



## Geared up for success: FAV Plastico

*It is a unique achievement for a five year old local company to supply top quality masterbatch that is used in the interior of a world class SUV of European origin. It is also significant for a relatively new entrant in the realm to supply material that large numbers of quality conscious FMCGs use in their leading products. According to the Farid Ahmed Vawda, the pioneer and CEO of FAV Plastico Pvt. Ltd, dreaming big does make a difference but at the end of the day, success comes after well drawn out feasibilities are meticulously followed by thought and high end technology, which is used to consistently process top quality raw material without cutting any corners and compromising on quality. He was recently kind enough to grant Polymer & Packaging International time to discuss his company with us. Here is what he had to say:*

**Q: What makes FAV Plastico different from other competitors in the market?**

A: The main objective of FAV Plastico is to deliver quality products to our customers. With this end in mind, our first priority is at first to understand the needs of our customers in order to ensure that not only do we deliver the best quality product to them; we do so at the best price. At FAV Plastico, we are very particular about not using any recycled material in our manufacturing processes so as to cut corners or reduce cost. We abide by our mission statement which is to be identified as a company that will never compromise on quality to increase profits and instead thrives on long standing relationships with our clientele.

**Q. Can you tell us a bit about the technology you use and how do you see yourself apart from other competitors?**

A. The use of cutting edge technology is the

corner stone of our business plan. We have recently imported machinery from Germany that gives us an output at the rate of 1200 kg/hr. Before shipping products to our customers, we put them through rigorous quality inspection procedures carried out on state of the art European machines. This ensures that the masterbatches finally supplied to our customers are of top quality. Another factor that differentiates our products in the industry is that a number of FAV products are certified from global testing and certification authorities. In turn, we are also very conscious about choosing our vendors and partner and work with only those who are certified and comply with international quality standards. We believe that our customers vest their faith in us because not only do we deliver them quality consistently but also strive for continuous improvement. Besides, we also invest heavily in research & development activities that are the back bone of our company and we are proud to have a well-equipped laboratory and highly trained and diligent set of professionals who man our processes.

**Q. How do you see the future of the plastics industry in Pakistan shaping and in your opinion, can the local industry benefit from developments like the Pak-China economic corridor in the future?**

Plastics are coming more and more into our daily usage. However, the industry of Pakistan is stagnant and as such are no such major developments taking place. Although there is a lot of potential but at present, we have few players controlling the market. In order to bring about positive change, for one our style of doing business needs to change. Other than companies investing in top of the line and highly efficient technology, quality consciousness and good customer service should remain the primary focus. The much

talked about Pak-China economic corridor being one of the most promising regional developments, local companies must gear up in order to gain the most from the opportunity when it comes through. In order to prepare for it, it is very important for local companies to join hand with the Chinese companies and also pair up with European associations.

**Q. What are your comments on Pakistan's packaging industry?**

Plastics have transformed the old trends of packaging globally. However, in Pakistan's context, there is still a lot of scope for improvement. For instance, it has been seen all over the world that daily consumable items such as eggs are sold in special and environment friendly packaging that help protect them while we in Pakistan are still using low-quality plastic bags. Our companies therefore need to bridge the gaps and invest on technology and use material that not only will upkeep the freshness and quality of produce and products but will also increase accessibility and shelf life. Moreover, bio-based products should be developed in order to maintain low cost of the products and to keep the environment safe and pollution free for us and our future generations.

