

BUZZ

IN TOUCH WITH TIMES

Industry update

Great potential in the white-goods and consumer electronics sector p.02

Sound insulation - a must in commercial spaces p.03

Smart cities mission p.04

Product coverage

Crosslinked PE Foam now available in a range of vibrant colours p.02

High-performance reflective underdeck insulation p.03

Comparison between

Bitumen Board & DURAbordHD100 p.04

Success story

Approval received from 'My window' for DURAtackguard at 'Wadhwa Vasukamal' project. p.04

Supreme Moments



Supreme Industries bags two prestigious awards at 6th National Awards for Technology Innovation

p.05

Fun Zone

3 ways to stay healthy during winter



Supreme Industries commences production of protective packaging products at its new Kharagpur Plant

Quess the Freedom Fighters of India
p.06

Contributors

Milind Kadam
Vijay Kumar Singh
Manish Naik

Significant Development



Gasketing Foams

Supreme offers various cross-linked & non cross-linked solutions for low load transfer gasketing applications. The special range of foam includes PROTECixpe, PROTECcapcell open-cell EPDM foam for gaskets in automotive, white goods and other Industries.

Foam is easily compressible and thus effectively fills the gap between two surfaces so as to form a continuous system. It also acts as a seal to prevent external dust, temperature & water ingress.

Advantages of PROTECcapcell R1108 open-cell EPDM foam:

- Open-cell / semi open-cell structure
- Can have positive sealing as it can be compressed easily
- Excellent resilience - suitable for demanding applications
- Available in various thicknesses
- Ideal for automotive weather shielding and gaskets in the white goods industry
- EPDM suitable for outdoor applications as it has excellent weathering / ozone resistance

PROTEC

Supreme®
People who know plastics best

SAVE
Supreme Always Value Efficient

Great potential in the white-goods and consumer electronics sector

India's white goods and consumer electronics sector is set to grow at a compound annual rate of 13.4%, to touch \$20.6 billion by 2020, global consulting firm EY said in a report released in July'15.



The market was worth \$9.7 billion in 2014, it said, adding that the annual growth rate was 9.7%.

The television category is projected to grow at 20% year-on-year between 2014 and 2020, followed by refrigerators at 10%, washing machines at 8-9% and air-conditioners at around 6-7%.

With the Government of India's 'Make in India' & 'Digital India' campaigns' the localization is expected to increase. According to the EY report, the present level of localization for televisions is just

about 25-30% as panels, semiconductors and even the glass required for manufacturing LCD/LED TVs is imported.

In air-conditioners, localization is around 30-40% as the key component, the compressor, apart from other parts like refrigerant, motor and coil are imported.

The localization level for washing machines and refrigerators is higher, at about 70%.

To cater to this growth in the white goods & appliance industry Supreme's Protective Packaging Division offers a range of packaging & cushioning solutions using PROTECarmour (expanded polyethylene foam), PROTEClaminates, PROTECbubble (air bubble film) or combination thereof as well as specialty gasketing foams such as PROTECcapcell (crosslinked polyethylene foam), PROTECixpe (physically crosslinked polyethylene foam), PROTECcapcell-epdm, PROTECxlpe (xlpe) & thermal insulations utilizing revolutionary INSUshield (chemically crosslinked thermal insulation foam), INSUflex (nitrile rubber tubing) for better and enhanced performance.

*Based on the report released in July'15 by the global consulting firm - EY

Did you know?

Supreme offers specialty R6HS compliant cross-linked foam to meet stringent international environment friendly norms.

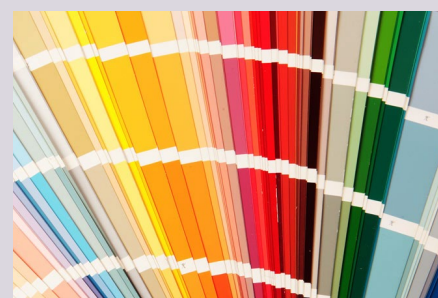


Crosslinked PE Foam now available in a range of vibrant colours

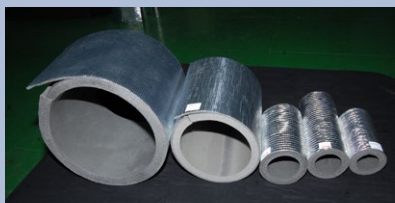


Supreme introduces a special range of colours in PROTECcapcell (cross-linked polyethylene foam) inspired by the rainbow colours theme. Coloured PROTECcapcell can now be

offered as standard products from all the plants (Malanpur, Urse & Hosur) in smaller MOQs. These are special R6HS complaint, non-toxic bright and attractive colours for various applications like toys, advertising & gift item industries, decorations etc.



