



CHOOSING THE RIGHT COLOUR

SIBUR's Togliatti site introduces new packaging labels.

Updated labelling has been piloted in a test batch at the production line for making isoprene rubber. The new labelling features a bilingual design of the Company's logo, now in Russian and in English. However, the main difference lies in the rubber colour coding, with a certain colour assigned to each rubber grade. The method is suitable for both the facility and the customer, helping to ensure the correct use of products.



The manufacturer's name was also updated: tech support contacts and information are provided on the package for customer

convenience.

According to Irina Zhdanova, Head of the Quality Control Service at the Togliatti site, new labelling was put on the agenda last year following the site rebranding. “Now labels benefit from contemporary and brighter design, communicate relevant information,” said Ms Zhdanova. “The new labelling contributes to a higher quality of finished products, as they carry the name of SIBUR in big letters. On top of that, it meets all the current requirements for rubber packaging.”

The updated labelling standard is scheduled to be in place at other production sites too, both in Togliatti and Voronezh, by the end of the year.