

Excellence through innovation- An interview with Sama Engineering (Pvt.) Ltd



Leading with a mission to supply quality packaging machines and processing systems to its customers, SAMA stands out prominent on 56th rank out of 100 fastest growing companies in Pakistan. For more than 35 years, SAMA is fulfilling the needs and requirements of the different local and multinational Companies in the sectors of food & beverages, pharmaceuticals, cosmetics, health and personal care. In recognition of its best practices, the Company's achievement has been applauded by the industry via two Brand of the year Awards in 2010-2011 and 2013-2014 and also Best Exporter Award from KCCI (Karachi Chamber of Commerce and Industry) in 2012-2013. Polymer & Packaging International recently had the privilege of meeting up with Managing Partner of SAMA Engineering; Mr. Shahzad Sama who has been serving the Company for the last nine years. Here is what he had to say:

Which significant products/ services does your company contribute to the pharmaceutical industry of Pakistan?

Essentially we are the manufacturers of packaging machines and processing systems for all the FMCG companies. We are providing turnkey solutions to a large number of Companies in Pakistan as well as in other parts of the world. In pharma industry we are providing so many packing solutions, like blister packaging machines, mixers and blenders, powder filling, labeling, date coding and many other similar one window solutions

on customize level using our experience and best grip over technologies and innovation. Even though there are a few things which are in the process to be unveiled. We have also introduced bottle filling lines and carton packaging as well during last two years. In short we are working to customize our machinery as per need of the clients.

What are the latest trends in the pharma packaging industry which are known to be your challenges?

There are number of products that are being packed in different styles; likely to say luxuries in small package. A recent example we can take of GSK Pharma which is now using pet bottles for medicines instead of glass bottles. This ultimately indicates that the scope of plastics in the pharma industry is quite huge. Packing speed and safety features has also been increased to cater exceeding customer demand and an increasing rate of population.

Can you tell us a bit about the cutting edge technology and research & development?

We turn challenges into opportunities by the skills and expertise we have to provide complete turnkey solutions to all our clients. We have an efficient packaging machines line which works at the highest production rate under all safety standards. We also provide the best technology to fulfill all the requirements with a single machine by easy variables. The machines have touch-based control panels which basically minimizes the numbers of workers and machine operators. We also believe in sharing technology based relations around the globe. We have a proper R&D department which monitors the latest trends of packaging and processing systems internationally. This department has many technically high qualified professionals who constantly focus on research and updates. They share their information to other in house departments for implementation. This definitely improves the performance, work processes and productivity.

Being a recognized company dealing in pharma plastics in Pakistan, what differentiates you from other players in the industry? Are you following any international standards of packaging?

We are an ISO Certified and CE marked in terms of quality standards and this is our competitive edge that we have among different players of the industry. We are only manufacturers of processing and packaging machines having said standards in Pakistan. If you see any of sachet packing machine in pharma or in a FMCG company, it is basically packed on our machinery. This is a simply a benchmark of the Company and denotes our impression in market.

How do you see Pakistan Market for plastic and packaging business in near future?

I can see that the Foods and Drugs Authorities are now very much active in Pakistan. The concept of hygiene is spreading among the masses. The production of flexible packaging in food is increasing among the industries. I believe that there is a huge scope in polymer and packaging industry. Since Pakistan is turning all the products into value addition and perfection, there is a large market of plastics in Pakistan.

Does your company have any CSR activities that contribute towards well-being of the society?

Being a largest manufacturer of packaging machinery, CSR is the integral part of our Company. Our main focus is on education and to support the effected ones from natural disasters. Therefore, different campaigns and fund rising are being conducted as per the requirements.

