Building Success Together

SCG Polycellins Engages on Product and Service Differentiation to Sustain Leadership
Implementing “Building Success Together” as a Key Drive

Let’s Get to Know the Rules of Biodegradable Plastics
Work Together and Be the Better for Customers and Consumers

“SCG Model School” ความรู้เกิดจากการเรียน
SCG Model School: Learning Outside Textbook
About SCG Chemicals

SCG Chemicals is a subsidiary of Siam Cement Group (SCG) and is one of the Group’s core businesses. SCG Chemicals manufactures and supplies a full range of chemical products, ranging from upstream Olefins, intermediate: PTA and MMA, to downstream: PE and PP. SCG Chemicals is now one of the largest integrated chemical producers in Thailand and a key industry leader in the Asia-Pacific region.

Editor's Note

Greetings! All Around Plastic this issue has launched a new column, *New Product*. With interesting innovative stories as usual. We proudly present *Active Flow*, the environmentally friendly additive launched a new column, *New Product.* with interesting innovative stories as usual. We proudly present *Active Flow*, the environmentally friendly additive.

**Attention!** For any suggestions, you'll receive SCG Chemicals Notebook with two colors selection: brown or white. This little gift will be given away especially for our readers!
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SCG Polyolefins Engages on Product and Service Differentiation to Sustain Leadership Implementing ‘Building Success Together’ as a Key Drive

Cover Story

 الشركة SCG Polyolefins تركز على التفرقة المنتجية والخدمية لتحقيق الاستدامة في القيادة التكنولوجية، عبر تنفيذ نهج ’Building Success Together’ كمحرك أساسي.

 orden de corte

 companhia SCG Polyolefins foca em diferenciação de produtos e serviços para manter a liderança implementando ‘Building Success Together’ como um motor-chave.

 cover story
คุณสมบัติ คิวทีซี กรมการดำเนินการ บริษัท เอสซีจี โพลีออลกานาล จำกัด และบริษัท เอสซีจี พอลิออลกานาล จำกัด โดยก่อนหน้านี้กระทรวงการคลังรัฐบาลไทยได้ คิวทีซี โพลีออลกานาล ซึ่งเป็นบริษัทใหญ่ของไทยในธุรกิจการผลิตโพลิออลกานาลที่มีความเสถียรและมีศักยภาพในการผลิตเป็นผู้ผลิตที่มีความรับผิดชอบในการจัดระบบการผลิตและส่งมอบสินค้าอย่างมีประสิทธิภาพที่มีมาตรฐานสากล

คิวทีซี โพลีออลกานาล ได้รับการยอมรับจากผู้ผลิตที่ใช้สินค้าอยู่ในอุตสาหกรรมมากมายทั่วโลก โดยมีการจัดระบบการผลิตที่มีความต่อเนื่องและมีประสิทธิภาพที่สูง ซึ่งทำให้บริการที่ให้ความดีในการผลิตสินค้าได้รับการยอมรับจากตลาดที่ไม่ได้

คิวทีซี โพลีออลกานาล ได้ผ่านการทดสอบความอุ่นมือของอุตสาหกรรมที่มีมาตรฐานสากล และได้รับการยอมรับจากผู้ผลิตที่ใช้สินค้าอยู่ในอุตสาหกรรมมากมายทั่วโลก โดยมีการจัดระบบการผลิตที่มีความต่อเนื่องและมีประสิทธิภาพที่สูง ซึ่งทำให้บริการที่ให้ความดีในการผลิตสินค้าได้รับการยอมรับจากตลาดที่ไม่ได้
It is undeniable that setting a clear vision and business path is a very important element for an enterprise to efficiently achieve its business goal.

Yet, the achievement depends on many other important factors which include the friendship that enables partners to build on their businesses together in a sustainable manner.

At present, SCG Chemicals' polyolefins business adheres to the concept 'Building Success Together' which centers on developing long-term partnership with customers to achieve mutual success and growth. Such partnership development will be implemented parallel to the drive of 'Mass Customization' strategy to differentiate products and services to meet market needs, in terms of both plastic manufacturers and end-users as well as to serve the growing market where application significantly seen diversified day by day. In addition, to be ready to become a leader in ASEAN.

