

W&H India establishes thought leadership with top industry leaders in Woven Industry

Windmüller & Hölscher India in association with German Engineering Federation (VDMA), B&B Verpackungstechnik GmbH and Indian Plastics Institute organized a web seminar on “Advancements in Industrial Bulk material packaging in Woven sacks”. The web seminar was held on 24th September 2021. The purpose of the web seminar was to create awareness and engage industry leaders. W&H established thought leadership among key industry players from cement and woven sack convertors. The web seminar was a success and well received in the Indian subcontinent and globally. This was a first in its kind webinar for woven sacks industry and received more than 450 registrations from India and worldwide.

The web seminar kicked off with a short introductory session by Mr. Rajesh Nath, Managing Director, VDMA followed by presentations on “Opportunities in Industrial Packaging – Block bottom bags” by Mr. Walter Häder, Managing Director Woven Machinery Windmüller & Hölscher. Mr. Häder expressed his views “The scenario of Industrial packaging is changing in India and worldwide. A significant conversion from

stitched to block bottom bags is observed with a very strong upward projection in the coming years.

For the cement companies block bottom bag offers incredible benefits like minimal loss of product while handling and end consumer advantages like material savings and improved brand visibility. Block bottom bags are already very popular in India and around 25 % cement in India is being packed in block bottom woven bags”.

This was followed by a presentation on “Next Generation Innovation in Bulk Material Packaging” by Mr. Jörn-Peter Bäumer, Managing Partner B&B Verpackungstechnik GmbH. Mr. Bäumer elaborated on pinch bottom bags and said “This is an excellent hot air sealed solution for rice, fertilizer, chemicals and other packaging products. With anti-counterfeiting and enhanced aesthetic looks, the pinch bottom bags offer best in class solution”. The event gave attendees a platform to raise questions to our fellow speakers and those were answered in a succinct manner. The attendees were curious to know about the converting technology offered by W&H and growth aspects of block bottom bags.

The Web Seminar was moderated by Mr. Anuj Sahni, GM Sales and Marketing India. Mr. Sahni expressed his gratitude towards the customers and said - “One of the highlights of the session was the testimonial video in which our customers acknowledged their partnership with W&H machinery and service”.

The customer testimonial video featured top industry players in woven industry. The customers expressed optimism about the growth, development and advantages of block bottom bags. Both block bottom and pinch bottom bags score heavily on the forefront of sustainability compared to other formats. The feedback from the customers affirms our efforts and motto “**Passion for Customer Satisfaction**”

