



*Food Packaging:
a tipping point for paper*

Vijay Gupta

Food Packaging Must Be: S.A.F.E.S.T.

- ◆ *Safe – food safe.*
- ◆ *Affordable – not cheap.. Cheaper!*
- ◆ *Functional – meets very demanding functional criteria.*
- ◆ *Ease of Use – to pack, transport, store, consume & dispose.*
- ◆ *Sustainable – renewable, recyclable & earth friendly.*
- ◆ *Tried & Tested – not a beta version...*

HMV

YOU
have exactly
ONE LIFE
in which to do
EVERYTHING
you'll ever do.
ACT ACCORDINGLY.

-Colin Wright

Paper 1st choice of

- ◆ *Consumers*
- ◆ *Customers*
- ◆ *Regulators*
- ◆ *Society*
- ◆ *Local authorities*

4 Ps Vs SEVA....

Competition Centric



Customer Centric

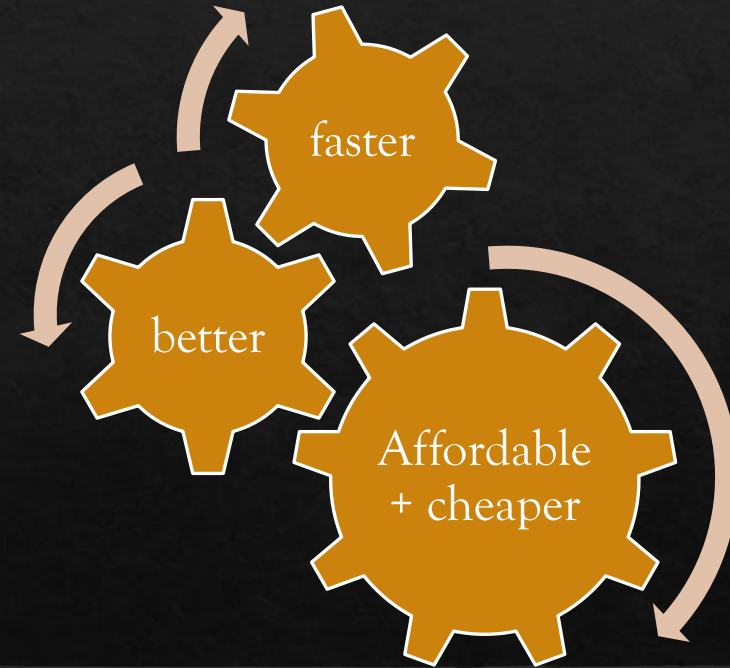


GCF Vs FAB...

Survival Mindset



Customer Delight Mindset



Impossible to I M Possible

- ◇ *Impossible is not a fact – it is an opinion.*
- ◇ *It always seems impossible until it is done.*
- ◇ *To make it I M Possible needs ABCD – Ability, Belief, Commitment and Devotion.*
- ◇ *This is a blockbuster - there is Arth (purpose) and Kaam (profit) within the boundaries of Dharm (responsibility & regulation). Aur kya chahiye...?*

“Don’t Compete – LEAD”

ना किसी से ईर्ष्या, ना
किसी से कोई होड़,
मेरी अपनी मंजिलें, मेरी
अपनी दौड़...!!

- ◇ *Be customer centric*
- ◇ *Be solution oriented*
- ◇ *Be Innovative*
- ◇ *Learn from nature*
- ◇ *Do not bend or change the rules - Change the GAME.*



Thank You.

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