

Digest

BASF and Dunlop create revolutionary Power Flex technology for padel bats

Berlin Packaging has been honoured with 3 winning entries in the WorldStar Awards 2016

Bio-On and S.E.C.I. S.p.A will see Italy's and world's first production facility of PHAs bioplastic from biodiesel production co-product glycerol

Braskem hires Saubury Industries to construct new UHMWPE plant at Texas

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Alok Inaugurates its R&D Centre

Alok (formerly, Alok Masterbatches) formally inaugurated its technology centre, officially referred to as Alok Technology Incubation Centre (ATIC) on 11th December, 2015 in New Delhi.

The ATIC Lab is based in New Delhi and provides a state-of-the-art facility with a wide array of testing equipment required to drive innovation in the masterbatch industry. ATIC brings a new standard for creating customised and need-based speciality masterbatches.



On this occasion, Vikram Bhaduria, Director, Alok says, 'Affordable solutions do not equate with cutting costs or compromising on quality. It is through innovation and use of technology that we can customise solutions for a better world. People are moving away from low-cost solutions to value-based solutions that look at safety and sustainability - We are better positioned than ever before to play a significant part in this journey'.

ATIC will be accessible to all customers and suppliers of Alok and the academia - the guiding philosophy behind setting ATIC is to co-create solutions that allow plastics to be safer, sustainable and affordable.



Amit Puri, Director, International Sales and Marketing, Alok says, 'ATIC is an opportunity to create novel solutions that address real life needs of our customers. The centre also welcomes academia and students focussing on polymer studies to use ATIC and challenge the status quo'.

While ATIC is a significant investment, monetary and otherwise, the team is positive about creating breakthroughs in the polymer industry in the coming years.

The inauguration event witnessed participation from some of the most innovative and prominent industry players.

The 2nd National Conference, 'Plastic Packaging - The Sustainable Choice' on 19th January, 2016 at FICCI, New Delhi

The Indian plastics industry is making significant contribution to the growth of various key sectors in the National economy. Packaging is emerging as the



most important and fast growing segment of the Indian plastics industry. This segment is likely to witness high growth in the coming times with lifestyle changes in society. The growth will primarily be driven by end-user segments. While this offers large opportunities for the industry to grow, there is a need for that to happen in a very harmonious and sustainable manner with due regard to environmental concerns. The same can be facilitated by greater focus to R&D and innovations.

To bring a focus to this important sector of chemical industry and deliberate on