Product Coverage



INSUshield-tubing seam welded & preformed for demanding applications

Low-ambient piping in a chilled water system is a very demanding insulation application as a result of the strong vapor drive towards the cold pipe, particularly in high humidity conditions. Supreme offers the widest range of preformed tubings to meet the requirement. INSUshield-tubing can be offered for Copper pipes as in the case of air conditioner & refrigeration units and GI pipes, MS class C Pipes or PVC pipes for typical industrial / commercial HVAC chilled water line insulation.

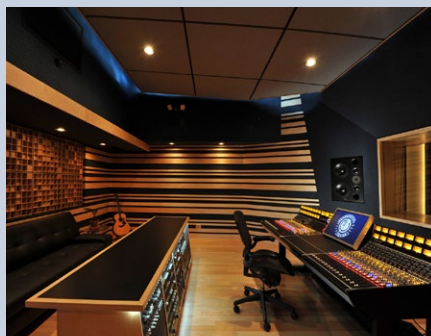
The company offers INSUshield-tubing with factory laminated Aluminium foil for enhanced vapor barrier properties. With the advent of big hose pre-forming facility, Supreme can offer tubing up to 400mm diameter with higher thickness to ensure ease of installation considering the criticality of the application. INSUshield-tubing is available from 6mm to 400mm ID. Optimum thickness can be selected as per requirement.

If handled properly, INSUshield-tubing can be removed & reinstalled after pipeline maintenance is completed. The company can offer technical support in selecting optimum thickness using specialized software.



Sound insulation - a must in commercial spaces

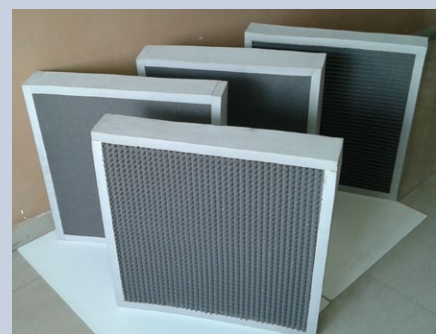
Building acoustics is the complex science of controlling noise in buildings. This includes the minimization of noise transmission from one space to another and the control of the characteristics of sound within spaces themselves. **Building acoustics** are an important consideration in the design, operation and construction of most buildings and



can have a significant impact on health, communication and productivity. They can be particularly significant in spaces such as concert halls, recording studios, lecture theatres and so on, where the quality of sound and its intensity are very important.

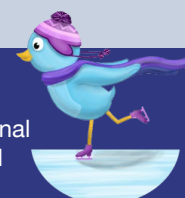
The field of building acoustics consists of two parts; **Room acoustics** which deals with sound propagation in a room and **Building acoustics**, which deals with sound propagation between rooms.

Supreme offers special composites and INSUsound-xlo - a range of high-performance open-cell, engineered XLPE foam specially designed for applications that require enhanced sound absorption properties. It provides excellent sound absorption characteristics ideally suited in duct lining application. INSUsound-xlo does not disintegrate unlike conventional products.



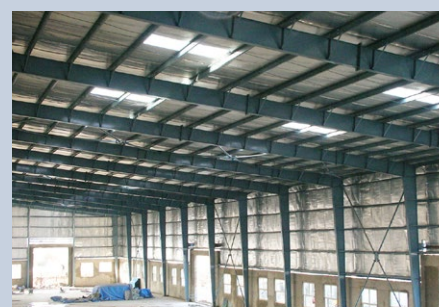
Did you know?

INSUshield-af has very low thermal conductivity compared to conventional insulation products offering better insulation performance with improved energy saving.



High-performance reflective underdeck insulation

Any industrial process or plant absorbs and transmits lot of heat through the roof / ceiling and walls. Such heat gain or loss can really account for large amount of energy consumption due to this unwanted temperature rise. Insulating roof and wall can be ideal economical solution as it effectively blocks the heat. Supreme Industries offers reflective insulation (INSUreflector and INSUshield) specially designed for reducing heat transfer. Reflective thermal insulation material and polyethylene bubble insulation actually helps to block around 97% of radiant heat and stop major transfer of the heat from outside. It improves the comfort level within the premises and enhances the efficiency of cooling system.



Success Story



Approval received from 'My window' for DURAtackguard at 'Wadhawa Vasukamal' project.

Guarding window tracks / channels against damages during the project execution is a challenging task. The tracks are invariably clogged with debris & dirt and requires to be cleaned or changed before handing over. DURAtackguard is a unique solution to the problem saving valuable time, labour & resources.