Mr. Sommai Sirilertsombat, Managing Director, SCG Polyolefins Co., Ltd. and SCG Plastics Co., Ltd., introduces us to this business concept "SCG Polyolefins, operates Polyolefins businesses which comprise Thai Polyethylene (TPE) and Thai Polypropylene (TPP), the manufacturing companies whose customer accounts are managed by SCG Plastics and SCG Performance Chemicals, has been adhering to the concept 'Building Success Together' for quite a long time. We realize our relationship with customers means a lot more than just buyer-and-seller ties.
Besides, we always realize that our customers need a good business partner who can help improve their businesses for the sake of long-term growth and the reciprocal creation of new markets in order to meet the changing demands of consumers. Implementing the concept of 'Building Success Together', therefore, enables our customers and us to achieve business goals in a sustainable manner.*

What SCG Polyolefins has been doing is to regularly introduce innovations to customers. When it comes to products, for example, new raw materials and products are always developed and launched to recognize the importance of their long-term business ties in which SCG Polyolefins is the reliable and dependable producer and supplier of raw materials for its partners. Also, they integrate their growth strategies to jointly create new business opportunities. SCG Polyolefins never stops developing new products and markets together with its customers.

Mr. Sommai continues: "We always encourage our business partners who manufacture plastic products and packages to choose only good things from us and pass them onto end customers. SCG Polyolefins is duty-bound to help create and serve market demands. When it comes to services, SCG Polyolefins cooperates with customers from the stage of raw material selection to the development of production processes and the design and development of finished products. It also takes part in testing products to guarantee their standard and it has more services to meet the various needs of customers including assistance in finding financial sources and delivering products for customers' convenience. Therefore, it can be stated that SCG Polyolefins is the integrated supply chain that can meet the demands of product manufacturers, who are its direct customers, as well as end consumers.

Under the concept of 'Building Success Together', partners help promote each other's strong points and reduce each other's weak points. They help expand each other's business rapidly and efficiently by using their resources that cover their markets, technology and personnel. They look for new markets to meet the demands of end customers who are consumers in the era of globalization that is full of all forms of competition.*

In its 'Mass Customization' marketing strategy, SCG Polyolefins targets niche markets for its various products and services that cover the wide-ranging use of plastics for the manufacturing of products. It clearly positions its products and services. The differentiation improves the quality and competitive advantage of the products of its business partners.

The concept of 'Building Success Together' significantly makes SCG Polyolefins a reason behind all the successes of its business partners as they can obtain good things from SCG Polyolefins and pass them flawlessly onto end customers. SCG Polyolefins is always determined to progress on the path of successes together with partners in a sustainable manner. ■
Let's get to know the rules of

PLASTIC MATERIALS WITH A SUSTAINABLE FUTURE

Biodegradable Plastics

Biodegradable Plastics are materials that break down into natural components and can be safely disposed of in the environment. They are often used as alternatives to traditional plastics, which are not biodegradable and can take hundreds of years to break down in landfills.

Innovation

Innovation

Innovation

Innovation

Innovation

Innovation
1. The standard in which each organization is certified is shown in the following table:

<table>
<thead>
<tr>
<th>Organisation</th>
<th>DIN-Certco</th>
<th>Vincotte</th>
<th>BPI</th>
<th>JBPA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>Germany</td>
<td>Belgium</td>
<td>USA</td>
<td>Japan</td>
</tr>
</tbody>
</table>

- Disintegration Test: Yes, Yes, Yes, Yes
- Biodegradation Test: Yes, Yes, Yes, Yes
- Heavy Metal Limit: Yes, Yes, Yes, Yes
- Volatile Solid Minimum: Yes, Yes, Yes, Yes
- Plant Growth: Yes, Yes, Yes, No
- Earthworm Growth: No, No, Yes, No

