

A **Precise** Report

October 2017

OPERATIONAL EXCELLENCE

Our ongoing mission

SALES TALK

Brian Hinchliffe discusses strategy and customer satisfaction

GREEN DEEDS

Moving towards a more beautiful environment

From the GM's Desk



Dear Customer,

The latest chapter of our “Precision journey” began at the end of 2015 when the Precision Team took a moment to stand still in order to reflect and revalidate the direction in which we wish to go as a company and what our ambitions are. That moment of reflection has led to the creation of our Vision that we want “to maintain Precision as a reference point in the region”, an ambitious plan given the growing competitive landscape. In order to achieve this target we will live our Mission Statement to perfection, and that is “to delight our customers by offering innovative and progressive solutions”. With our defined Values of Integrity, Courage, Commitment, Credibility and Empathy, we are confident in having created a framework in which all employees can proactively, and in an entrepreneurial spirit, contribute on a daily basis to serve you, our customer, to the next level. The picture shown later in this edition captures the feeling of reaching our Vision and was created by the team in December 2015.

Six months later, in mid-2016, we finalized our “Care” strategy, which stands for its pillars Customer, Alignment, Reach and Excellence and since then we have started rolling out our strategy by defining and implementing concrete and impactful initiatives supporting the company priorities of Growth, Differentiation, Capacity, Productivity and People.

In this edition of the newsletter, we would like to share some concrete initiatives that fit into the roll-out of our strategy, that we trust will lead to our delighting you. To trigger our growth, starting July, we have introduced a new line of IML yogurt pails as an answer to the request from our dairy customers. Furthermore our Thermoforming operations underwent a solid modernization with the latest formers, extruder and an eight-color printing machine, offering a broader and more competitive and attractive range of plastic packaging products. This supports our plan to cover applications across existing segments.

In our efforts to extend our market reach, we have invested in a business development function in KSA that will support our customers with the required near-site operations. Our focus in the area of productivity is well represented through the implementation of 5S, as well as the kick-off towards reaching IMS (Integrated Management System) throughout the organization. The consolidation of our operations of Mould and Extrusion Die making into one engineering department has enabled us to streamline our toolroom processes, which will enable us to offer more competitive products at a faster lead time.

On the people side, we are proud to announce the inauguration of what is without any doubt the best staff accommodation in the area. Furthermore we celebrated the long service of the people who have been with Precision over many years and have brought us to where we stand today. Last but not least, we have led various CSR (Corporate Social Responsibility) initiatives, such as our participation in World Environment Day on June 5th, which we also cover in this newsletter.

I wish you a good read and hope to delight you with increasing frequency!

Pieter Jan Dewulf

The Operational Excellence Journey

“The secret of success is to do the common things uncommonly well.”

In a sense, Operational Excellence (OE) is as simple as this. Precision, led by Head of Operational Excellence Pradeep Damle, recently embarked on the journey towards Operational Excellence, with the launch of 5S. This initiative, implemented across the organization, involves Sorting, Straightening, Shining, Standardizing and Sustaining.

Over the past year, teams of highly motivated Precision employees have demonstrated their ability to do things ‘uncommonly well’, implementing massive improvements that have helped us to

improve our processes and remain a reference point in the region.

But the transformation involves much more. It leads to profound changes in the way we approach the business, serve customers and bring innovative products and services to market. As you read this issue of the newsletter, you’ll discover some of the many ways that the OE program and OE projects are helping spearhead the transformation of Precision – from a manufacturing company to a company which truly “Shapes Ideas”.



Streamlining for the future

A year ago, Precision made the decision to combine our Tool room and Extrusion divisions, to form Precision Engineering, headed by Mr. Ramanandan. The merging of these two divisions led to more efficient sharing of resources, better productivity and quality. As always, we placed our clients' needs first, and ensured that the transition was smooth, gradual, and beneficial to us all.



Delivering value

While most packaging companies offer their clients a limited range of possibilities, Precision is in the fortunate position of being able to offer much more, thanks to our expertise in mould making and moulding. A client can come to us with an idea, and we can design and produce every stage of the packaging process, not only the bottle but also the mould. We also have some of the best moulding and toolmaking machines in the region. However, it's the combination of these capabilities, along with creativity and experienced engineering, and the design and stability of our processes, that define our value proposition: shaping ideas.

