

ADULTERATION IS
PERHAPS THE SINGLE
LARGEST CAUSE
OF SHIFTING
BRAND
LOYALTIES
IN THE
EDIBLE
OIL
MARKET.



sunpet[®]



The best part of edible oil consumers in India is that they are brand loyal. Every family prefers a brand that has been traditionally used and one that has been an integral part of the family's kitchen for generations. The only major shift in brands perhaps occurred in the nineties when edible oil majors projected health as the most important factor for a changeover. However, despite the changeover then, largely Indians have always been known to have a strong sense of brand loyalty towards edible oils, basically for the purpose of uniform taste. So, in a way, each and every brand has a rarely fluctuating consumer base.

**The question is:
will brand loyalty stay in the presence of
large scale adulteration?**

A single, isolated incident of pilferage or tampering involving your brand is just enough to topple down the trust, reputation and goodwill of so many years. With adulteration hitting the headlines, even a tiny puncture accidentally occurred can be reason enough to create a panic, thereby labelling your brand as an adulterated product. The solution lies in taking the highest level of precaution, and we believe every brand does it.

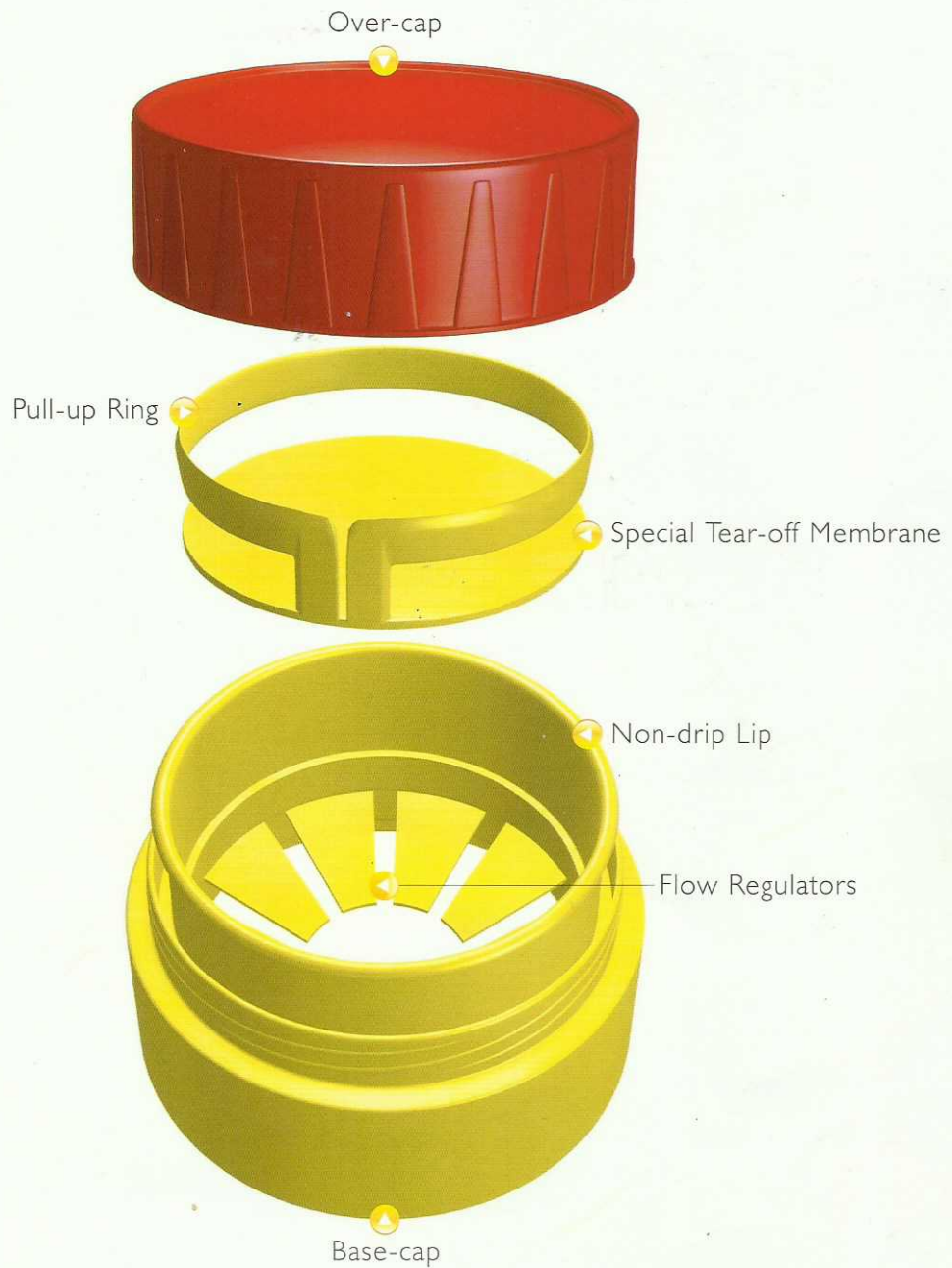
So, is your brand really tamper-proof? Is it leak-proof? Is it really easy-to-pour? Does it have the drop-less advantage? Check it out again!

SUNRISE
INTRODUCES
FOR THE
FIRST TIME
IN INDIA,
THE GLOBALLY
ACCEPTED
2-PIECE
CLOSURE.

NOW,
CAP YOUR PRODUCT
WITH THE
TAMPER-PROOF,
LEAK-PROOF,
REGULATED FLOW &
DROP-LESS ADVANTAGE,
POWERED WITH
CUSTOMIZED 29/21
SNAP-ON PREFORMS.