High-performance barrier overlay in foundations

DURAvapourbarrier is a new generation, cost-effective product for water vapour barrier application. It has higher thickness than the conventional products and excellent puncture resistance. It also offers good mechanical strength and exceptional vapour barrier properties.

Smart Cities Mission - building a smart India

Today's cities face significant challenges such as increasing population, lack of physical and social infrastructure, environmental and regulatory requirements, declining tax bases and budgets and increased costs. They have to learn to identify new and smart ways to manage the complexity of urban living and to overcoming the problems like increasing population, unemployment and increasing crime rates. In order to modernizing India and accelerating the process of urbanization, Prime Minister Narendra Modi has envisioned the creation of 100 'smart cities' in the next five years.



According to the Smart Cities Council, a smart city is which uses information and communications technology (ICT) to enhance its livability, workability and sustainability.

The conceptualization of Smart City varies from city to city and country to country, depending on the development, willingness to change and reform, resources and aspirations

of the citizens. In developed countries, a smart city is one where existing infrastructure is augmented through application of IT, and includes sustainable development. However, the approach is different in the Indian context. Since many cities lack basic infrastructure, institutional framework and proper governance, smart city initiatives will have to focus on providing basic needs through IT enabled solutions.

The idea is to develop satellite towns of larger cities and modernize existing mid-sized cities. The strategic components of area-based development in the Smart Cities Mission are city improvement (retrofitting), city renewal (redevelopment) and city extension (Greenfield development) plus a Pan-city initiative in which Smart Solutions are applied covering larger parts of the city.

The role of organizations supporting the construction industry has become more prominent and critical. To address this need, the Construction Accessories Division of Supreme has an array of customized solutions specifically for the construction requirements of various segments. To build a strong foundation Supreme DURA range of products and solutions helps to build quick, cost-effective, qualitative & reliable infrastructure.

*Based on JLL-CREDAI white paper on smart cities

Did you know?

DURABoardHD100 meets the stringent IS 1838 Part 3 expansion joint filler standards



Comparison between - Bitumen Board & DURABoardHD100

Property	Bitumen board	DURABoardHD100
Water absorption	More than 10%	0.03%
Compression recovery	Low	96% average
Bitumen content	35 - 40%	Nil
Oozing of bitumen	Very high stains in the structure	Nil
Cutting & placing	Difficult & messy	Easy
Cell structure	Open & fibrous	Closed
Life	Disintegrates when in contact with water	Long life being polymer based
Availability	One standard size resulting in almost 20% wastage	Wide variety of sizes to reduce wastage



A one day training program on 'Packaging Principles & Development' was organized by The Indian Institute of Packaging on 12th September, 2015 at Pune. Indian Institute of Packaging (IIP) is an autonomous body in the field of packaging and working under the administrative control of the Ministry of Commerce and Industry, Government of India.

Mr. Manish Naik, DGM - Business Development (Supreme Industries) was a guest speaker and gave a presentation on the subject product protection through packaging titled 'Cushioning materials for packaging'. Packaging specialists from across industries like automotive, auto ancillary, pharma, FMCG, engineering etc. attended this program.

Explore our Exhibitions (Visit us at)

- **Paschim Banga Poultry Mela 16**
Dates : 17-19 February, 2016
Venue : Kolkata, West Bengal
Hall No.: B
Stall No.: B-8
- **ACREX 16**
Dates : 25-27 February, 2016
Venue : BEC, Goregoan, Mumbai
Hall No.: 5
Stall No.: N-5A
- **ACT East Business Show 16**
Dates : 26-28 February 2016
Venue : Shillong, Meghalaya
Stall No.: 45

6th National Awards for Technology Innovation



Supreme Industries bags two prestigious awards at 6th National Awards for Technology Innovation

Supreme Industries Ltd, an acknowledged leader of India's plastics industry, has bagged 6th National Awards for Technology Innovation in Petrochemical & Downstream Plastics Processing Industry in the category - innovation in Polymer Waste Management & Recycling Technology and Green Polymeric Materials & Products. The company has also bagged Runner-up award of 6th National Awards for Technology Innovation in Petrochemical & Downstream Plastics Processing Industry in the category -- innovation in Polymer Science and Technology. These awards clearly indicate that Supreme Industries' special emphasis on R&D and innovation is getting recognised, both at the national and international levels. Awards were presented by the Union Minister of Chemicals and Fertilizers, Shri Ananth Kumar in a recently held function at New Delhi. The Minister of State for Chemicals and Fertilizers, Shri Hansraj Gangaram Ahir was also present at the function.

The award scheme was introduced by the government as a part of National policy on Petrochemicals, 2007, to incentivize meritorious innovation and inventions in the field of Polymeric materials, products, processes and other areas of national and social importance. The awards are given for outstanding contribution to R&D, leading to less energy consumption, better plastic waste management, increase in product life cycle, development of innovative new products, quality standards, recycling and other emerging areas.