2. The standard limits of heavy metals according to different standards are shown in the following table:

<table>
<thead>
<tr>
<th>Region</th>
<th>DIN 54900 (mg/kg)</th>
<th>EN 13432 (mg/kg)</th>
<th>ASTM D6400 (mg/kg)</th>
<th>(ISO 17088 will be applied)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>Zn 100, Cu 23, Ni 15, Cd 0.3, Pb 30, Cr 30, Mo -</td>
<td>Zn 150, Cu 50, Ni 25, Cd 0.5, Pb 50, Cr 50, Mo -</td>
<td>Zn 1400, Cu 750, Ni 210, Cd 17, Pb 150, Cr 50, Mo -</td>
<td>Zn 1400, Cu 750, Ni 210, Cd 17, Pb 150, Cr 50, Mo -</td>
</tr>
<tr>
<td>EN 13432</td>
<td></td>
<td></td>
<td></td>
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3. The standard in which each organization is certified is shown in the following table:

<table>
<thead>
<tr>
<th>Standard</th>
<th>DIN 54900</th>
<th>EN 13432</th>
<th>ASTM D6400</th>
<th>GreenPLA certification scheme</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disintegration</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Biodegradation</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Heavy Metal Limit</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Volatile Solid</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Plant Growth</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Earthworm Growth</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
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4. The standard in which each organization is certified is shown in the following table:

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<td>Location</td>
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<td>Belgium</td>
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</tr>
</tbody>
</table>

- Disintegration: Yes, Yes, Yes, Yes
- Biodegradation: Yes, Yes, Yes, Yes
- Heavy Metal Limit: Yes, Yes, Yes, Yes
- Volatile Solid Minimum: Yes, Yes, Yes, Yes
- Plant Growth: Yes, Yes, No, No
- Earthworm Growth: No, No, Yes, No

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Figure 1: Logos and standards of the international organizations

Figure 2: Limits of heavy metals according to different standards
In the previous issue, *All Around Plastic* introduced the concept of biodegradable plastics, as well as their various applications.

Biodegradable plastics can be categorized into two sources of raw materials; from petrochemical resource and from renewable resource. The plastics made mainly or completely from natural raw materials or renewable raw materials such as flour, polylactic acid and polyhydroxyalkanoates are called "bioplastics". Regarding their life cycles and biodegradability (mentioned in the previous issue), these materials are developed for the sustainable environment. Their raw materials can absorb carbon dioxide and their disposal methods are not a burden to society because they degrade into fertilizers by themselves. The tide of environmental conservation among consumers in the past few years has prompted many manufacturers to claim that their products are biodegradable. In fact, they may not be completely degradable or only some elements of the products can be degraded. Besides, differences in disposal environments have effects on the degradability of materials.

In Europe, fermentation plants are built to create the conditions that accelerate the breakdown. For example, temperature is set rather high, between 45-75 degrees Celsius and oxygen or humidity is added for a better fermentation. Such environments shorten the breakdown period of some kinds of plastics that will otherwise take a whole year to degrade under natural conditions. However, such practices may mislead the consumers because no one knows exactly if the plastics are really degradable when they change into trashes and merge with other plastics. To check, laboratory process will take several months.

This is the reason why we are introducing you to the logos and international standards which will guarantee the buyers and the sellers of biodegradable plastics that they truly contribute to environmental conservation.

Many international organizations have introduced standards and logos to protect consumers in their own countries. They are DIN CERTCO in Germany, AIB Vincentte in Belgium, Biodegradable Product Institute in the United States, and Biodegradable Plastics Society in Japan. The manufacturer whose samples products pass the laboratory test can apply for the logos from the organizations conducting the tests, as well as from other organizations mentioned. Details and logos are shown in Figure 1. The four adhere to the following standards: DIN V54900, EN 13432, ASTM 6400 and ISO 17088.

In Thailand, the Thai Industrial Standards Institute (TISI) under the Ministry of Industry formed a committee to draft an industrial standard of biodegradable plastics based on the ISO 17088 standard. The standard is likely to be imposed soon. Details may slightly differ when it comes to substance element, test method and test duration. However, all of them are based on these four major factors.

1. The ability to break down into pieces during fermentation
   The standard requires that after a sample is fermented for a specific period, the quantity of its remains that does not pass through a 2-mm-hole sieve must not exceed 10% of the original dry weight.

2. The assessment of initial degradation and the quantity of heavy metals
   Organic substances must account for at least 50% by weight of a plastic product or a material and the quantity of heavy metals and controlled hazardous substances such as lead, zinc, mercury and cadmium must not exceed specified limits as details showing in the Figure 2.

