

**THINK  
PLASTIC  
THINK  
BRAZIL**



**PACK EXPO  
Las Vegas**

September 28-30, 2015  
Las Vegas, Nevada – USA

**BOOTH S-6835**



**THINK  
SOLUTION  
SIGN DESIGN  
THINK  
MIX**

THINK  
STIC  
THINK  
BRAZIL  
INKTHINK  
CPLASTIC  
HINKTHINK  
AZILBRAZIL

**THINK  
PLASTIC  
THINK  
BRAZIL**

## WHY BRAZIL?

# BRAZIL

Investors and consumers throughout the world are getting to know Brazil. This vast country also offers various opportunities for business. Recent structural, economic and political reforms have cast Brazil in a new role on the international stage.

As it travels down the path of growth and sustainability, Brazil has gained the credibility that makes it an obligatory component in the portfolio of major investors. Today, anyone considering great business opportunities will include Brazil. The dynamics of the Brazilian economy are impressive to more demanding investors and consumers. Exports have doubled in the last four years, and imports have increased in a similar pace.

This demonstrates that there is a degree of balance in Brazil's strategy. While aggressively approaching the international market, Brazil also exposes its own products to foreign competition on the internal market, without protectionist or bureaucratic impositions. This new perception of Brazil is attributable in part to the high quality of Brazilian products: creative, modern and functional, they stand out for the factors such as the materials used and the originality of the product design, as well as their quality and technological standards. Just to give some examples of that environment of free trade and competition it can be mentioned the extensive flow of imports and exports products in the same industrial sectors such as automobile, electronics and ITC.

### KEY FIGURES

- GDP (ppp) – US\$ 2,065 trillion (IBGE/FMI 2013);
- Largest producer of iron ore;
- Largest producer and exporter of coffee, sugar cane, orange juices;
- Largest exporter of soybean, and second exporter of meat, chicken and leather;
- 5th destination for Foreign Direct Investment (FDI) among emerging markets;
- 4th largest manufacturer of commercial planes;
- 8th market producer of steel and energy.

## THINK PLASTIC BRAZIL

INP - Brazilian Plastic Institute

**THINK  
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BRAZIL**

The Think Plastic Brazil Program (formerly known as the Export Plastic Program) offers Brazilian supply sources, production outsourcing and partnership to foreign industries and markets, and counts on a highly skilled team. It acts as an interface between Brazilian manufacturers and international buyers of plastic products.

The Think Plastic Brazil Program has about 70 Brazilian member companies, manufacturers and exporters of a wide variety of products:

### Plastic Packaging

Big Bags  
Bottles & Jars  
Buckets and Pails  
Carrier Handles  
Compounds & Additives  
Flacons  
Injections Molded Articles  
Labels & Caps  
Laminated/Coated Films  
Multilayer Coextruded Films  
Polyethylene Bags  
BOPP, PET and PP Cast Film  
Polyethylene Films in Rolls  
Polypropylene Bags  
Polypropylene Films in Rolls  
PVC Bags  
PVC Films in Rolls  
Sachets  
Shrink Films  
Stretch Films  
Trash Bags  
Woven Fabrics

### Plastic Housewares

Kitchenwares  
Tablewares  
Bathwares  
Laundry & Cleaning accessories  
Home Organization  
Office, Stationery & School  
Giftwares  
Baby, Child wares & Toys  
Garden, Lawn & Outdoors  
Petshop  
Home Decoration & Lighting  
Institutional  
Licensing and Promotional  
Disposables Utensils  
Acrylics  
Thermos

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## BRASKEM

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Braskem, the largest resin producer in the Americas with 36 industrial plants in Brazil, the US and Germany, produces over 16 million tons of thermoplastic resins and other petrochemical products annually. Braskem is the world leader in the production of biopolymer, with the green polyethylene – I'm green™, a thermoplastic resin produced

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from ethylene made from sugarcane ethanol, a 100% renewable raw material which helps reduce greenhouse gas emissions. The resin, whose properties are identical to those of conventional polyethylene, is extremely versatile in terms of applications and is also recyclable.