Central Institute of Plastics Engineering and Technology (CIPET), an autonomous organization under Department of Chemicals and Petrochemicals, implements the scheme of the national awards. For the sixth national awards, 264 nominations were received, 17 of which have been selected as winners and 14 as runners up for 201516.

We congratulate the entire team - Mr Neeraj Verma, Mr Dinesh Verma, Mr Shailesh Gupta, Mr S.R. Mora, Mr Neeraj Srivastava, Mr Piyush Yadav, Dr G.S. Jha and entire Capcell & Engineering team for their contribution in developing the equipment and product for achieving such recognition at the national level.

3 ways to stay healthy during winter



While many people will be happily welcoming the new season, just as many of us will be dreading the cooler weather arriving. Winter is often given a bad rap as it brings with it the cold & flu season and those cold, dark mornings. However, with a little effort there is no reason for our health to suffer during the colder months! There are few tips to stay fit during winter.

1. Keep moving

While it's a little harder to find the motivation to exercise when it is cold outside, remember that keeping active during winter is essential to support our health and wellbeing. Moving your exercise indoors during winter will help to keep you warm as well as fit and healthy. Be sure to spend time warming up before you start your exercise as it can take a little longer for your joints to loosen up in the cold weather.

2. Eat well Sleep well

As winter sets in it can be tempting to start eating more of those warm comfort foods that are often high in fat, salt and sugar. Instead, find comfort in foods such as warming and nourishing soups and stews full of flavor and healthy vegetables. Include fruits and vegetables with high proteins and vitamins in your diet. Proper sleep can help keep the body's immune system healthy and fight off colds.

3. Skin Care

The cold weather can affect your skin and make it dry and itchy. Using moisturisers daily may help to keep the skin moist and supple whilst supplements containing vitamin E or garlic help assist blood circulation.

Supreme Industries commences production of protective packaging products at its new Kharagpur Plant

The Protective Packaging Division of Supreme Industries Ltd has commenced production at its new Kharagpur (West Bengal) unit. The new complex, spread over 51 acres is the second largest after the Gadegaon Plant, in Supreme Industries stable. It may be remembered here that the Bhumi Pujan for this project was held in June 2014. Including Kharagpur unit, Supreme Industries has 25 manufacturing units in 11 states. The new factory is equipped with the latest amenities and machineries to match the current trends and also to comply with the prevailing regulations. Apart from protective packaging products, Kharagpur Unit will produce PVC, PE Pipes and new category of Plastics Furniture and varieties of Roto Moulded products when it becomes fully operational.



Within Protective Packaging Division, presently in this new unit, new expanded polyethylene foam line (PROTECarmour / PROTECitelon) and air bubble film line (PROTECbubble) have been commissioned. As per the Division's expansion plans, additional product lines will be added in this location later. The new unit is equipped with state-of-art safety features and facilities. There is also a guest house and canteen within the premises.

Of the four planned production lines, the Protective Packaging Division was the first to commence production when it started trial production on 2nd November, 2015 (auspicious Dhanteras day). The company had organised all East Zone customers meet to announce this opening at Hotel Hindusthan International, Kolkata wherein Shri Vijay Kumar Taparia ji, Shri AK Ghosh, Shri B L Jat, Shri Manish Naik, Shri Shailesh Gupta and Shri Ajay Mohta were also present along with the East Zone marketing team. Shri VKTji announced the opening of Kharagpur plant as well as future plans of Supreme Industries for East. Commercial production at the new Kharagpur unit was started on 29th December, 2015.

Guess the Freedom Fighters of India

03-Average | 05-Good | 09-Outstanding

Submit your answer at kavita_vichare@supreme.co.in and the lucky winners will feature in the next **BUZZ** issue.

1. 🏃 8 🧠
2. 🌙 🧑 🤝 🔄 🔄 d
3. 🧑 🧠 📍 d 🤩
4. 📍 🦵 🧑 🌳
5. 🧑 🏊 🌊 ☕ 👍
6. 🦶 🍷 📍 🌙 🧑 🕒
7. 👍 👉 🤝
8. 🌅 🤩 🌙 📍 🤩
9. 🎉 🧑



Winners of BUZZ-Vol3-Issue-1 - ALPHA TRIANGLE

It was a pleasure to have everybody take keen interest in the game - Alpha Triangle. We chose our winners on first come-first serve basis. Heartiest congratulations to each of them and specially to the 1st 3 for their quick response.



- Mr. Sujay Joshi
- Mr. Ajay Rathore

- Mr. Arobindo Das