3. The measurement of biodegradability in case of oxygen-enhanced fermentation
   Organic substances must account for at least 50% by weight of a biodegradable package and each organic substance that weighs over 1% of total dry weight must be tested but omitted to any that weighs less than 1% of total dry weight. However, if there are many kinds of omitted organic substances, their combined weight must not exceed 5% of total dry weight. Importantly, carbon contained in plastic must be able to change into carbon dioxide at least 90% compared to standard cellulose and in a specified period of time which is normally within 180 days.

4. The analysis of the quality and ecotoxicity of the substances emerging from fermentation
   The compost from fermentation at a specific period must ensure the seed germination rate of at least 90%, compared to the rate of compost produced from standard cellulose under the controlled conditions. Some organizations also add that the compost must not have any impact on lives in soil. The indicator is the fatality rate of earthworms kept in the compost for a specific period.

With the logos, as well as the strict standards and tests, consumers can be confident that the materials or the products they use are really biodegradable and will have minimum impacts on the environment. Therefore, before buying biodegradable products, always look for the logos or certifications presented by manufacturers.
Together

Work Together and Be the Better for Customers and Consumers
The multi-purpose electric vehicle Canio Bravo represents the success of the resale collaboration between TS Vehicle Tech Co., Ltd. and SGC Performance Chemicals Co., Ltd.

Mr. Rujirapun Juangroonrungkit
Executive Vice President of TS Vehicle Tech Co., Ltd.
"Many thoughts are surely better than one. Same as in the business, if partners narrow their gap and consider themselves allies rather than just sellers and buyers, it will not be difficult to achieve any goal."

The "Cario Bravo," a multi-purpose electric vehicle, is a good example of what such an alliance can bring. It is the result of the collaboration between TS Vehicle Tech Co., Ltd. under the Thai Summit Group, a large corporation in automotive business, and SCG Chemicals Co., Ltd. Every party has successfully applied rotomolded process for the body of the new vehicle.

Ms. Rujirapun Juangroongruangkit, Executive Vice President of TS Vehicle Tech Co., Ltd., confirmed the merits of the collaboration. “The objective of joining hands with a team of SCG Chemicals and Pakco Axis Co., Ltd. (the manufacturer of chemical tanks, mixers, agitators, wastewater treatment equipment, aerators and ventilators) in developing the parts of the Cario vehicle is to create a qualified Thai-made multi-purpose electric vehicle that can compete with overseas products. To provide consumers with quality and worthiness, the development did not stop with the first Cario generation. The company’s research and development team places an importance on continuous tracking of its applications and customers’ satisfaction. With care and the intention to extend the service life, we had done research and tried to reduce its weight, cost and production process to further improve the Cario. Consequently, we have found the answer to achieve our goal. We know how to improve the material for the body of the vehicle." "The Cario’s body was initially made of ABS which is a good material but poses the problem of durability that it will break easily because of ABS’s insufficient flexibility. It also poses some problems with the production. For example, moulding is difficult and takes quite a long time. Besides, the vehicle was heavier than imported ones. Aware of the problems, we looked for partners to assist us in the development." Reflecting her professionals and insight into business mechanisms, Ms. Rujirapun, despite her automotive expertise, admitted that she lacked experiences of the moulding of vehicular bodies and that undertaking the task all by herself would not lead to achieving the goal. Inviting partners with relevant expertise to take part in a joint development should be a good way out. As a result, Pakco Axis Co., Ltd., a company responsible for the moulding, and SCG Chemicals, as a manufacturer and distributor of comprehensive chemical products and a leading plastic producer in Asia-Pacific, were invited to help finding the solution.

Finding the right raw material that answers all the problems faced by this new partner was not easy for...
the engineers at SCG Chemicals because they had to study the process and technology of producing Cario parts in both injection moulding and rotational moulding so as to prepare the appropriate raw materials as well as to make parts that can fit all different production processes. Recalling the problem in the process of finding the solution, Ms. Rujirapun said: "In the initial stage of brainstorming, we had many problems to figure out and solve because all parties had to adjust themselves to one another given their different working styles, methods and technology. Production technology is quite a big problem. We were used to the moulding from our injection moulding system which offers high precision in terms of sizes. When we turned to rotational moulding, the failure to make the parts up to the required standards was difficult to accept. We faced this problem so many times that I almost gave up on the project. I could deal with the postponement but not substandard work."

