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PLASTICS TODAY

**PLASTICS IN PACKAGING
THE WAY FORWARD**



WEBINAR NEWS



**ADS believe in
"Together we
can, and we will"**

- Sukhbir Singh
Founder
Acme Drinktec Solutions

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CHINAR STUDIO, DELHI-110006 (INDIA)
CONTACT NO. + 91 9415283516, 8787058561
E-mail : plasticstodayindia@gmail.com
plasticstoday@rediffmail.com
Website : www.plasticstoday.in

EUROPEAN OFFICE
Neustrasse 8, 53534, Wurf, Germany
TEL : +49 26919357082
FAX : +49 26919357081
E-mail : info@plasticstoday.in

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11 | Webinar with a focus on better outlook towards packaging growth

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Plastics in Packaging- the way forward
प्लास्टिक पैकेजिंग में आगे की राह

Speakers: Dr. Anu Chaudhary, Dr. Mahendra N. Patel, Dr. Shivendra Prakash Dwivedi, Dr. Rajkaran Tiwari, Dr. S.V. Kabra, Dr. Arvind Mehta, Dr. Rakesh Shah, Dr. Sunil Jain, Dr. Atul Chandra, Dr. Meena Schaffer.

16-11-2021 | 3:30 PM | Zoom App

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FOCUS STORY

GET MORE OUT OF SAME RESOURCE IS THE MOTTO OF ADS



Acme Drinktec Solution is a leading manufacturer and supplier of single stage ISBM molds for containers made of materials such as PET, PP, PC, TRITAN, and many more.

Holding 18yrs Strong Legacy
Holding a legacy of more than 18yrs, this company has distinguished itself in the PET industry as a provider of high quality, customized solutions. The prestigious success of this company is the result of the director Mr. Sukhbir Singh's experience and vision.

ADS are led by dynamic and innovative management processing with vast experience in Product design and ISBM technology. The company customizes molds for the single stage ISBM machines like Aoki, Chum Power, ASB, etc. to cater to the diverse requirements of various bottle segments such as liquors & spirits, processed syrups & sauces, confectionary, edible oils,

pharmaceuticals, cosmetics, shampoos, items of personal care, detergents, pesticides, industrial oils and sports water bottles among others.

Fundamental infrastructure of ADS



Acme Drinktec's state-of-the-art manufacturing plant is equipped with a modern tool room housing advanced CNC and VMC machines for manufacturing mold inserts. The facility also includes a conventional tool room consisting of precision

machines. It is also equipped with a dedicated Product design Center, Mold design, Analysis & Simulation Centre (CAD/CAM) and Mold testing facility.

Taking into consideration their design, Acme utilizes the most contemporary software for product design. Their advanced design studio is equipped with the new-age tools and technology for product design and feasibility study for enhanced cavitations.

Aim to give best solutions to the customers

Acme Drinktec always give priority to the teamwork. This company has basic value which makes them stand different from others that includes Integrity, Motivation, Team-work, Customer-

centricity and Sustainability. All employees are encouraged to embrace these values and integrate them into their daily professional and personal lives.

Company always wants to innovate and supply the best solutions to their customers despite of the fact that for this, they have to bear extra expenses. The increasing number of customers indicates that the aim of ADS to give best solutions to the customers is quite successful.

Mr. Singh, reason of company's remarkable growth

The company's excellence rests on the vastly experienced shoulders of its founder, Mr. Sukhbir Singh. He is a qualified professional with a graduate degree in Mechanical

Engineering and a post graduate degree in Tool Design.

Mr. Singh has an experience of more than 25 years in the industry. He was previously associated for 15 years with Acme Die Systems.

His knowledge, experience and leadership abilities give him the strength to make a huge difference in the industry through company reforms and product innovation.

He manages a dedicated and talented team of professionals who carry with them more than 20 years of experience and expertise in Product Design and ISBM technology. Under his leadership, ADS has embarked upon a journey of fame and success.

