

INTERVIEW TO THE TECHNICAL DIRECTOR

Behind the success of a firm there is always a technical and production excellence, which in turn must be coupled with a similar organisational and managerial excellence.

With this in mind B.U. Plastics has recently hired managers with important international professional experience and has further developed some key departments.

Technical Department has undergone very important changes: its organisational structure has been completely revised, competencies have been reinforced and new employees have joined the company. This witnesses the strategic role of this functional area as a key element for company growth.

To know more about this important changes we met Francesco Brambilla, Technical Director of the B.U. Plastics, who manages not only the Technical Department but who is also responsible for the R&D.



Francesco Brambilla
Technical Director B. U. Plastics

Can You please give us a brief overview of the organisational structure?

The Department consists of a technical office which deals with products and moulds planning.

The workshop deals with the challenging job of moulds construction and maintenance. They are then tested by dedicated highly skilled personnel.

Our Technical Service co-operates with clients in the start up phase of new projects, providing them with a qualified service of fine tuning, as well as dealing with potential problems which may arise once our packaging solution is used on the customer's production lines.

Our technical staff consists of key figures such as the R&D Materials manager, the Samples Check officer, and the New Product and Process specialist, a team of highly skilled people helping clients develop new packaging solutions.

What are the targets for 2007?

First of all we need to consolidate the Department: four people have been recently hired, two people acquired new functional roles, and a strong commitment on further development is a key element as well.

Another important target is to guarantee the trackability of activities, timing, reaction speed: that's why we are speeding up the implementation of a digitalised internal process of product development.

Last but not least an ever greater focus on quality.

All in all we are moving towards more suitable testing and control equipments in order to harmonise them with those of our clients.

This in order to guarantee a complete uniformity of the products with the specifications provided by our customers.

What impact will this re-organisation have on the client?

The decision of developing the Technical Department has been taken on the assumption that a company like ours focused on delivering high quality packaging solutions, gives us a competitive edge if compared to our competitors and we believe it is a way to offer a better service to our clients.

Our aim is to become not only a supplier but a strategic partner for our clients, in order to develop a co-operation with them with greater value added.

Our ambition is to be considered as one of their outsourced units of packaging development, able to share know-how, technologies and ability to grow together.

Of course we pursue goals of costs reduction, flexibility and an improved use of knowledge, which means advantages for the client.

What are the most important projects you are working on at present?

A major part of the innovations are developed in partnership with our clients: in this case the company works together with the customer in order to provide assistance during the different phases of the project and up to the last one of industrial product development.

On the other side, we innovate in particular in the development of new materials and are most active in improving moulds capability. This to increase productivity and have therefore a more competitive edge; an important corporate step, taken to adapt to the ever changing market.

We think first of all of the Pharmaceutical market, which is gradually becoming mature. This will result into a dramatic price pressure combined with a request for greater volumes. In order to respond to the need for flexibility and speed in the development of new packaging ideas, typical of the cosmetic market, we are looking into developing a quicker packaging creation process.

What are the features of excellence of this Department?

One is surely the possibility to rely on an organisational structure that counts on young and high skilled people who go at a quick dynamic pace which reverberates on the entire company.

We possess the most advanced technologies for packaging production: from extrusion to injection-strech-blowing. A know-how gathered over the years which allows us to meet any clients' requirements; this is thanks to a team of highly qualified design engineers, purposely trained in each single technology.

B. U. Plastics has also a significant experience not only in the production of high quality packaging, but also in the creation of moulds.

The company has been endowing itself over the years with an internal workshop for the creation of moulds. This allows us to fulfill requests quickly, in a flexible and competitive way.

What is the future outlook regarding this Department?

It will undergo additional major changes, new high skilled people will join the team, all members of staff will be further trained in order to increase competencies specially for the key areas such as planning and testing. Important structural investments constitute another key point which will allow us to become even more competitive with cutting-edge equipments. The true challenge will be in finding new ways of contributing to the value creation for the client. A head start to it will be a pro-active approach already in the earliest phases of the product development.

CERTIFICATION OF SAINT SULPICE



SAINT SULPICE
CERTIFICATION ISO 9001: 2000



Dr. Giara (B.S.I.) congratulating the Bormioli Rocco's member's of technical staff

After achieving the ISO 9001: 2000 norm certification for the Saint Sulpice plant, all plants of the B.U. Plastics have now the same certification issued by the B.S.I. authority.

The target to accomplish this task by the first quarter of 2007 has been hit.

In order to attain a more international profile and a greater integration with Bormioli Rocco Group as whole, the B.U. Plastics has recently launched a co-operative project with B.S.I., one of the most prestigious International certification authorities.

The first phase of the project foresaw the B.S.I. certification of both Rivanazzano and Castelguelfo plants, as well as the Mould Workshop in Noceto and within a few months from that important deadline the certification of French plant in Saint Sulpice has been recently achieved. The co-operation with B.S.I. is a stepping stone for the B.U. Plastics whose aim is to work towards an ongoing improvement of processes and procedures, completely committed to total quality.

ATTRACTIVE DESIGN FOR A NEW LINE OF STANDARD BOTTLES DEDICATED TO THE COSMETICS MARKET

B.U. Plastics has recently launched a new standard line which targeted the cosmetics market.

This endeavour is aimed at helping cosmetic companies speeding up the launching of new products - which is undergoing an ever growing time pressure to market - without neglecting at the same time a packaging solution that meets the needs of the final consumer as far as aesthetics and elegance are concerned.

The new product range, with an attractive design, is characterized by bottles with simple and rounded lines, smooth surfaces that originate reflections giving elegance and brightness to the packaging.

The bottles belonging to this line are made in PET through the injection-stretch-and-blow technique, which enables to obtain calibrated neck finishes further to walls with even material distribution and an excellent transparency, thanks to the bi-orientation of molecules.

