



A VALUABLE PRACTICE

BIAXPLEN expands its customer communication channels to include technical workshops and webinars.

The new practice comes as another step in enhancing SIBUR's customer focus.

The first workshop was organised for FMCG companies and held in spring 2017 in the office of one of SIBUR's international customers. It was attended by the Company's employees and the customer's representatives in charge of packaging development, including eight R&D experts from the UK, Germany and the USA, who joined the discussion through a conference call.

BIAXPLEN presented customised solutions based on its insights into the customer's use of packaging. The workshop also focused on SIBUR's preparedness to face more stringent regulatory requirements for mineral oil content in its products and the potential production of barrier films, including those without special coatings.

The second technical workshop held at the Balakhna production site of BIAXPLEN in late June welcomed one of the largest global producers of food and beverages.

"This is an opportunity to communicate directly with the end user, identify their current and future needs, and discuss potential joint R&D projects. Customers who participated in the workshop highlighted the importance of such dialogue, so I am sure this will grow into yet another client-oriented tradition at SIBUR", said Maria Borisova, Marketing and Sales Director at BIAXPLEN.

In addition to face-to-face meetings, SIBUR also promotes digital communication with the clients. The first webinar held for converter customers brought together heads of technical services of SIBUR's largest Russian customers and was enabled via the Skype for Business solution.

Maxim Fedorov, Senior Product Development Expert at BIAXPLEN, walked the participants through the existing range of films and new product developments for the tobacco, confectionery and label industries. Special attention was given to the structure of flexible packaging produced with BIAXPLEN films. The latest improvements enhanced its usability by improving preservation times and visibility of products and making the packaging easy to open.

Both events have received positive feedback, underpinning BIAXPLEN's plans to arrange similar workshops for all its customers.