

With a plastic seal, the Safety Can reaches the market

São Paulo, February 2009.

An innovative solution in the chemical packaging field, the new development by Prada, Quattor and Garboni delights customers

A product of the partnership between Prada, Quattor and Garboni, the innovative and versatile family of container products **SAFETY CAN** reaches the market. Initially developed for paints, the versatility of the cans is favorable to address the needs of other industries.

The new container's acceptance was immediate. Client feedback shows that the **SAFETY CAN** transmits reliability due to a plastic seal that improves the product's sealing capabilities and prevents it from adulteration and leaks. The acceptance was facilitated by the easy handling (opening and closing) of the innovative seal. Check out the new container's characteristics:

- ✓ Easy opening and closing thanks to its ergonomic design, which offers safer handling and does not require tools;
- ✓ Complete product drainage - 100% usability; eliminates residues at the brim seal and therefore the residues are not discarded into the environment;
- ✓ Innovative design for the industry;
- ✓ Hermetically sealed;
- ✓ The can is stackable;
- ✓ It has a safety seal;
- ✓ The seal can be manufactured in several colors to associate the container with the client's brand and provide an excellent visual impression at the point-of-sale.

The development of the new product became an award winning case study.

The challenge

An initial analysis of the steel containers used by the chemical industry showed that the containers available in the market were static; they were not easy to open and close and had been in the market in their current unaltered state for over half a century.

The iron manufacturer Prada realized that its technological process improvements could provide its client industries with differentiated, innovative steel containers that added value and could be personalized to the client's brand.

One of the greatest challenges was the development of new equipment and inputs that, through manufacturing process reviews, would allow for the cost reduction and new properties in the final product.

Developing the tooling and finding a supplier to manufacture the container seal was a lengthy and difficult task, especially since the seal is made of plastic, which is completely outside the current market standards for this type of product. It was during this crucial stage that they found Quattor with its plastic resin manufacturing experience, and Garboni with its know-how in injection plastic molding.

Implemented Solution

The implemented manufacturing solution for this new container was in partnership with Garboni, the company that developed the sealing ring, manufactured the exclusive mold and created the tool to mount the metal lid onto the plastic ring.

Combining all these differentiating factors the final project resulted in a family of containers that was commercially dubbed **SAFETY CAN**. The versatility of the final product brought together properties to address the needs not only of the paint, but also of other industries as well.

The project's success demonstrates that it is possible to combine the versatility of plastic to traditional steel applications.

Container Description

The **SAFETY CAN** is made of tin plate and has a fitted metal lid with a plastic seal. Its dimensions are 99 millimeters in diameter x 118 millimeters in height.

The Market

The paint market closed 2007 with a US\$ 2.44 billion profit, where 10% of the total stemmed from automotive painting. The expectation is that in 2008 the industry will see a 7% growth promoted by the acceleration in the construction and building industries. According to Caroline Fátima da Hora, Marketing Coordinator for PRADA Metalúrgica, the launch of the **SAFETY CAN** has already benefited clients. "We have been informed of an 8% increase in sales volume for the product launched with the innovative container", reports Caroline.

"The growth potential is excellent because the industry has recognized Safety Can as a solution that adds value to the product", she adds.

For Gustavo Sampaio, Quattor's PP Unit Marketing Manager, the quest for innovations in packaging is a reflection on how companies react to market dynamics. "The combination of Polypropylene and metal used in the Safety Can is proof that both materials can be developed to introduce intelligent solutions to the market, thereby strengthening the production chain. The container can no longer be regarded as a product input and becomes a marketing tool for companies. The Safety Can demonstrates the benefits of these containers and the Award it received is in recognition of this innovation". The packaging industry is a large consumer of PP (Polypropylene). "Around 50% of our sales volume is consumed by the packaging industry. Therefore it is important that we support projects like this one" - adds Gustavo Sampaio.

The Safety Can is registered under the utility model number 8600618-5 and the name is protected under the copyright registration and patent number 900862297.

About Quattor

The Quattor petrochemical company (www.quattor.com.br) is a company that manufactures basic chemicals and plastics from polyethylene and polypropylene - 100% recyclable. The company is headquartered in Rio de Janeiro. Quattor is a domestic company founded in 2008 from an association between Unipar and Petrobras, each respectively holding 60% and 40% of the company's capital.

The company has ten production units and 13 production lines of basic and intermediary petrochemicals and resins, located in four sites in the states of Rio de Janeiro, São Paulo and Bahia, and is listed among the 20 largest companies in the country with annual earnings estimated at R\$ 9 billion. With around 1700 direct employees, it operates in the first and second generations of the petrochemical chain. Quattor produces 2.8 million tons of basic chemicals and 1.9 million tons of resins (polyethylene and polypropylene) annually.

The name Quattor was inspired on alchemy and reminisces of the four elements of nature: water, earth, fire and air. The combination of these four powers with the human element - employees, clients, community and partners - translates into a formula for success for the new generation of the petrochemical industry, in perfect synch with the environment.

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