our research showed that household consumption and recycling performance for metals are affected by geodemographic factors, along with scheme provision etc. Barriers to recycling can include lack of understanding of the process. Current attitudes have an impact, as do behaviours such as willingness to empty cans for recycling rather than bin them. We have developed a campaign toolkit that we will offer free to local authorities to help them reach those households. We are now selecting local authorities for pilot schemes.”



A big Italian family

Sidermec is the only family-based tinplate service group with centres in both Western and Southern Europe. Its managing director Alessandro Buda is proud of its unique position.

Some companies struggle to find their 'unique selling point.' For the Sidermec Group, this is not a problem. The Buda family runs the business – and thinks of it as a large Italian family. "We are proud to be like a family, a big family!" says managing director Alessandro Buda. "Our customers and suppliers recognise it too. We have to preserve it forever, as it is the strongest glue for a team!"

The Sidermec group has two tinplate service centres, Sidermec in northern Italy near Bologna, and Indumet in Liège, Belgium. It sells and processes around 150,000 tonnes a year of tinplate, tin-free steel and blackplate.

Values

Sidermec buys a large amount of material which is processed and tailor-made for its

customer base. Alessandro Buda is clear about how his family company adds value: "We make sure the material is fit for its final use." This promise is important for the Sidermec's customers, who are generally smaller-sized enterprises. They are dependent upon the prompt delivery of reliable material ready for their specialist needs. "We put in the working hours," says Alessandro. "It is the amount of work that we put in to make the product ready for its final use that counts. Each piece of material can be worked 2-3 times in up to four steps to make sure it's fit for purpose."

Local expertise

Sidermec began life 35 years ago and later, due to a partnership agreement between the two companies, was able to transfer its Italian technical expertise and tools to Belgium with its acquisition of

"Our customers recognise a consistently higher standard of quality and service."



From left: Alessandro Buda, managing director Sidermec; Giuseppe Buda, president Sidermec

Sidermec proud to be one family.



My steel

Indumet in 1994. Geographically, the Belgian plant is well located, being two or three hours from the main European tinplate producers, including, of course, Corus Packaging Plus in IJmuiden, the Netherlands. “This saves on logistics costs and means we can offer our customers good terms for delivery and general service,” says Alessandro. Sidermec is able to deliver within two weeks, making it a flexible resource between tinplate producer and customer. Having been in the business since 1974, Sidermec has a good knowledge of its customers and their technical needs. “Our process guarantees regular monitoring: dimensions, squareness, hardness and coating. We register the results of these

“We are proud to be like a big family!”



The Sidermec Italian service centre



controls upon arrival, during each working phase and at the end of the production cycle.”

Careful selection of suppliers

Good suppliers are crucial, says Alessandro. “The quality of our material is the result of a commercial strategy based on a careful selection of ISO 9001 European suppliers. Corus Packaging Plus has been one of our main suppliers for 20 years. Our customers recognise a consistently higher standard of quality and service. It is why we need reliable and flexible suppliers such as CPP, they are part of our extended family.” Sidermec offers CPP a reliable partner in the Italian market – one of the biggest in Europe – to reach many medium-sized and smaller customers. The Sidermec ‘family’ is still relatively young, with an average age of 44 for its employees, which, as Alessandro asserts, is young enough to support new possible growth plans, and old enough to have experience. In the meantime, he reminds us, “Our aim is to deliver to the final customer the right mix of quality, price, just-in-time delivery – and, why not, Italian charm!”

One of the company’s six cutting lines

DWI: opening the way to improvement

Jan Kleijn, product manager, on how we help our customers tune up their high performance lines and increase line efficiency.

What's the main challenge?

DWI lines are the high performance environments of the can-making world. They have tight operating windows and strict quality demands. Man, machine and material are continuously striving for optimal synergy. In an operation turning around 2-4,000 cans a minute, the focus is always on obtaining the highest yield.

How does CPP approach it?

