

# Explosion of options

Leading national supplier of glass and plastic containers and closures Plasdene Glass-Pak has seen a definite upswing in demand for beverage packaging in recent months, as **Lindy Hughson** learned recently from the company's business development unit in Sydney.



**B**EVERAGE PACKAGING FORMS a significant part of the extensive packaging portfolio offered by the Australian, family-owned business of Plasdene Glass-Pak. Partnering with top global container manufacturers like O-I, VIP Packaging, Beatson Clark and Bruni Glass, the company has built a formidable customer base in Australia, ranging from small manufacturers to large multinationals.

For manufacturers, this partnership has clear benefits, as Jacqueline Moth, general manager sales and marketing, O-I, points out. "The key benefit of O-I's partnering with Plasdene Glass-Pak is a more effective service offering to users of glass," she says. "O-I is not always geared up to deal with every order, therefore distributors can help us provide a more effective product offering in channels we might not always

be able to service directly. Plasdene Glass-Pak and O-I work together to service some of these segments and customers in a complementary way."

Visiting Plasdene's packaging plaza showroom and distribution centre in Sydney – one of seven around the country – it's clear to see the company's extensive off-the-shelf offering sourced from around the world is a major drawcard. Added to this is the facility for warehousing and stock holding on behalf of customers.

But another strength is its facility for custom development of packaging and it's here that the company is experiencing major growth, says business development manager Brent Levick.

"In recent times, through partnering with suppliers in Asia, the barriers to entry in customised containers have dropped, making it possible for smaller players to bring a differentiated container to market," he says.

"Consequently there's been an explosion in demand for customised moulds." Levick says the bottled water and micro-brewing sectors have been especially active in recent months.

Levick runs the Business Development Unit with marketing manager Jayne Pearson. "By managing the project from start to finish, we can simplify the

otherwise complex task of custom-mould development," Pearson says. "With careful assessment based on the project brief, we work with our customers and our manufacturing partners to understand the key project needs and develop solutions to match the customer's style, budget and time frame, including sourcing all the componentry and pack decoration required for the beverage container."

The business development unit also offers a 'try before you buy' service for a relatively small cost, showing the customer a model replica of the container in plastic long before the mould is bought. Levick says these accurate prototype samples can be used for pre-launch promotion and making change parts for filling lines.

"Plasdene is able to assist customers with cash flow planning, by extending some very creative terms when it comes to financing the cost of new tooling, as well as allowing customers to draw down from a stock holding at our premises," Pearson adds.

The scope of Plasdene Glass-Pak's offering is limited only by the customer's imagination, and even that can be given creative encouragement by the company's innovation and design partners – a well-packaged deal indeed.



The Plasdene Glass-Pak packaging plaza showroom in Sydney.