The new line, entirely dedicated to personal care and sun care products, is made of PET and is available in the following sizes: 125 ml, 200 ml, 250 ml, and 400 ml. In addition to this range, the 100 ml size is now being developed - in compliance with the new airport security restrictions- as well as the 150 ml size.



The new line

The whole line features a standard neck finish (GCM1 24/410 or GCM1 24/415 and for the bigger sizes the GCM1 28/410 neck finish) and is hence ideal for the closing of various caps and dispensers.

The wide range of sizes can be combined with customized solutions such as the development of a special colour, decoration, the use of particular additives may give the packaging special scents or may change colour according to temperature, or produce special chromatic effects, such as iridescence thanks to particular pigments.

Bormioli Rocco, besides constantly widening the standard product range, supports and advises its customers in the development of new projects for the realization of outstanding packaging solutions, a guarantee of success on the market.

The most prestigious companies in this sector choose Bormioli Rocco for this plus we are able to offer.

PACKAGING GETS SMART

Shops, big supermarkets, pharmacies, multi-brand shopping centres are the showcase where daily different product packages are displayed and have to win customers. Packaging reinforces the message conveyed by the brand and helps the product gaining its market share: the container has not only a practical function but conveys also a complete aesthetic experience. The research for suitable shapes and material is aimed to excite the senses of final customers and get them emotionally involved.

Research for new packaging solutions concerns new shapes, colours, scents and materials is getting more and more a key factor to success in a market full of similar products.

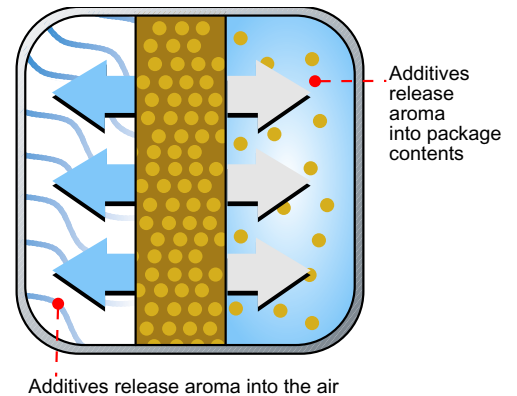
Among the new packaging solutions created by Bormioli Rocco we list "**active and smart packages**", **additives** able to improve the performance of container and the **colourings**. The application range is wide, from the cosmetic and food markets, to the pharmaceutical sector.

With the term "active" we mean that packages extend the shelf life of the product or improve the conditions of the products once in the container. Bormioli Rocco produce a wide range of bottles and closures, which results from an ongoing research aimed at "active packaging" development.

To this category belong, for example, bottles produced in PET ACTIVE and PASSIVE BARRIER, materials of which we have exclusive use for the European pharmaceutical market. This treatment guarantees, as well as a good transparency and a passive barrier, even an active barrier against oxygen which is activated only when the container is filled with liquid, thus in the filling stage.



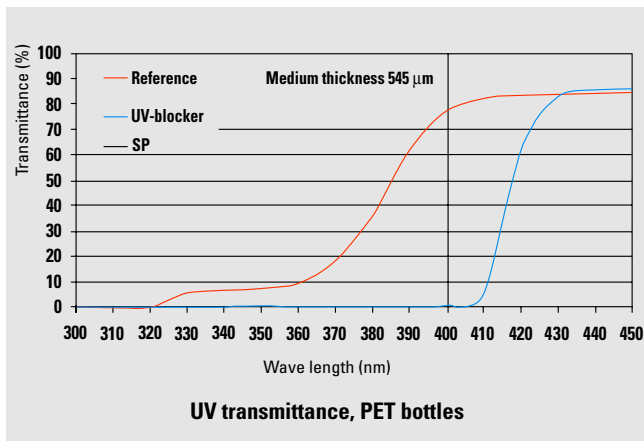
This material shows interesting results as far as the product shelf life is concerned; as a consequence, it can be a good solution for parapharmaceutical products such as vitamin and mineral supplements. But the innovative drive of Bormioli Rocco reaches far beyond this. We are able to assist the client in developing scented packaging. In fact, thanks to the additives specifically selected and mixed with the polymeric matrix during the production process, the packaging can release the scented substances inwards or outwards. In the first case the scent can be released while opening the packaging in order to intensify the scent of the product or the packaging material can release the scent gradually once the product is open to counterbalance the natural scent loss of a long shelf life. In the latter case the aim is to involve the customer in a sensory experience at the purchasing stage creating a unique bond between customer and product, enabling our products to be chosen among dozens.



B.U. Plastics proposes even smarter packaging solutions: containers able to control the conditions of preservation of the product, thanks to the use of additives which change colours according to temperature changes.

We also offer a wide range of colourings able to meet the most different customers' needs. Depending on the plastic material chosen it is possible to give to surfaces particular chromatic effects, enhance transparency, provide tactile effects, convey opaque shades, give the texture a delicate pearl-like reflection or iridescent effects. We propose also an ultimate generation of additives created for plastic material, able to give packages a higher protection barrier against UV rays or humidity.

The quality of a product and its uniqueness is also based on the additives and their potential, still all to explore, which can turn packaging into an instrument of brand communication and into a success for the product.



AROUND THE WORLD



After Pharmapack, Vitafoods international and Achema Asia, B.U. Plastics will be present as an exhibitor in the symposium organised by **AFI, Associazione Farmaceutici dell'Industria, Association of Pharmaceutical Industry (Stand 69)**.

This convention will be held from 13th to 15th June 2007 at the Palacongressi in Rimini, Italy. It represents a major chance to improve knowledge, to enhance exchange among participants and this will involve all aspects of the pharmaceutical production chain.