In the next page see the story of ADS and its managing director, Mr. Sukhbir Singh ■

SPECIAL INTERVIEW

ADS believes in "Together we can, and we will"

- Sukhbir Singh
Founder
Acme Drinktec Solutions



Plastics Today-Tell us about yourself, how have you come into this industry?

Sukhbir Singh-My schooling has been done from Delhi; Mechanical Engineering from Durgapur College. In 1992, I did my M-Tech From the "Tool Room Training Centre" which was the only institute in India that was providing post-graduation in mold design & manufacturing. After completing MTech, I worked in a private company for 10yrs.

Meanwhile, my family had set up a small tool room in 2002, and I also joined them. Initially, we started making molds of all plastic engineering components and soon we focused our attention on PET preform molds.

Plastics Today-How were ADS inception?

Sukhbir Singh-There are limited Single-stage mold suppliers with Mold validation facilities in India,

ADS has set up a well equipped/ resourced design center where the latest software is used for Product design, Mold design, Mold analysis, HOT Runner balancing, cavitation optimizations and Mold process simulations. In just a short span of 30 months ADS has successfully completed 300 Molds, which includes Cavity enhancement (Mold matrix Optimization) and this achievement has been a boon for the PET industry.

and the market was demanding the same.

Plastics Today-Corona period has cost a major loss to many industries, tell us how you managed to safeguard the company's wealth?

Sukhbir Singh-As we make molds for pharmaceuticals & health care applications, we had orders for disinfectant bottle molds from the domestic and export market. We took government permission to run our workshop with the covid protocol. The positive impact of the corona period was that the people started believing in "Made in India" products and we were solution providers for single-stage mold requirements.

Plastics Today-What makes ADS different from others, your aim/strategy?

Sukhbir Singh-We are a technology-driven enterprise; led by skilled and qualified technologists. We have installed a house mold testing facility; hence our molds are just plugged and played at the customer's end. ADS

aims to always utilize the most up-to-date technologies to help revolutionize the PET industry through innovation and excellence in design and performance. ADS' growth strategy is founded on a highly motivated team, focused on the best ethical, environmentally friendly practices & support systems to achieve the highest levels of customer satisfaction

Plastics Today-what special benefit/revolution you have brought for the development of Single-stage molds?

Sukhbir Singh-ADS has set up well equipped/ resourced design center where the latest software is used for Product design, Mold design, Mold analysis, HOT Runner balancing, cavitation optimizations, and Mold process simulations. In just a short span of 30 months ADS has successfully completed 300 Molds, which includes Cavity enhancement (Mold matrix Optimization) and this achievement has been a boon for the PET industry

Plastics Today- Does this industry have a brighter future?

Sukhbir Singh-Increased competitive design & quality requirements of the PET rigid packaging user industry, such as FMCG, Pharma & Beverage segments will not be easy to accomplish with sustainable, environment friendly solutions when Global warming is at an alarming stage.

Plastics Today-Who is your ideal?

Sukhbir Singh-For me, my father, Sardar Surjit Singh is my ideal. His passion and devotion to work have inspired me a lot. He had always believed to do good for the needy and has given me strength and a sense of responsibility towards society.

Plastics Today-What was your initial turnover in 2018?

Sukhbir Singh-In the starting phase there was only aRs5crore turnover, in the second year 16crore and this year we hope we can make it 24-25crore.

Plastics Today-How far do you want to take this company?

Sukhbir Singh-From the very beginning, rather than focusing on turnover, our goal has been to bring better solutions in PET single-stage molds in the market.

Plastics Today-What is the ADS motto?

Sukhbir Singh-ADS believes in "Together we can, and we will", with this motto bringing values, integrity & teamwork with much-needed customer-centric and sustainability that every organization dreams for.

ADS works with a mission to deliver customized, high-quality and cost-effective molds to both the Indian and International markets. ■