"After trying to solve the problem together for a while, we progressed to the point that the outcome was acceptable. The mission accomplished to a certain extent. If I am asked to comment on rotational moulding, given the finished body of the new Cario, I will say that, to me, it is a good new technology for the production of parts because it makes them more durable. In case there is a crash, the number of accidents that the body of the vehicle breaks is reduced, adding the potential for marketing. Apart from the rotational moulding, I must thank SCG Chemicals for selecting the kind of plastic pellets that is perfect for rotational moulding system in making the Cario's body."

The selection of raw materials is a very important part of the process. As part of the development team, Mr. Krit Bunnag, the Rotomoulding Product Department Manager of SCG Performance Chemicals Co., Ltd., said: "Different products are made for different uses and require different production processes. We emphasize the selection of plastic pellets with proper grades in order to suit the production process and have the qualifications that meet the customer needs."

SCG Chemicals always cares the quality aspects seriously. Customers are assured that their products are distinctive, different and performed fairly or better than other products. Apart from cooperation according to plans, sincere care for each other is also an important point that SCG Chemicals never overlooks. Ms. Rujirapun happily spoke of the collaboration.

"The cooperation with the SCG Chemicals team enabled us to increase the efficiency of our production system. The technical services team was eager to learn and helped solving our problems when it came to raw material selection, test and production technology. If I am asked to define the success of the collaboration, I must say it is impressive. I have never imagined that an upstream player like a producer and distributor of raw materials and a downstream player could have worked together like this. I think this is a perfect match because the outcome is success for all. Every party sees its own success which perfectly leads to mutual interests."

The determination in the collaboration finally brings about a suitable kind of plastic pellets which is strong but highly flexible and light. It endures heavier impacts, helps reducing the weight of the vehicle and enables it to compete with imported vehicles in terms of quality and prices. As a result, the "Cario Bravo" impresses customers. Today, SCG Chemicals and TS Vehicle Tech Co., Ltd. have always shared new knowledge and technology of plastic pellets production to make way of brighter prospect for the development of the new series of multi-purpose electric vehicles.

With this collaboration, all parties concerned agree that they enjoy their own successes. TS Vehicle Tech Co., Ltd. has created a product that is up to its desired standard to please customers. Pakco Axis Co., Ltd. has developed its production technology one step forward. SCG Chemicals, above all, has accomplished its mission and experienced the determination of the business organisations that has realised the power and value of "Building Success Together".
Proactive Marketing Strategies for Digital Age

All Around Plastic

Business Tips

15

www.allaroundplastic.co.uk

Proactive Marketing Strategies for Digital Age
การตลาดยุคดิจิตอล

จากเดิมที่มีการทำบนแบบบัตรที่ทำลายได้ยากจะทำให้การสื่อสารพันธุ์เกิดขึ้น
ไม่ว่าจะเป็นการสื่อสารดิจิตอลแบบดั้งเดิม ซึ่งส่งเสริมให้การบริการเริ่มต้นแบบออนไลน์ หรือผ่านลงใน
มือถือและเว็บไซต์ที่ส่งให้ลูกค้าเจาะจงที่มีการทำบนแบบบัตรที่ทำลายได้ยากจะทำให้การสื่อ
สารพันธุ์เกิดขึ้นในยุคดิจิตอล

การตลาดยุคดิจิตอล

เปิดช่องทางการเข้าถึงข้อมูลทางเศรษฐกิจ

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การตลาดยุคดิจิตอล

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เปิดช่องทางการเข้าถึงข้อมูลทางเศรษฐกิจ

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การตลาดยุคดิจิตโ
Since the early days of ICT advancement, an increasing number of communication and technology service providers has tremendously contributed to vast information exchanges, online trades and services, mobile phones and broadcasting systems communications. Apparently, marketing communication has turned into proactive marketing in the digital age.

At present, it is quite convenient for anyone to create digital contents on blogs, emails, web boards, online networking, or even SMS. Therefore, it is not surprising that trade and service providers such as an individual a group or a big corporation who communicates or trades with another individual, department, or any global organization, have already stepped into digital world where heterogeneity among customers is a challenge for today’s marketers to profoundly study in order to tailor top-quality services to suit their needs.