New housing for our employees

At Precision, we take our employees' welfare seriously. This spans everything from their health and welfare to the facilities, benefits and services that make their daily lives more comfortable. To this end, we are pleased to announce the completion of a brand new employee accommodation building, which houses nearly 600 employees in a state-of-the-art facility.



GOO



DEEDS FOR A BETTER WORLD

As a company in the manufacturing industry, Precision follows environment-friendly practices in every way possible. Additionally, we have programs through which we reach the community we serve, sharing resources and information to help create a happier environment for us all.

Environment

We build environmental sustainability into each business function and process.

People

We offer engaging development opportunities, recognize achievements, and foster an inclusive and collaborative workplace to help employees achieve their full potential.

Society

We are committed to creating a positive impact on the communities in which we operate.

Nurturing the Future

Our children are our future. They deserve the best natural resources possible. It is vital, therefore, that we instill in them an understanding of nature at an early age. To this end, we began an outreach program in partnership with educational institutions across Dubai in November 2016.

Our manufacturing processes result in high-quality plastic residue which is usually either discarded or sold. Instead, we used our tooling and moulding expertise to design strong plastic flowerpots, and used the leftover plastic to create pots of varying sizes.

We handed over these flowerpots to more than 1,500 children in four schools. Each child planted seeds of their choice, and carefully tended to the emerging plants, gradually gaining an appreciation of growing their own flowers and vegetables.



Going Green for a Cause

In February 2017, Precision participated in the annual Al Noor Fun Fair, where we sold over 2,500 internally designed and manufactured flowerpots. All proceeds from the sale went to the Dubai-based non-profit organization, Al Noor Training Centre for Persons with Disabilities. We look forward to regular participation at similar events.



MOULDING YOUNG MINDS

The manufacturing process, to us, is deeply interesting. In February 2017 we were happy to share our knowledge and expertise with students from GEMS International School in a program that

introduced them to the basics of plastic manufacturing. Students were taken through the process step by step, from the idea stage, to design and creation of the mould, to the actual production.

In order to expand our network and knowledge, Precision actively participates in exhibitions across the world.

Arabplast 2017

Precision Group participated in the MENA region's biggest international trade show for plastics and packaging, Arabplast, at the Dubai World Trade Centre from 8th to 10th January 2017. This year's Arabplast showcased the largest gathering so far, with 34,000 visitors, and over 1,000 world class exhibitors from more than 40 countries. Since 1992, Arabplast has served as a valuable platform for us to build our brand.



Gulfood Manufacturing 2016

Precision Group participated in the Gulfood Manufacturing exhibition at the Dubai World Trade Centre between 7th and 9th November 2016. Gulfood Manufacturing covers three main product categories, including

Ingredients Middle East, Propack Middle East and Logistics Solutions Middle East. 35,000 visitors came to experience Gulfood Manufacturing, attended by 1,500 exhibitors from 60 countries around the world. As one of the oldest and largest plastic packaging manufacturers in the UAE, we showcased our complete line of packaging solutions and mould manufacturing capabilities.

K-Show 2016

October 2016 saw us gearing up for K-Show, a major international plastic and rubber industry trade fair held every three years in Dusseldorf, Germany. Most of our management team were in attendance, as well as several of our plant and sales personnel. This was our 6th K-Show,

and we were pleased to see an increase in the number of exhibitors and visitors compared with 2013, reaching 3,285 and 230,000 respectively. The impressive number of participants and countries is indicative of the stability and growth of the global plastic and rubber industry. Our delegates had the opportunity to meet our existing

multinational customers, such as Reckitt Benckiser, Unilever, Henkel and Procter & Gamble, as well as suppliers and industry partners. This year's K-Show has opened up promising business opportunities for Precision Group, and introduced us to notable strategic and technical innovations that will be useful for future business advancement.



Setting high standards

In 2016, we defined and set down our vision, mission and core values. As a company in the manufacturing sector, as leaders in our field, as good human beings, we believe these statements and values will strengthen us, help us reach greater heights, and achieve all-round excellence.

Our Vision

To maintain Precision as a reference point in the region.

Our Mission

We delight customers by providing progressive and innovative solutions.

Our Values

Integrity

We abide by the highest principles of honesty, accountability and ethics in the fulfillment of our goals.

Empathy

We merge strategy with compassion to achieve excellence for the greater good.

Courage

We face obstacles and overcome fear with valour, in the relentless pursuit of our goals.

Commitment

We fulfill our responsibilities while sustaining our best-in-class quality standards.