Downgauging and cost reduction are always front of mind in can making. Tinplate has proven its value for this market for many years by its excellent offering on cost and processing efficiency. Corus Packaging Plus is proactive about supporting our market on both these challenges. We have over 30 years' solid knowledge and technical expertise within our well-equipped Centre for Packaging Technology. Using 3D FEA modelling, we can fine-tune material properties and improve performance and line efficiency to serve the DWI market.

In addition, CPP has developed a sophisticated Process Monitoring System (PMS) to help maximise the relationship between our material and the specific dynamics of our customers' DWI lines. First, the team monitors the DWI line (including speeds and spoilages), collecting and analysing cans over a period to allow a sound statistical analysis. Measurements are taken to

“Time and time again we have seen our recommendations produce significant wins for all.”



Fine-tuning material and production processes ensures operating windows are as large as possible.

define the relevant dimensions of the cups, and the intermediary and finished cans. Typical issues investigated include tear-offs, flange-wrinkling, chime-wrinkling, cracked flanges and tin and iron pickup. Finally, following further detailed analysis of the tooling design, we may make further process recommendations.

What can customers expect?

The PMS process takes 2-3 days to implement, but time and again we have seen our recommendations produce significant wins for all. Overall, we can help achieve an improvement in quality and minimise spoilage and material usage. Our customers enjoy a more robust operating window, fewer short cans and lower incidences of trimmer jams. We have also seen successful reductions in bodymaker tool usage –

halved, in some instances. In some cases there is as much as a 10 per cent improvement in line efficiency. Customers are pleased!

What is the key learning?

To get so involved with our customers' operating environment, we need a close working partnership. To make the incremental changes needed to create a robust processing window, reduce spoilage and maximise material usage requires precision, technical know-how and for everyone to be speaking the same language. Then we can truly nourish the know-how to mutual benefit and open the way to further cost reduction and efficiency improvements.

A smooth handover

Adam Cietak takes over from Dick Faber



Adam Cietak, commercial manager CPP (left) and Dick Faber

“It’s an exciting job – you get very involved in it. Now and again you need to sit back without the emotion and look at the facts and figures.”

This is some of the advice Corus Packaging Plus commercial manager Dick Faber has given to his successor Adam Cietak. Dick retired in early March after nine years

in the post and a 36-year career in steel. He and Adam have been working side by side for six months to ensure a smooth handover period.

Adam comes to the job with a great deal of relevant experience, having been an account manager for over four years before recently running a large internal

project at CPP to implement new order management and logistics systems. Both Adam and Dick started their career in the manufacturing side, Adam at Ebbw Vale in Wales and Dick in the chemical plant at IJmuiden.

Dick’s career then took him to tinplate sales and then to handling key automotive sales for the strip division. He sees many of the developments pioneered in the auto industry – consolidation, lean supply chains, and early supplier involvement – now being replicated in can making. “These changes have brought continuous improvement and benefited both parties. Expectations are greater and we all have to perform at a higher level. The supply chain is priority number one here now.” Adam’s technical management experience will come into play in his new role.

You can’t buy experience

Mostyn Lewis, technical account manager CPP



Ask Mostyn Lewis how long he has spent with the company and he is precise: “Thirty-seven and a half years.” Every month counts in a career that began in research and development, developed in manufacturing and has been completed as one of the company’s most experienced technical account managers. And, as Mostyn says, “You can’t buy experience.” In recent years he has worked most closely with Crown Europe. So immersed is he in his job that he admits he is probably better known at his main customer than within Corus.

He has been involved in both product and can making development, moving to Trostre when the continuous annealing line was introduced in the late 1980s. This was he thinks, the time of biggest change, with increasing automation and computerisation. His more recent achievement has been setting up an account review structure to ensure there is regular and active communication rather than just troubleshooting.

Looking ahead, he says he will miss the face-to-face contact with clients, despite the travelling involved. As a former member of the Welsh squad and a coach, he is looking forward to picking up his interest in table tennis, as well as playing some golf and watching cricket. It will be an active retirement!

Before he leaves in April, he will spend a couple of months handing over to his successor.

On behalf of CPP and all our customers, we wish Dick Faber and Mostyn Lewis all the best in their future plans.