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Dear Enthusiasts,

While the parity in supply and demands, tilts towards lower demand and abundance in supply. However, shipping and bottlenecks in the supply chain, continue to drive prices. One article on a prominent shipping journal mentioned, that the blip in the shipping industry can take years to regularise back to normal. Till then the high freights is the normal. We at Coniferous, also foresee a shift in the procurement getting localised, as exports of bulky and low value products tend to become unviable.

That being said, trade will continuously develop, and innovative solutions to this blip might appear. For example, one of our partner mills has decided to drop bulk, and increase tensile to enable better embossing, as well as increase the load ability of the container. Similarly in the Far East many paper mills, are investing in selling converted goods, in place of Jumbo Rolls, as efficiency and costs can be better managed. This is what has made trade interesting again, with so many models emerging.

We would like to wish our enthusiasts Eid Mubarak!

Thanks and Regards
Vedansh Gupta

World News

Delta variant causes concerns across the world: The delta variant is on its way to becoming the globally dominant strain of the coronavirus-causing Covid-19, the World Health Organisation's chief scientist said. The highly infectious variant, which first emerged in India, has been behind a rise in cases in places from Britain, which recently postponed lockdown-loosening, to Moscow, which just imposed new restrictions. The variant is also spreading in America.

Three astronauts sent by China to man their new space station: The crew's commander said that China's space programme had "crystallised the Chinese people's thousand-year dream of flying to the sky" and added a "heroic chapter" to the history of the Chinese Communist Party, which will celebrate its 100th anniversary on July 1st.

Japan's exports witnessed a remarkable boost: Japan's exports jumped by nearly 50% in May compared with a year earlier, the sharpest increase since April 1980. Global demand for cars and auto parts pushed exports to ¥6.26trn (\$57bn). The rosy figures were boosted by the low base from last year: in May 2020 the pandemic led to a 28% drop in exports, compared with the previous year.

Trade dispute between America and EU comes to an end: Trade representatives from America and the EU ended a 17-year dispute over subsidies offered to Boeing and Airbus respectively. Each side had griped repeatedly to the World Trade Organisation that the other unfairly favoured their own aerospace titan. They agreed to a five-year moratorium on punitive tariffs imposed on the other's planemakers, and to release statements making it clear what each considers "acceptable support" for their respective companies. The rapprochement is widely seen as part of a tightening of transatlantic links to combat China's growing economic might.

America to impose sanctions on Russia: America's national security adviser, Jake Sullivan, said the Biden administration would impose further sanctions on Russia over the poisoning of Alexei Navalny, an imprisoned opposition leader. The announcement came only four days after Joe Biden and Vladimir Putin met for a brief summit in Geneva. America had previously slapped sanctions on Russia's security services in March for their treatment of Mr Navalny.

Massive crackdown on cryptocurrencies: China's central bank instructed several banks and firms, including Alipay, the country's biggest mobile-payments platform, to identify clients trading in cryptocurrencies and block related transactions. The announcement, part of a wider crack down on cryptocurrencies, came a day after authorities shut off electricity to bitcoin miners in several provinces. Around half the world's bitcoin mining occurs in China, but that share is falling.

Data suggests that America's towards economic recovery: America's current-account deficit increased by 11.8% quarter-on-quarter in the first three months of 2021, to \$195.7bn. Imports exceed exports by the widest margin in 14 years. Rapid economic recovery enabled Americans to spend more on goods and services from abroad. But exports were dented by a slower recovery in other countries from covid-induced recessions.

Important dates of July 2021

July 1	Doctor's Day
July 17	World Day for International Justice
July 20*	Eid al – Adha
July 24	Guru Purnima

Artica International will be closed from July 20 – 22*, on account of Eid al – Adha.