Key characteristics of digital marketing are:

- Create new accesses to a huge amount of economic information responding to swift changes in businesses, stock markets, and new products and services that emerge almost every second. Discussions on web boards can lead to product modifications and developments that satisfy customers’ needs. However, it should be noted that digital information can be easily changed and come from different sources. The users of this information, therefore, must prescreen the information and cite only reliable sources.
- Allow two-way communication between buyers and sellers. Thanks to digital channels that enhance the advantages of proactive marketing, including direct sale via emails and ad banners, which create direct contacts with customers. Such ability benefits economic development in the age of globalization. While many feel obliged to keep up with such a fast-moving pace, they should be reminded that digital media is just a medium for better communication, and should exploit the digital marketing and innovations, not the other way around.
- Build up an extensive database for convenient retrieval and follow-up. Radio Frequency Identity Tags (RFIDs), which are assumed to be useful only in preventing shoplifting in bookstores and CD and multimedia shops, are actually used for storing product information and updating the inventory. QR Code (Quick Response Code), a two-dimensional barcode, is another device that can store 200-300 times more information than a normal barcode. Customers can just use their mobile phones to scan QR code directly on the products, and the full details of the products will appear on their mobile screens. Now this technology is popular in Japan and South Korea.
- Build a new access to different types of customers with various demands from the market. Digital media can presently identify users from their internet service providers, specific ID codes on telephones, iPods, and cable TV top boxes. Marketers can use these IDs to research customers’ behaviors on an individual basis, and distribute only correct and proper information particularly to potential clients, and to avoid upsetting non-target groups unnecessarily.
- Be capable of turning customers into information providers. Thanks to the shrinking costs of digital innovations, today’s customers own several modern communication technologies that can be used for sending and receiving information about new merchandise and services, as well as introducing such products and services directly to their personal networks. This inspires a new concept called viral marketing, a word-of-mouth strategy for promotional campaigns to inform potential clients via video clips or web boards, which, are like viruses that can spread the news and disseminate information quickly.

New technology has changed the marketing communication strategies. Digital media convergence accelerates sale and marketing activities in vast space and fast pace. It is therefore, vital that marketers understand this new type of marketing in order to keep up with the new game and take maximum advantage of digital marketing.
SCG Chemicals News

ASEZEE Chemicals Organizes Customer Seminar on “The Beverage Packaging Outlook”

SCG Chemicals recently organized a seminar on “The Beverage Packaging Outlook” for 70 customers of the company’s Cap and Closure product category at the Millennium Hilton Bangkok. The objectives were to keep customers updated on the future trend of cap and closure technology and innovations, information about caps and closures with organoleptic property, and the domestic and international petrochemical market outlook. The event also saw the introduction of the new “Beverage Cap and Closure” team dedicated to developing products and services to better address the market needs.

Rayong Governor Visits SCG Chemicals

Recently, the executive team of SCG Chemicals welcomed Mr. Sayumpong Limthai, Rayong Governor, together with government offices to visit SCG Chemicals production procedure and listen to the overall CSR activity of SCG Chemicals. Moreover, Mr. Charoenchai Prathuangsuksri, Managing Director of Map Ta Phut Tank Terminal Co., Ltd., was the SCG Chemicals representative to donate 300,000 Baht for Sunthorn Phu Day.
Cambodia is one of the world’s least developed countries, but it has managed to attract foreign investment, especially from China. The government has been working closely with Chinese companies to develop infrastructure, such as roads and power plants. This has helped to spur economic growth and reduce poverty rates. However, there are concerns about the environmental impact of large-scale infrastructure projects. The government has committed to reducing greenhouse gas emissions in line with climate change targets set by the Paris Agreement.
Signs of an economic recovery in Thailand became apparent for the second quarter of this year, yet there were no promising evidences. While many analysts point to numerous positive trends showing the local economy has been picking up since the beginning of the year, some remain cautious, as they notice that the improvements could be only be temporary for lack of the indicators pointing to a sustainable improvement.