Credibility

We always will be worthy of the trust placed in us by our clients, associates and employees.



Customer first

We chat with **Brian Hinchliffe**, Head - Business Development, to understand Precision's business strategy and plans for the future. ▶

What does a typical day at Precision look like?

In the morning, the first thing I do is to run through the email inbox and sort out the urgent from the important. Also to connect with the sales team and find out the tasks for the day.

What are the different products and segments that Precision covers?

Our segments are basically three: Food & Beverage, Personal & Home Care and Airlines/Catering. In Food & Beverage we supply bottles and caps to the dairies for packing milk and juice. We also supply packaging to companies like MARS Galaxy chocolates and Mondelez Tang powder drink. In Personal & Home Care we supply bottles and caps to various MNC brand owners, like P&G and J&J, both in the GCC and we export to Egypt and Pakistan. We also supply egg trays to the regional poultry companies. Our largest Airline/Catering customer is Emirates, where we supply plastic cups and salad bowl lids used on flights. Then there are the engineered products we manufacture in our Tool Room of course; moulds for injection and blow moulding, as well as Extrusion Dies that we supply to the local aluminium products companies.





Precision will continue to invest in innovation and technology to delight customers, and to expand our reach into the GCC region.



The plastic packaging industry doesn't offer much scope for differentiation. What sets Precision apart from the competition?

Precision is primarily different from competition in terms of our high quality and plant hygiene standards, which customers have told us they value. Locally owned and operated, Precision is a reference point in the region within rigid plastic packaging, and our reputation is something for us to cherish and to behold in our daily work. By cooperating between our Tool Room and our moulding operations, Precision is able to design and create new packaging shapes for bottles and caps, which sets us apart from the competition.

Precision has completed three decades in the business. How do you continue to innovate and use technology to satisfy customers?

In the future Precision will continue to invest in innovation and technology to delight customers, and to expand our reach into the GCC region. This will be done by employing the latest systems and technologies, and by partnering with customers to provide solutions to the challenges they face. By working as a team and by employing a 'key account management' process of engaging on many 'touchpoints' with our customers, we will grow and satisfy our customers.

How does the sales team stay updated with new packaging technology?

Our sales team and our Tool Room design engineers are constantly looking into the market for product ideas and new technology. Through our marketing strategy we choose

the product segments and markets that we wish to grow, and we then search for innovative technologies that will enable us to differentiate, as we grow and delight our customers. Primarily we are attentive to our customers' needs and goals, and work in partnership to bring progressive solutions.

How do you ensure customer satisfaction?

Our primary strategy to ensuring our customers' satisfaction is the daily care we take to ensure the quality of our products, and the efficient delivery of our services. Our attitude is our greatest tool to remain competitive! Nothing is too little for us, and we are always listening to our customers and asking for feedback. In this,

everyone in Precision participates and contributes.

What is Precision's long-term plan for 2020?

Our plan for 2020 is to align all our activities to grow and delight our customers. Our customers' success is ours, and from this point of departure we will expand our operations into the GCC. By 2020 we will be operating in two plant locations and we will be producing new products and satisfying customers in new markets.



Snapshots of happy gatherings, as Precision observes cultural events and special occasions.



Environment Day



Appreciation Award



Precision Family Day



Sports Day



Sports Day

Celebrating 25 years at Precision

We've come a long way since we first began. With pride and gratitude, we celebrate the employees who have chosen to stay with Precision, completing a quarter century with us. They are our strength, and have helped to define who we are.



Eugene
Gilbert Pinto



Paul Joseph
Devarajan



Rajeevu Kalil



Narayana Konar



Murugesh Gajare



Mohan Kumar



Muraleedharan
Cheriyath



Domingo Samorin



Perumal Konar
Periaswamy



Radhakrishnan
Kizhukkaravil



Sivan Vazhappully



Usman Gani



Subbiah Ganesan



Our Value Champions

These employees / teams have demonstrated exemplary behavior by reflecting one or more of our core values in their work.

- The entire Precision team for their commitment in living the Mission, Vision, Values (Nominated by GM)
- Engineering team
- Procurement team
- Logistics team
- Stores team
- 5S team led by Basawaraj
- Robert
- Survarna and the Sales team
- Nauman and Feroz
- Robert and Ivan
- Ravi, Yogendra and Chandra
- Srinavasa
- Kavitha
- Priyanan Karuppaiaha
- Prasanth

