

## "Green" Ocean Strategy

Unique bio-degradable PET bottle made in WEI LI's equipment, allows a major bottle manufacturer surfing in its "green" ocean!

A major PET bottle manufacturer has tapped a rich new market thanks to the latest bio-degradable additive introduced by its machinery manufacturer, WEI LI in Hong Kong. By leveraging a value innovation developed by its US partner, the Hong Kong based WEI LI Plastics Machinery Co., Ltd. has created significant value simultaneously for both the customers and the environment!



"We have been guilty of creating billions of plastic bottles in our two-stage reheat stretch blow moulding machines for packaging knowing that a majority of them end up lying in landfills every year," said Mr Chau, General Manager in WEI LI. "I understand that it can take up to 500 years for plastic packaging to be biodegraded in landfill. That has been an annoying problem for most of our customers in their countries."

HONG KONG

The company has been searching for green materials all over the world for years. Mr Chau recalled, "We know there are Starch-based and Oxo-Degradable additives but there are fragmentation, metals and antioxidants issues to be addressed. Also, bottles' shelf life and physical properties will be affected by light, heat and moisture."

"We were introduced to our US partner in October, 2009 and obtained this unique additive which is designed for most common plastics such as PP, PE, PS, PC, PVC, EVA., etc. We feel that this is a powerful thing which will change the whole plastic industry! So, we immediately run blowing test making PET bottles with less than 1% of the tailor-made PET based biodegradable additive," he said.



"Now, we are excited to see our customer in Hong Kong, BAI CHEN launching their "GREEN" series of food-grade PET bottles with no compromise in their bottles' physical

properties, such as transparency, appearance and shelf-time. The most important is their biodegradability in 1- 5 years in anaerobic environment (landfill), no need of industrial compost, and can be recyclable and mixed into standard PET recycling stream!", added Mr Chau.

According to Mr Chen, general manager of Bai Chen, "our mission is to provide "Earth Friendly" biodegradable plastic packaging. We have high expectations of this new "GREEN" series. Now we are very glad that our sales has been jumped by 100% in the last 2 months, at the same time we are helping our environment to reduce the landfill levels! "



Companies are looking for ways to outstand themselves from their competitors, and being "green" is a leading strategy. WEI LI has been very active in bringing innovative and environmentally friendly solutions for its customers in the stretch blow moulded PET bottle industry.

#### WEI LI in profile

WEI LI has more than 15 years experience in the development of PET/PP reheat stretch blow moulding technology, manufacturing stretch blow moulding machines of the .WEI LI, brand for PLA, PET, PP, PC, PMMA, PS, SAN bottles with volume ranges



from 15ml to 20L. Apart from standard machines for PET bottles, the company's range includes specialized machines for PLA, PP, PC, PMMA, PS, SAN bottles. With production establishments in Foshan, China and a marketing office in Hong Kong, WEI LI is maintaining an effective market presence across the world.

WEI LI also offers turnkey project upon request, from preform design, bottle design, capping, filling to shrink wrap packaging.



#### What's coming up

Wei Li will be participating in the Plastimagen 2010, the 16<sup>nd</sup> International Exhibition in the Plastics and Rubber Industries which will be held in Mexico City. It is a very historical, large scale and dominant plastics show in Latin America. It's booth number for this year is Booth 216, the company is looking forward to meeting you in there!