# CARTONALE



## CARTONALE

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Cartonale is the biggest corrugated plastic company in Latin America. We are located in São Paulo, the most important industrial region in Brazil, counting on a 12.000 m2 facility, focused on developing creative solutions using corrugated plastic. Our most important markets are household appliances, pharmaceutical, automotive and visual communication, but we have solutions for a wide range of other markets.

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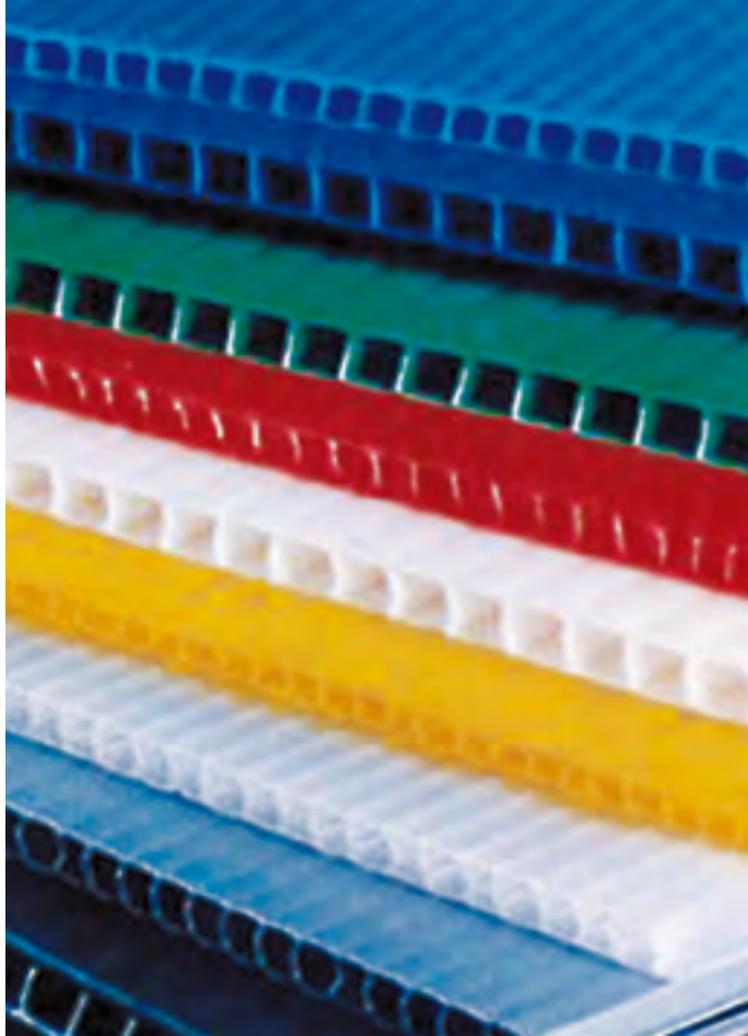
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To achieve this state-of-art level, Cartonale invests in new technologies and training programs, which will sustain our continuous growth.

### **Products:**

Corrugated plastic sheets, technical sheets, household appliances parts, returnable boxes, layer pads, trays, rolls, collapsible boxes, partition sets and pallet sleeves.





## C-PACK

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Reliability, quality, efficiency, commitment, innovation and agility are the values in which C-Pack Creative Packaging is based to become the leader in the segment of plastic packaging - Plastic tubes. With a capacity of 220 million tubes per year, a large and diverse portfolio, with variations in the finished in addition to other decorative combinations, is a major supplier of plastic tubes to the cosmetic, pharmaceutical,

food and industrial segments. All tubes, caps and components meet the highest quality standards. Aware of the responsibility that the packaging has on the final product, continuously invests in innovation.

### Products:

Plastic tubes and caps.





## CROMEX

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Cromex is Brazil's market leader in color masterbatches and additives for plastics. For 40 years in the home market, Cromex is exporting its products to over 60 countries in North America, Latin America, Western Europe, East Europe and others. Its headquarters is located in Sao Paulo, where color masterbatches and specialty products are produced. It also has a modern factory in Simões Filho (BA), where the production of white, black masterbatches and additives is concentrated. There we also produce the rotomolding compounds.

ISO 9001, 14001 and OHSAS 18001 certified, Cromex fulfills its role as a company concerned with the environment, the impacts, sustainability and the future. Cromex has a broad portfolio of color and additives, which serve 18 different segments in the transformed plastics industry.

