

CAN MAN FOOTPRINT INDIA



Ruedi Umbricht
Founder of Can Man

Ruedi Umbricht in a free wheeling interview with Bhushan Surpur talks about the lack of Global Competitiveness in the Indian packaging industry and the potential that awaits being tapped. After their major success stories in Europe and other Asian countries, CANMAN has come to India with great determination already having sold and installed lines in India.

Our initial observation is that India is by far an untapped market so far as the potential is concerned. Metal packaging has a bright future with all positive indicators like demography, lifestyle and a growing retail industry being positive indicators.

Indian can makers have to change their approach in buying, using and evaluating technologies. Today's, not so systematic approach, have led them to consistently incur higher costs and lose precious profits. In some cases, they could have saved as high as USD 100,000 dollars a year through minor upgradations.

Ruedi Umbricht, trained both in electrical and mechanical engineering has a rich expertise which has made this company lead through innovation. Mr Umbricht was all praise about the role IIP has been playing to get Indian metal packaging on the global map and it is there initiatives that have seen CANMAN and like global companies come over to India and provide the knowledge and expertise.

Q. What brings CANMAN to the Indian Subcontinent?

Well the opportunities obviously. Our initial observation is that India is by far an untapped market so far as the potential is concerned. Metal packaging has a bright future with all positive indicators like demography, lifestyle and a growing retail industry being positive indicators. However the CANMAKERS here have a lot to do to exploit the true potential and we feel a number of proactive steps may have to be undertaken which is what brings us to India.

Q. What are the products CANMAN offers?

We offer the widest possible range of welding bodymakers starting with stand alone equipment right up to the complete system like slitting, forming, welding, curing even providing the



Actual product line of Can Man

finished can with palletising etc. depending on what the customer wants us to do as we work in collaboration with other world renowned suppliers to do a turnkey if required.

Q. We are given to understand that CANMAN has emerged as the No.1 supplier of equipments in countries like Germany, Switzerland and others. What is behind the success story of CANMAN?

We have achieved quite a lot in the least time period and our current focus is to replicate our success story in India. Our approach is different as we at CANMAN firmly believe

that any 'New Technology' should do the following:

- Address the critical concerns of the customer like cost reduction, reduction in change over time, productivity improvisations etc.
- Should be 'simple' to operate i.e. must be user friendly.
- Should do multitasking i.e. make many types of cans with the same equipment.
- Should help the customer get the return on his investment. We do not consider ourselves as equipment suppliers but technology partners, we are partners for life with our customers.
- A trouble-free operation and least possible maintenance.

Q. Can you highlight a few unique features of CANMAN?

Our change over time i.e. moving from one type of can to another is merely 20 minutes (height and diameter - height change being only ten minutes). Likewise are a host of packages, no manual setting, reduction of gas consumption in curing as high as 60 per cent (we can run cans at 6 meters length with only 5 kilo watt energy consumption), no condensation of water on the welding equipment, use of thinnest possible copper wire (1 mm) and the list continues.

Q. How does CANMAN compare on prices?

Well, we are the cheapest for the benefits we provide (winks Ruedi).

Q. The market structure is multilayered in India with some can makers using semiautomatic lines, some automatic high speed lines and some considering even still higher technology. Does CANMAN address the entire breath of requirements of the Indian CAN MAKER?

Yes, we have an equipment traversing the entire range that you mentioned including the next

generation equipment called the Silentium which was recently unveiled at the METPACK where you don't even hear the noise associated with Body Making and this equipment is a state-of-the-art piece (no equipment still available in the world that can compare to this) as the features are simply remarkable like for instance it isolates problems on the line through the hidden cameras, virtually no operators, you feed the sheet from one end and outcomes the Can from the other and so on and so forth.

CANMAN as an organisation is built with the Customer in the Center. It is they who drive our business, thus our R&D develops a product offering keeping their requirement in mind, not what we wish to offer, but what concerns them.

Q. What are your observations about the Indian CAN MAKERS?

Indian can makers have to change their approach in buying, using and evaluating technologies. Today's, not so systematic approach, have

led them to consistently incur higher costs and lose precious profits. In some cases, they could have saved as high as USD 100,000 dollars a year through minor upgradations.

Secondly, there is no control or monitoring mechanisms in place to save costs. The operators merely run a piece of equipment and the managers or owners are concerned with production details, thus the focus is merely lost with no system in place. Global Can Makers entering India may compete on much lower prices, better quality and even better returns thus building entry barriers. Indian Can Makers have to change the way they do things.

Q. How can CANMAN help a customer who has adopted an alternate technology but now wants to shift to CANMAN?

We are customer centric. We will at all costs help Indian CAN MAKERS realise their aspirations and even more, and to that extent we will, if required, even do selective 'Trade in'.



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