



#### China to become world's largest packaging producer

New research suggests that Chinese ambitions in the packaging sphere will alter the global market. The financial advisory firm Catalyst Corporate Finance states that Chinese producers have made plans to increase their capacity aggressively in the next three years.

The report also suggests that large trade players in the packaging and paper industry have made recent acquisitions in Turkey, India and other BRIC (Brazil, Russia, India and China) nations and it states "we expect this trend to gather pace". This will continue to have an impact on UK business in terms of competition for the raw materials, namely recovered paper, and the supply of UK product packaging. It also looks set to influence Merger & Acquisition strategies.

#### PE film extrusion recovers from recession

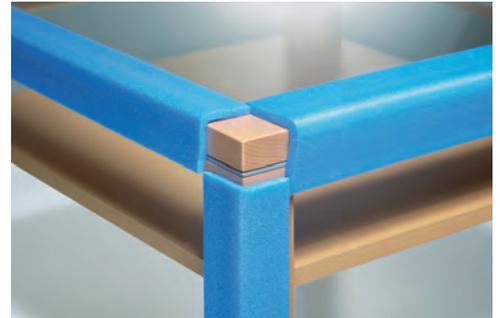
Between 2007 and 2009 PE film production fell by 1 million tonnes. About half of this lost volume was recovered during 2010 and the industry continues to make steady progress in 2011. With volume demand in excess of 7.5 million tonnes for 2010 PE film extrusion still represents one of the largest plastics processing sectors, accounting for 19% of polymer consumption in Europe during 2010.

The PE film industry within Europe has had to adapt to these changing demands which in turn has seen a shift in the importance of end use applications. Stretch film still remains the largest single application in volume terms. This is due to stretch film becoming one of the most cost effective means of protecting goods while they are in transit.

#### Bubble wrap facts

- **Al Fielding and Marc Chavannes originally invented it for use as a plastic wallpaper with a paper backing**
- A street identified as being the most accident prone in the UK, was covered in bubble wrap to help protect residents from harming themselves. Somerville Road in Worcester averaged 10 insurance claims every year for the last decade, so insurance company Confused.com decided to wrap the whole street up in bubble wrap. It took 1500 square meters of bubble wrap to cover it all
- **An official world record for popping bubble wrap is yet to feature in the Guinness World Records -- so lets get popping!**

## SPECIAL FEATURE



### ZOUCHprotekt

ZOUCHprotekt extruded profiles are an ideal solution for giving superb protection transporting new and expensive goods. These products contain no CFC or HCFC blowing agents and are fully recyclable. Our simple, effective profile designs are developed to solve all your packaging problems. The ZOUCHprotekt profiles have a regular and even structure of closed cells which are isolated and air-filled to maintain articles packaged, protected and in optimum condition, providing security and protection for a better presentation.

**Available as stock in over twenty different profile sizes and standard in 2 meter lengths, ZOUCHprotekt extruded profiles are an ideal solution for giving superb protection transporting new and expensive goods.**



**For more information on ZOUCHprotekt call our Sales Team on 0115 9886295**

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