Industry News

Toscotec to supply a tissue machine to Saudi Paper Group: The new AHEAD 2.2S machine will be supplied at its Dammam paper mill in Saudi Arabia. The new PM2 will produce premium quality tissue from virgin pulp. The start-up is scheduled for the fourth quarter of 2022. The AHEAD 2.2S line has a sheet trim width of 2,850 mm, a maximum operating speed of 2,100 mpm, and an annual production capacity of over 30,000 tons. Designed for top performance and optimal energy efficiency, the tissue machine is equipped with TT NextPress new shoe press design, a third-generation design TT SYD Steel Yankee Dryer with patented deckle head insulation, and high efficiency TT Hood.

Unilever reveals world-first paper-based laundry detergent bottle: Unilever is using a new technology to launch the first ever paper-based laundry detergent bottle. A prototype has been developed for leading laundry brand OMO (also known as Persil, Skip and Breeze) and is set to debut in Brazil by early 2022, with an ambition for roll-out in Europe and other countries soon after. Unilever is also piloting the same technology to create paper-based hair care bottles. This groundbreaking technology has been developed in partnership with the Pulpex consortium, a collaboration between Unilever, Diageo, Pilot Lite and other industry members. Unilever has been able to use the technology to package liquid products in first-of-its-kind paper-based bottles, made of sustainably sourced pulp and designed to be recycled in the paper waste stream.

Södra to increase the price of NBSK in Europe to USD 1,380 per metric ton: Södra Cell announced that it will increase the price of its northern bleached softwood kraft (NBSK) pulp in Europe to \$1,380, effective 1 June 2021. "In Europe a robust demand for NBSK is outpacing supply. This announcement reflects the overall market sentiment," said Henrik Wettergren, VP Marketing and Sales, Södra Cell.

Voith receives order to deliver three XcellLine paper machines to China: Nine Dragons Paper, the biggest manufacturer of packaging paper in China, has commissioned Voith to build and deliver three XcellLine paper machines for the production of high performance testliner and white top testliner. The three lines will further strengthen the paper manufacturer's leading position in the packaging paper segment. The planned daily production volume of the three identical paper machines is especially high: approximately 2,400 metric tons each, at production speeds of 1,400m/min. In order to meet these requirements, the components must be extremely high-performing and robust. The press sections each feature a Triple NipcoFlex press, which ensures excellent surface smoothness of white top liner.

Huhtamaki acquires Jiangsu Hihio-Art Packaging: Huhtamaki has completed the acquisition of Jiangsu Hihio-Art Packaging Co. Ltd.'s assets. Jiangsu Hihio-Art Packaging is a privately owned manufacturer of paper bags, wraps and folding carton packaging in China. The acquisition strengthens Huhtamaki's position as the leading foodservice packaging provider in Asia and expands its product portfolio allowing it to better serve both existing and new customers in China.

Quote of the month

"When you are grateful, fear disappears and abundance appears."

~ Tony Robbins

Did you know that an unprofessional package can make your product fail in the marketplace quicker than it took to develop it? That's right!

Building the right package and marketing support is as important as the product itself. In many respects, building the best brand image is more important than the product because brand impression validates your brand's authority in the market. Because let's admit it, nobody likes to buy or even look at a product that's not good on the outside. What grabs eyeballs and attention almost instantly before someone can even try what's inside is the packaging.

Brand credibility has value beyond a single product. Building and nourishing that impression is critical to business success and longevity. The visuals are most prominent to the consumer and easily addressed compared to all the elements that impact credibility which include.

While building brand credibility and improving brand recall through packaging, here's what you should keep in mind:

- Brand image: Touch points with customers through packaging and marketing
- Quality of the image: How well it performs and delivers expected results
- Customer service: Product performance, guaranties, response to customers
- PR: Social impressions and endorsements can quickly make a brand or erase it

The brand imagery and tone must be consistent across all media; packaging and POP to website and social media. Since logo and package are the first graphics needed they become the brand template for graphics that follow. Having written style guide covering logo use, colors, fonts, and design template will provide rules to follow for visual and content tone consistency. Consistency is key to strong brand recognition — and repetition builds recognition.

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