



wires & fabriks

- Forming Fabrics
- Metal Wire Cloth
- Dryer Screens
- Chemicals

SNIPPETS

FOR THE PAPER INDUSTRY

Vol.17 / Issue-9

SEPTEMBER 2013

www.wirefabrik.com/snippets

AWARDS - FOR PAPER

For the seventh straight year, **International Paper** has been named one of the **World's Most Ethical Companies** by **The Ethisphere Institute**.

- In addition, **IP** has other important awards in its kitty e.g.
- > **Fortune "World's Most Admired Companies®" 2013** (Named #1 in Forest and Paper Products Industry in 2013 for the 10th time over the last 11 years);
- > **2012 EPA Climate Leadership Award**, (the first Forest Products company to be honored for excellence in greenhouse gas management);
- > **40 Best Companies for Leaders** (by Chief Executive Magazine);
- > **Society's Chairman's Award** (by National Geographic Society for environmental and literacy education efforts to enrich the lives of millions of students, while reinforcing conservation).

IMPORTANCE OF AWARDS

What drives the world's largest Paper Company to collect awards ? According to **IP** Chairman and CEO John Faraci, commenting after receiving the Ethical Award.

"This is an important recognition that encompasses all that we do at International Paper. We are a company of substance in more than 24 countries where we operate - and we are strengthened by the results of our employees who do the right things for the right reasons"

It is now well established that Business awards are not only great for corporate direction, talent retention, sales advantage and PR, but can also bring value to a company's bottom line.

A research study by **Hendricks & Singhal** of the **University of Western Ontario** and **Georgia Institute of Technology**, revealed that more than 600 quality corporate award winners had 37% more sales growth and 44% higher stock price return than their peers.

Some more research by other organizations have revealed the following :

- ❖ **British Quality Foundation** claims : All 'Award winning' companies improve sales and revenue, with smaller companies doing better. (Smaller award winning companies experienced a 63% increase in operating income

and a 39% growth in sales compared to non-winners.)

- ❖ A 11 year study by **University of Leicester for the British Quality Foundation** and the **European Foundation for Quality Management**, tracking the financial performance of 120 award winning European companies revealed that the award winning companies showed improvements in financial performance after just one year of winning their first award. Other than financial benefits, other advantages for award winners are - enhanced reputation, increased trust, a higher profile and better staff morale.

Says the CEO of a company, "We believe it (business awards) helps validate what we do in the company and enhances our ability to keep good people."

According to another CEO, Awards give rise to "benefits of increased awareness, third-party validation and establishing market leadership."

IMPORTANCE OF AWARDS FOR THE DONOR

Apart from the benefit to awardees, what is the importance of awards for the donor, in this case 'organizations' in the Paper Industry ?

Research indicates that the institution bestowing an award would, like its recipients, propagate the same causes that it espouses.

Thus the recipient of an award enters into a tacit non-monetary relationship with the bestowing institution, becoming a partner to their vision and mission.

WHICH ARE THE OTHER IMPORTANT AWARDS PERTAINING TO THE PAPER INDUSTRY ?

- ❖ The **Sappi Printers of the Year** awards are considered the 'Oscars' of the print world. They recognise master craftsmanship and honour excellence in print. Winners in the regional competitions (Southern Africa, Europe, North America, Asia etc) finally compete in the global event, **Sappi International Printers of the Year Award**. Since the launch of the Awards in 1995, they have established a global benchmark against which any high-quality printer can measure themselves.

INDUSTRY NEWS

The **British Retail Consortium (BRC)** in association with **The Institute of Packaging (IOP)** have created a globally recognized food packaging standard to be applied by manufacturers and converters of packaging for the Food Industry. **ITC-PSPD** is one of the first among Indian producers of packaging boards to obtain **BRC-IOP** certification for many of their products.

