

# Shubham's Product Precision, Quality and Services

## Make a Huge Difference to the Hamilton Plastics Business

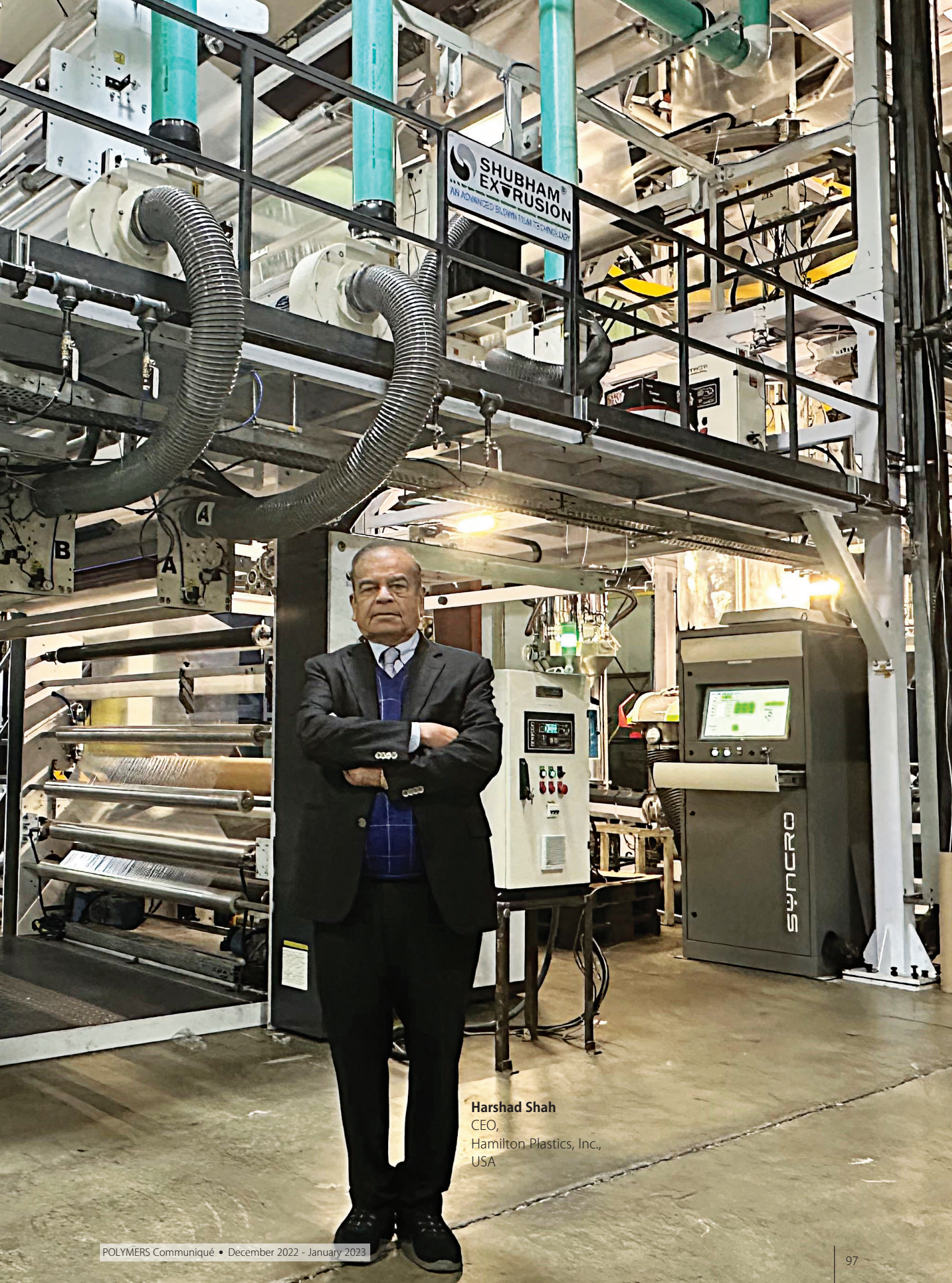
"Looking at the way Shubham has fulfilled our quality expectations, we now promote Indian brands and 'Made in India' products whenever we can. We feel it is our responsibility to give Indian manufacturers a chance in this part of the world as we are an established player and can lend our support in some capacity," highlights Harshad Shah, in dialogue with POLYMERS Communiqué.