2-PIECE CLOSURE STRUCTURE



2-Piece Closure & CTC 29/21 Preform Structural Advantages
> Tamper Proof > Leak Proof > Regulated Flow > Drop-less

TAMPER-PROOF

Tear-Off Membrane



The closure has a special tear-off membrane, which effectively seals the product prior to being opened. However, apart from serving as a tamper-evident seal, it also saves the additional cost of hot-foil sealing and tamper-evident shrink sleeving.

The primary and secondary sealing ensures effective leak-proofing. While the mating of the closure with the mouth of the bottle serves as primary seal, the mating of the screw over-cap with the internal diameter of the pouring surface of the base cap ensures secondary sealing. Both guarantee double leak-proofing.

Secondary Seal



Primary Seal

LEAK-PROOF

REGULATED FLOW



Flow Regulators

The closure has a designed-in 'marguerite' type flow regulator for more precise and smooth dispensing of edible oil. The elasticity of the flow regulators dampens the flow of the viscous edible oil, which allows air to enter the bottle at the same time while the oil is being poured; thus preventing sudden spikes in oil pouring.

Normal bottles have a flat face at the mouth. Due to this, drops of oil tend to flow down the bottle and stick to the outer portion of body. However in this case, the specially curled (radiused) non-drip lip on the base-cap prevents the last drop of oil from remaining or pouring down the rim, thus preventing oil spillage after pouring.

Non-drip Lip



DROP-LESS

THE BOTTLE-CAP COMBINATION

Combine the advantages of the 2-Piece Closure with Snap-On 29/ 21 Preform, and you have the perfect edible oil packaging solution used globally. In turn your brand would offer a complete solution to consumers, both in terms of protection as well as convenience. Edible oil majors in many countries rate this combination of 2-Piece Closure and Snap-On 29/21 Preform as the best solution to prevent pilferage, leakage, spillover while pouring and wastage. It is also to be noted that the screw over-cap has designed-in multiple threads (6-start) to ensure easy opening of the cap by the end user, simply at a rotation angle of 60° (1/6th turn).

THE SNAP-ON PREFORM ADVANTAGE

Snap-On preform offers considerable weight-reduction opportunities over the currently used preforms in the market. Using the Snap-On preform would offer savings of up to 3.5 gms against a standard 28 mm Alcoa preform. Saving in weight is only at the neck area of the bottle and thus does not affect the functionality (strength) of the bottle in any way; the strength being dictated by the preform design below the neck area.



Changing over to this combination of 2-piece closure and Snap-On preform would add several advantages to the brand

- First and foremost, an immediate changeover would offer the first-mover advantage.
- The aesthetic appeal of the two-piece closure will enhance shelf appeal.
- The pack will offer consumers assurance against adulteration.
- It will be extremely convenient for the end-user.

THE BRAND ADVANTAGE



THE SUNRISE EXPERTISE

The Company

Sunrise is one of India's largest manufacturers of PET Preforms, Bottles, Jars & Packaging Products. The strategic and professional orientations of the company make it possible to rise to every demand in PET Preforms. Sunrise is well equipped, both in manpower as well as machinery to meet the needs of the industry. To top it all, the basic infrastructure and functioning of the company is not only advantageous in meeting deadlines but also delivering quality. The cutting-edge technology, capacity, range, research & development, contingency strategies, management & coordination, etc bear testimony to the capabilities of the company to rise to every occasion, world over. Sunrise is India's only company to offer the widest range of PET Preforms. It offers a high-end variation of 10gms to 135gms weight, 25mm to 120mm neck size and 30ml to 5000ml quantity for bottles and jars respectively. It is also renowned for offering the choicest option of manufacturing as per customer specifications, a boon for those who prefer to outstand.

The Edge

Sunrise is the first company in India to introduce the concept of 2-Piece Closure. The company with its top-of-the-line PET injection moulding machines from Kraus-Maffei, Germany is well equipped to meet the challenge of redefining the way edible oil is packaged in India. Moreover, since the mould plays a critical role in the overall preform manufacturing process, Sunrise has teamed up with MHT, Germany (a well-reputed and highly experienced mould maker) to succeed in this endeavour.

The huge requirement of the edible oil market also requires a reliable, high volume supplier for the same preform to ensure uninterrupted supplies. Sunrise, with its current monthly production capacity of 18 million preforms is well positioned to meet this demand. Moreover, the production facility located at Haridwar, an excise-free location, translates into additional cost benefits to the customer. The combination of this technology and capacity, with multiple locations to cover all markets, customized solutions and the benefits of government legislations, make Sunrise the preferred choice.

No.	Preform Weight (gms)	Preform Neck	Bottle (ml)
1	16.5	29/ 21 Snap-On	500
2	24	29/21 Snap-On	1000
3	26	29/21 Snap-On	1000
4	69	36/29 Snap-On	2000
5	92	48 mm 3-Start	5000





The Future

Sunrise foresees a major shift in the packaging of edible oils, in the near future. With technology undergoing constant changes, and innovations emerging every moment, packaging will never be the same again. Globally recognized standards are picking up in India, and with consumers being more informed than before, it's time to meet changing consumer needs and perceptions. For now, one thing is for sure, the concept of 2-piece closure will definitely take over the present forms of packaging. It's therefore the right time to switch over.

DESIGNED FOR CONVENIENCE.



CUSTOMIZED FOR UNIQUENESS.



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