- ❖ The **AF&PA Recycling Awards** recognize outstanding paper recycling programs across the country. While the programs vary greatly in terms of geography and reach, they are reminders of the on-going commitment of the millions of Americans who recycle at home, work, and school every day. The Award is given in different categories like *School, Community, Business etc.* Winners receive bragging rights, a cash prize and framed artwork, besides local and national recognition for their recycling efforts.
- ❖ **'Best of the Best' LIFE Environment Project Award** is an award granted by the European Union to recognise projects that have a positive impact on the environment. (eg. In 2010 **Stora Enso** partnered with **Alucha Recycling Technologies** in an innovative new recycling technology which separates plastic-aluminium laminate from recovered beverage cartons and enables both fibre and aluminium to be fully reused.)
- ❖ **Better Practices, Better Planet 2020 Sustainability Award** by **American Forest & Paper Association (AF&PA)**: This award symbolizes commitment to sustainability and the strides members have made to constantly improve their business practices.
- ❖ **PPI / RISI Awards** : The PPI Awards are the only global awards dedicated to recognizing the achievements of companies, mills and individuals in the global pulp and paper sector.



- ❖ **TAPPI Awards** : TAPPI and its divisions recognize member achievements in several ways. The more important ones are :
 - **The TAPPI Gunnar Nicholson Gold Medal** : given to an individual or individuals who have made pre-eminent scientific and engineering achievements of proven applied benefit to the world's pulp, paper, board, and forest products industries and the other industries that TAPPI serves.
 - **Technical Division Honors** : TAPPI divisions may grant Division Awards to an individual in recognition of outstanding accomplishments or contributions to the industry's technology or to the Association.
 - **Herman L. Joachim Distinguished Service Award** : The TAPPI Herman L. Joachim Distinguished Service Award was established to recognize an individual for voluntary leadership and service which have significantly and demonstrably contributed to the advancement of the Association.

CONCLUSION

This article does not purport to cover all Awards currently in vogue in the Paper Industry, rather it attempts to emphasize the *importance* of "Awards" in perpetuating "excellence" and deriving "value" in manufacturing operations.

Leaders of the Indian Paper Industry have also constantly strived to achieve the "benchmarks" connoted by different Awards. **JK Paper, West Coast, BILT, TNPL, ITC** and others have all been recipients of important National (*IPMA etc.*) and Global (*RISI, PIMA etc.*) Awards.

As the Indian Paper Industry grows, more corporate and individual recognition and awards, are sure to follow.

QUOTABLE QUOTE	"The most important thing in communication is hearing what isn't said" - Peter Drucker		
SCRABBLE	What does T R S stand for? (Hint : Relates to pulping) First correct answer will win a Parker Vector Roller Pen (Maximum two prizes for one person in a year). Email your answers to snippets@wirefabrik.com by 20 th September, 2013.		
WINNER AUGUST'13	Mr. Divi Karuna Sri, Mgr. Projects, ITC Ltd, PSPD, 106, SP Road, ITC Bhadrachalam House, Secunderabad-500003 Answer : X R F : X - RAY FLUORESCENCE		
?QUIZ	Why is it necessary for décor papers to have sufficiently high wet-strength? Email your answers to snippets@wirefabrik.com by 20 th September, 2013.		
WINNER AUGUST'13	Mr. N. Panda, Jr. Mgr. (R&D), Emami Paper Mills Ltd., Village Balgopalpur, PO Rasulpur, Dist. Balasore, Orissa-756020 Quiz : Check the right answers a) All paper machine deposits are inorganic in nature. b) More slime is generated in acidic system. c) AKD gives more deposits than ASA. d) Both bacteria and fungi contribute to slime generation. Answer : c) & d)		
 Prizes	1. Best / first correct answer received will win one-year subscription to IPPTA Journal (Maximum one prize for one person in a year). 2. Best of the 12 monthly winners in a year, will win one-year subscription to Paper 360° Magazine, USA.		
 Accidentally Preserved	<i>Two villagers in the city decided to visit the local museum. Entering the Egyptian room and seeing a mummy, one remarked to the other "Really bad road accident case. Its sure that he was hit by a lorry. See the bandages all around him". The other looked down at the casket and said "Yes and for the record they have put down the lorry number. It is BC 1210."</i>		
Published by >>	Wires & Fabriks (S.A.) Ltd, JAIPUR-302012, India.	Phone: +91-141-2341722 Fax: +91-141-2340078 Email: snippets@wirefabrik.com	Only For Private Circulation

Website: www.wirefabrik.com