### Q. Share with us the synopsis of your current business.

We have been in the plastics industry for 36 years and our journey began with developing one single monolayer extruder from Germany with can liners. From there on, we switched to different kinds of blown film bags. Thereafter, we got into coextrusion in 1990 and found success immediately as one of the leading manufacturers of coextrusion products like moderate barriers for modified atmospheres. We then expanded our repertoire by getting into industrial markets, foam markets, laminating film markets etc.

So, right now, most of our products are three-layer film. But we also have five-layer POD line and nine-layer barriers for packaging products from Europe. We will be launching another nine-layer barrier line in February, 2023. So, a majority of our products are for food packaging as well as some industrial product packaging. That apart, we are also into laminating products. We cover almost all markets in the US, Mexico and Canada with our diverse range of products.

We were in search of someone who could provide better services than the European manufacturers and our biggest problem was getting the right components, timely upgrades and services we could rely on. This is what we got from Shubham.



**SHUBHAM  
EXTRUSION**  
AN ADVANCED SILICON TREAT TECHNOLOGY

**Harshad Shah**  
CEO,  
Hamilton Plastics, Inc.,  
USA

**Q. You have vast industry experience. Could you please share some insights about critical parameters that need to be monitored for producing top-quality blown films?**

Our focus has always been on quality, consistency, layer ratios, precision in thickness profile, width control and the appearance of the film. These parameters are of utmost importance in manufacturing quality products. Of course, productivity is also an important factor, but it has never been our top priority. Only once our main parameters are achieved do we look at maximising our output.

**Q. With quality being such a key business parameter, what is the contribution of Shubham as a machinery supplier in this aspect? Are there any specific features that you would like to highlight?**

One of the main reasons why we have brought Shubham on board is because we got the kind of precision, quality and services we were looking for. Until then, 99 per cent of our machines were German, including Kiefel and Reifenhäuser and they provided us with the kind of precision we wanted. However, we were in search of someone who could provide better services than the European manufacturers and our biggest problem was getting the right components, timely upgrades and services we could rely on. This is what we got from Shubham. We ordered a few three-layer PE and five-layer POD in addition to fully automatic winder systems; and the quality and standard we got from Shubham were just what we wanted. Since then, we have had an amazing relationship with them.

India is fast becoming a technology hub and several companies are manufacturing machines of global standards. Shubham is one of them. We have also ordered a few more products that will soon be delivered and we are expecting similar quality products from them. Looking at the way Shubham has fulfilled our quality expectations, we now promote Indian brands and 'Made in India' products whenever we can. We feel it is our responsibility to give Indian manufacturers a chance in this part of the world as we are an established player and can lend our support in some capacity.

**Q. What have been your experiences like when working with Shubham, specifically in terms of technology and automation?**

A majority of the machinery provided by Shubham is made in India, while some systems and machines are of European origin. Shubham has been doing exemplary work by providing us with a combination of Indian and European technology and it has made a huge difference to our business. That apart, if we need any part(s) made by them, they deliver it to us within a few days, which is a huge support system

for our business. Their manufacturing and support services are top-notch and Shubham being on board with us has helped us in a big way.

**Q. Customisation of a blown film line is extremely crucial. How do you see the blown film line solution provided by Shubham address your needs?**

We are extremely particular about what we need in terms of machines and we don't proceed until those requirements are met. Since our focus is on manufacturing top-quality products, we set our requirement parameters quite high, and Shubham has been able to fulfill our requirements with every deliverance.

**Q. With post-sales support being such an important parameter, how do you see Shubham adding value to your business here?**

Despite the time difference, Shubham's team has always been very prompt in their responses and in addressing the issues, if there are any. They deliver the parts within a few days and as I have seen how they function, I have been asking them to develop a team in the US as their business is expanding and they can really tap the kind of opportunities available here. Our

engineers are capable of handling any kind of challenge and furnishing solutions for all kinds of technologies. In fact, Indian companies are better positioned at providing products and services than their European counterparts as their turnaround time is too long.