### Products:

**MASTERBATCHES:** Concentrated white, black, colors, additives, engineering plastic and Dispermix® (Liquid masterbatch)

**ROTOMOLDING:** Natural and coloured compounds (Microcolor®)





## MEGA EMBALAGENS

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Mega Embalagens is a worldwide recognized manufacturer specialized in high performance packaging for Pet Food, Chemicals, Fertilizer and Birdseed markets in the US and all over the world. Ideal structures that with provided efficiency and barriers, helps our customers to succeed with their products.

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High quality graphics with advanced printing technology up to 10 colors.





## SLEEVE

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Sleeve International® is the specialist of sleeve decoration for the food, perfume, cosmetics, pharmaceutical and household cleaning markets.

Sleeve International® brings tailor made development to these markets with solutions to meet their demands in terms of graphic charter, primary packaging constraints, legislative constraints, range extensions and optimized packaging costs. Engineering is the domain of Sleeve Machines®, which entrusted with the joint development and production of a full range of equipment for sleeve conversion: single and double

head positioning machines, steam, infrared and hot air shrinking equipment and special horizontal machines for specific applications. By constantly enriching its scope of service to packing, labeling, customization, tamper evident seals, sales promotion and traceability. Sleeve International® leads the market with innovative high added value solutions.

### Products:

Sleeve decoration for the food, perfume, cosmetics, pharmaceutical and household cleaning markets.



Visit Sleeve at South hall - booth S-5903





## VITOPPEL

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Vitopel is one of the largest manufacturer of BOPP in Latin America and one of the largest in the world. It is leader in Brazil and Argentina. It has been exporting regularly for more than 10 years to USA, Canada and México, Central and South America, as well as to the European Union, supplying major global end users in the food and non food industries, and top converters that supply these sectors. The nominal BOPP production capacity is 120.000 tons / year (265 million lbs), with 3 productions facilities, 2 in Brazil and 1 in Argentina, and 6 Bruckner lines, with up to 535 meters/min speed output. Vitopel counts with offices in Sao Paulo – Brazil, and Buenos Aires – Argentina, as well as agents and distributors in all countries where it has export sales operations. Vitopel is the only Latin American company with a dedicated full R&D Center, equipped with a pilot line, which is used to develop and test new BOPP structures for a variety of new applications.

The company is certified with ISO9001 / ISO14001, and its products accomplish FDA standards.

### Products:

BOPP films, heat and non heat sealable for food and non food packaging (clear, matte, opaque and metallized); BOPP films, high sealing performance for food and non food packaging (clear, opaque and metallized); BOPP films, clear, high slip, shrinkable for food and non food packaging; BOPP films, opaque, cavitated for labelling (roll label, self adhesive and in mould label); BOPP films metallized, high barrier for food and non food packaging; Synthetic Paper for self adhesive; Vitopaper® synthetic paper produced with recycled plastics for graphics.

### Applications:

**Food:** snacks, biscuits, gums, candies, chocolates, ice cream, dry food, beverages, overwrap, etc.

**Non Food:** personal and health care packaging labelling, tape, decoration, etc.



## ZARAPLAST

## ZARAPLAST

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For over 44 year in the market Zaraplast grows and stands out for its philosophy of not only producing quality packaging but for the best cost benefit available in the global market. The practice of this philosophy ensures Zaraplast's position among the most important packaging industries in the Americas. Zaraplast Group is composed of 09 factories employing over 2.500 qualified professionals that produces quality packaging in Brazil and abroad. Zaraplast was the first packaging producer in Latin America to be ISO certified, presently supplying packaging for the food &

pet food industries, hygiene, chemicals, petrochemicals seeds, fertilizers, cut size paper and a few other markets.

### Products:

Flexible packaging in general such as: PE films mono and up to 7 layers, complex laminated structures made of BOPP, PET, PE, metalized, with aluminum and Coex for barrier purposes for food and several other applications, industrial packaging such as FFS roll stock, Valve bags and PP woven bags sewed or sealed for all kind of applications.



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COORDINATION



INSTITUTIONAL SUPPORT

