

■ SPECIAL REPORT ■

INSIDE: 11-PAGE SPONSORED SECTION IN COOPERATION WITH DISCOVERY REPORTS

THAILAND COUNTRY REPORT

SALEE PAVES WAY FOR NEXT-GENERATION THERMOPLASTIC APPLICATIONS

Well-designed packaging makes a lot of difference in stores where shelves upon shelves of similar products compete for consumer attention. With many brands offering comparable stocks, packaging often becomes the clinching factor that affects buying decisions. High-concentration colour and additive masterbatch manufacturer Salee Colour constantly challenges and improves itself to align its products with the evolving brand identities of some of the world's biggest multinational companies.

"Nicer and better packaging catches buyer attention. That is the magic of packaging, which is one area where we specialise," says president Rach Thongvanit.

Aside from its packaging expertise, Salee harnesses its in-depth masterbatch expertise for other applications such as agriculture, construction, textile, automotive and bio-plastic. With its state-of-the-art facilities, Salee has the necessary equipment to develop next-generation thermoplastic solutions.

While the packaging segment comprises more than half the company's business, Salee is always on the lookout for areas where thermoplastic can improve processes. One application is for water or gas piping, where Salee is developing masterbatch for high-density polyethylene (HDPE) pipes that are more durable and easier to install. Ideal for earthquake-prone regions such as Asia, Salee's HDPE pipes have flexibility that can withstand tremors better than rigid steel pipes.

On the development front, Salee also works with its Australian partner PSD Rotoworx in developing polypropylene-based materials for rotational moulding applications that give better mechanical properties than conventional polyethylene. In addition, it gives lighter weight, higher heat resistance, better stiffness and greater chemical resistance.

In a span of 12 years, Salee has established an impressive customer base through the help of its wide distributor network. Salee looks to further expand this network and is open to working with trading companies experienced in the same line of business or those who represent plastic resin producers.

"We would like to focus on strengthening our presence in the region, but if there will be better applications for our products, we are open to expanding our market," Rach says.



Rach Thongvanit, president

Well-designed packaging makes a lot of difference in stores where shelves upon shelves of similar products compete for consumer attention. With many brands offering comparable stocks, packaging often becomes the clinching factor that affects buying decisions. High-concentration colour and additive masterbatch manufacturer Salee Colour constantly challenges and improves itself to align its products with the evolving brand identities of some of the world's biggest multinational companies.

"Nicer and better packaging catches buyer attention. That is the magic of packaging, which is one area where we specialise," says president Rach Thongvanit.

Aside from its packaging expertise, Salee harnesses its in-depth masterbatch expertise for other applications such as agriculture, construction, textile, automotive and bio-plastic. With its state-of-the-art facilities, Salee has the necessary equipment to develop next-generation thermoplastic solutions.

While the packaging segment comprises more than half the company's business, Salee is always on the lookout for areas where thermoplastic can improve processes. One application is for water or gas piping, where Salee is developing masterbatch for high-density polyethylene (HDPE) pipes that are more durable and easier to install. Ideal for earthquake-prone regions such as Asia, Salee's HDPE pipes have flexibility that can withstand tremors better than rigid steel pipes.

On the development front, Salee also works with its Australian partner PSD Rotoworx in developing polypropylene-based materials for rotational moulding applications that give better mechanical properties than conventional polyethylene. In addition, it gives lighter weight, higher heat resistance, better stiffness and greater chemical resistance.

In a span of 12 years, Salee has established an impressive customer base through the help of its wide distributor network. Salee looks to further expand this network and is open to working with trading companies experienced in the same line of business or those who represent plastic resin producers.

"We would like to focus on strengthening our presence in the region, but if there will be better applications for our products, we are open to expanding our market," Rach says.



Salee Colour™
COMPOUND VALUES
www.saleecolour.com