We operate all year round and shut down only for four days in December. Our working style and



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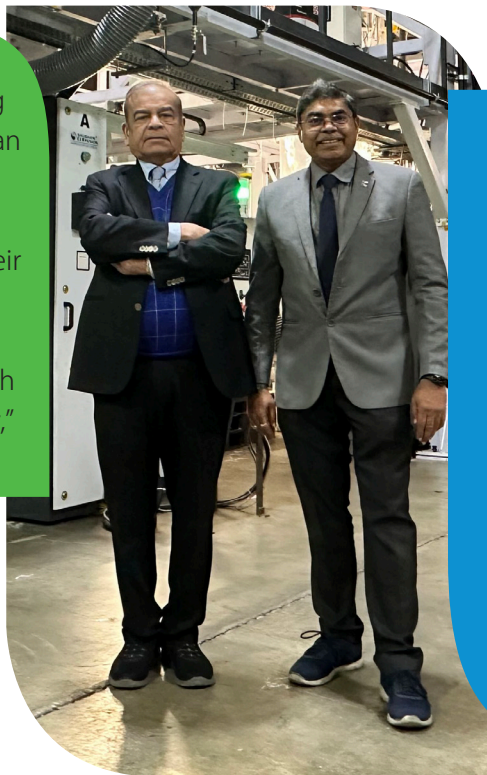
quality expectations have really challenged Shubham, but they have been able to live up to our expectations and delivered what we desired.

**Q. What has been your experience regarding the cost of operation on the Shubham blown film line?**

Operating in America is not easy and the last two years have specifically been extremely challenging. There are a lot of factors that we have to account for including technology, labour rates, the ever-fluctuating raw material rates, scrape rates and a lot more. In the last few years, the labour rates have gone up significantly and the COVID-19 pandemic only made the proceedings even more challenging. However, with the kind of technology, support and automation that Shubham provides has had a positive impact on our return on investment.

**Q. What is your approach towards being a part of circularity? How do you see the coming years in this regard?**

Such is the way of life in America that there is a constant demand for flexible packaging materials and thus the packaging industry is growing quite rapidly. So, circularity-wise, the industry is going to continuously shift over to flexible packaging materials and we are a part of markets that give us



“Shubham Extrusion is celebrating its 25<sup>th</sup> year of being in the Blown Film Line business with a 10X expansion of its state-of-the-art facility, by mid of this year. This facility will produce the most advanced lines and that too within a significantly shortened delivery time! Shubham will continue to present high levels of customer satisfaction; to add even our first machines supplied our performing well, to date!,” shares Nirav Shah, Managing Director, Shubham Extrusion Technik Pvt. Ltd., Ahmedabad.

repeat orders. For example, milk and confectionary packaging is growing and will continue to grow for the next five years. It provides a lot of convenience to customers in their daily lives and that is what customers in the US want.

Sustainability also plays an important role in the entire scheme of things. To ensure that we do our bit, we have two large plants where all the PE-based and some EVO-based films are recycled in-house. We also have a division where we manufacture trash bags with 80 per cent recyclable material. In nylon-based films, we have partnered with a company in Ahmedabad that will figure out how to bring in the element of recycling in this product line as well. In America, we are working with a company where we can put a polymer additive in two-layer and nine-layer films. We have already worked on the first batch and if that film can be recycled with that additive, we would be able to use it again. So, for us, sustainability is not an aspect that we just talk about, but also bring it into our systems as we understand how important it is for the future of mankind.

**Q. The industry vertical that you envisage being the fastest growing sector as regards the blown film usage in the next 2 - 3 years...**

Although different countries are concentrating their efforts on different things, food is an important aspect of our lives and flexible food packaging is going to be in big demand. Since food is a necessity, it would be extremely important to make it affordable. So, any efforts made to enhance the products in the food packaging industry will be extremely beneficial.

Over the years, the way food is packaged, stored and consumed has undergone a huge transformation. Today, the kind of quality material used to package food items has enabled users to store food longer and these packages retain the freshness and taste better. So, there is a huge scope in this industry and things are only going to get bigger and better. ■■