On the global front, crude prices reacted to the improvements on the global economy, making their sharpest increase in a decade in May after the Organization of Petroleum Exporting Countries (OPEC) left its oil output unchanged at 28.5 million barrels a day. The prices also made their way near $70 a barrel from their lowest level in five years of $35 a barrel.

Believers of the solid recovery point to the manufacturing of hard disk drives for exports as evidence. They argue the exports had dropped drastically late last year before recovering from February to April and the trend is likely to continue. Domestic consumption also boosted by 0.7% in April from the end of the first quarter, from the increase in car sales and the total value-added tax.

However, the reluctance to embrace the recovery signs as sustainable is quite understandable since private investment continues to show no sign of improvements because of low investors' confidence and few orders. Exports fell 25% in value in April to $10.2 billion from the same period of last year, while imports plunged 36% to $9.6 billion. Number of foreign tourists arrivals continued to drop by more than 10% year-on-year, but improved from a 16% slump in the first three months of last year. A hotel occupancy rate is at 43%, down from 53.6% in the first quarter of this year.

In Thailand, the economic data released in May also reflected the global economic improvements, with the rising of manufacturing index compared to April. This leads economists to believe that there are indeed clear signs of the recovery, despite the fact that the March index plummeted by 14.9% year-on-year.

In spite of the positive news, some industrialists are worried that the positive figures could have been driven by a fake demand of speculators rather than the real consumption. They cast doubts over whether the increase in production output since the beginning of the second quarter could have been a response to the credit crunch in the US as well as other large economies in October last year when the collapses of large companies and financial institutions then panicked manufacturers worldwide, prompting them to sharply scale back their activities. A few months later, when they had exhausted their existing inventories, export for commodities orders resumed again as they started rebuilding their stocks.
Our body consists of 4 elements: namely, earth, water, air, and fire. When our body was formed, some elements were more dominant than the others and these dominant elements vary from person to person. If we eat particular foods that suit our strong elements, our body will maintain its balance and we will be healthy, with higher immunity to illnesses.

According to Thai traditional medicine, our body is made up of 4 elements: earth, water, air and fire and our months of birth identify of what our strong elements are. Some may have two dominant elements: earth and fire or water and air. When our body was formed, some elements were more dominant than the others and these dominant elements vary from person to person. Normally, the dominant elements are in connection with our personality, character and even our build. Knowing our dominant elements, we can simply take care of our health and prevent possible illnesses. In addition, we should eat the foods that are responsive to our dominant elements to effectively rehabilitate and strengthen ourselves.

Recommended foods:

**Fire: those born in February, March and April**

Those with fire as their strong element are relatively sensitive and have a desire for excitement and recognition. Fire people act faster than others. They are impatient and their degrees of impatience vary from person to person. Most fire people speak, think and act quickly. They are tough and full of energy. Their health problems may center on hypertension, headache, mouth ulcers, peptic ulcers, mood swings, paranoia, a weak lymph system and blood poisoning.

**Recommended foods:** Fire people should eat bitter, cold and bland foods. Bitter foods include bitter cucumber, the flowers and leaves of cassod trees, noni leaves, neem, spinach and young leaves of drumstick trees. Recommended cold and bland foods are bindweed, water mimosa, ivy gourd, watermelon, lettuce, winter melon, cucumber, Chinese kale, angled loofah, and eggplant. Recommended drinks are coconut juice, lotus-root tea, Job’s Tears juice, and aloe vera juice.

**Earth: those born in November, December and January**

With earth as their dominant element, these people are strong, tall, big, calm, straightforward and consistent. They usually have thick black hair. They love security and certainty, and usually speak loud and clear. They often suffer from ulcers, peptic ulcers, mood swings, paranoia, a weak lymph system and blood poisoning.

**Recommended foods:** Earth people should eat foods that resemble the earth, such as fresh vegetables, roots, nuts, seeds, salt and fish sauce. They should avoid hot and spicy foods, instead of fish sauce, pepper, salt and fish sauce. Recommended foods include fresh vegetables, roots and nuts, such as young cashew leaves, young leaves of tamarind and Chamuang (Garcinia cowa), kaffir lime, Madan (Garcinia schomburgkiana), orange, pineapple, tomato, pomelo, and tangerine. Recommended drinks are tamarind juice, lemon juice, rosella tea, Asiatic Pennywort tea, orange juice and pineapple juice.

