



## PACK PRINT INTERNATIONAL

3<sup>rd</sup> International Packaging and Printing Exhibition for Asia

**31 Aug –3 Sept 2011**

BITEC, Bangkok, Thailand

[www.pack-print.de](http://www.pack-print.de)

---

For immediate release

### **SCG Paper to present sustainable concept “Human Value” at PACK PRINT INTERNATIONAL 2011**

**- booth no. P-M01**

Presenting their *human value* concept based on the premise of sustainability and developing products that meet customer needs, SCG will attend PPI for the third time. At this year’s edition, SCG Paper will showcase their quality product range that is entirely eco-and-consumer-friendly.

Human Value Marketing is SCG Paper’s new approach to drive business for both its domestic and regional markets. The concept focuses on understanding the real and latent needs of customers while enabling quality living and sustainable growth for society, by creating innovation under the Sustainable Development principle, and co-creating with other businesses of the SCG Group and business partners.

“We consistently improve our technology in the production process to ensure our products are more efficient and meet future demands, such as cost-reduction by using thinner paper without losing out on product strength and endurance,” said Mr. Montri Mahaplerkpong, Corporate Marketing Director at SCG Paper.

Besides the demand for environmental friendly products according to Montri, customers are also looking for products that are convenient to use. “For example, department store employees who handle shelf management can work more efficiently and increase their working effectiveness if the packaging is properly designed to fit in the available space.”

Keeping the end consumers in mind, who are increasingly driven not only by products but also by its packaging, Montri added that besides the four Ps [Product, Price, Place and Promotion] in the marketing field, “packaging has become the 5<sup>th</sup> P because it can well describe the characteristics of the product itself, the organization and also the consumers.”

With Southeast Asia growing exponentially as a key export region and paper being involved in the whole supply chain involving manufacturers, merchandisers and consumers, paper consumption is steadily on the rise. Some of the key trends in the region are, according to Montri, keeping the product quality, technology and structural design technique. He adds “Other trends emerging in the next 3-5 years in the region are sustainable development and eco-friendly paper packaging.”

As one of ASEAN’s largest integrated manufacturers of pulp, paper and packaging products, SCG Paper understands the value of participating in targeted trade exhibitions such as PPI.

“Participating in PPI allows us to promote our organization and our innovative products to a targeted printing and packaging audience from different countries. This is a great opportunity for SCG Paper to manifest our position as the leading paper manufacturer in Thailand and ASEAN,” added Montri.

For more information on PACK PRINT INTERNATIONAL 2011 and the full list of exhibitors, visit [www.pack-print.de](http://www.pack-print.de)

***About PACK PRINT INTERNATIONAL 2011***

Driven by the world-renowned drupa (print media messe) and interpack shows organized by Messe Düsseldorf and held in Germany, PACK PRINT INTERNATIONAL 2011 is jointly organized by the Thai Packaging Association, the Thai Printing Association and Messe Düsseldorf Asia.

The 4-day exhibition will be open to trade visitors from 31 August – 3 September 2011 from 10.30am to 6.00pm at the Bangkok International Trade & Exhibition Centre (BITEC). All trade visitors and professionals are required to register their visit.

Co-located with PACK PRINT INTERNATIONAL 2011 is TIPREX – 3<sup>rd</sup> Thai International Plastics & Rubber Exhibition which is jointly organized by The Thai Plastic Industries Association, The Federation of Thai Industries – Plastic Industry Club and Messe Düsseldorf Asia

**Press contact:**

Zarina Ann Muhammad | Ariane Seifert

Tel: (65) 6332 9624 | 6332 9652

E-mail: [zarina@mda.com.sg](mailto:zarina@mda.com.sg) | [ariane@mda.com.sg](mailto:ariane@mda.com.sg)

**Exhibitor contact:**

Beatrice J Ho

Tel: (65) 6332 9642

E-mail: [beatrice@mda.com.sg](mailto:beatrice@mda.com.sg)