**Water: those born in August, September and October**

Those whose strong element is water have perfect build and shiny skin and are prone to obesity. They generally have sparkling eyes and good memories. They remember names and incidents very well as their brains have a unique system to store those information. Water people are good at suppressing emotion and know how to control their feeling. However for whatever they have a passion for, they will devote themselves to it and can impressively do a very good job. Their frequent illnesses are allergies, cold, infections and lung problems.

**Recommended foods:** Water people should eat sour and bitter vegetables and fruits such as lemon, young leaves of tamarind and Chamuang (Garcinia cowa), kaffir lime, Madan (Garcinia schomburgkiana), orange, pineapple, tomato, pomelo, and tangerine. Recommended drinks are tamarind juice, lemon juice, rosella tea, Asiatic Pennywort tea, orange juice and pineapple juice.

**Air: those born in May, June and July**

People, whose dominant element is air, are highly agile, slim, athletic, imaginative, and somewhat temperamental. They love to share their opinions and may not endure coldness that well. They often suffer from eye diseases, colic, pins and needles, headache, dizziness, flatulence and exhaustion.

**Recommended foods:** Air people should eat hot and spicy foods, those including herbs like ginger, blue ginger, lemongrass, finger-root, pepper, sweet basil, hot basil, garlic, celery and cumin. Recommended drinks are ginger juice tea, lemongrass juice and finger-root juice.
คุณเจนี่ลัคคอบุญคนทวี หัวหน้าแผนกควบคุมการรักษาสิ่งแวดล้อม ฟิลิสทัพพาคัมป์ ซึ่งถูกคัดเลือกอีก 2 คนจากผู้สื่อข่าวทั่วประเทศ ได้รับรางวัล "AllAround Plastic"

(มาราธอน) ผู้มีประสบการณ์ในการใช้สาร Active Flow ตั้งแต่ปี 2548 จนจนปัจจุบัน ทำให้สถานีกำาลของคุณ Active Flow เอกอย่างเป็นที่ยอมรับมากยิ่งขึ้น


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คุณเจนี่ลัคคอบุญคนทวี หัวหน้าแผนกควบคุมการรักษาสิ่งแวดล้อมฟิลิสทัพพาคัมป์


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คุณเจนี่ลัคคอบุญคนทวี หัวหน้าแผนกควบคุมการรักษาสิ่งแวดล้อมฟิลิสทัพพาคัมป์
อย่างการทดลอง มีการคำนวณความแข็งแรงและอายุการใช้งานเป็นอย่างดี นักวิจัย ยังได้ทดสอบวัสดุที่มีมลพิษทางชีวภาพ รวมถึงการคำนวณ RoHS (Restriction of Hazardous Substances) และมาตรฐาน FDA (Food and Drug Administration) เพื่อให้ได้เป็นอัตราความอยู่รอด ปริมาณและปลอดภัยในส่วนการประเมินผลการวิจัย ซึ่งวัสดุที่มีอยู่ในวัสดุเหล่านี้ ทั้งนี้การพิจารณาทางทรัพยากร ผู้ผลิตมีสิ่งสำคัญในการวิเคราะห์วัสดุที่ได้มาโดยรวมวัสดุของ

**ของกลาง**

ของกลางที่เรียกว่า Active Flow ที่มีคุณสมบัติที่มีความจุทางชีวภาพสูงและทนทาน ทำให้ผู้ผลิตมีความสามารถในการผลิตสินค้า แต่เมื่อเทียบกับผลิตภัณฑ์อื่น ๆ ที่มีความแข็งแรงสูง การพิจารณาทางทรัพยากรจะมีผลสินค้าที่ดี สินค้าที่ผลิตมีอยู่ในช่วงปี 2546 คุณภูมิผู้ผลิตเริ่มมีการจำหน่ายของสารละลายและจุลินทรีย์ที่มีความสามารถในการสกัดสรรจากเทคโนโลยีของผลิตภัณฑ์ที่มีความคุ้มค่าในตลาด

สิ่งที่สำคัญคือkosmos ซึ่งเป็นผลิตภัณฑ์ระดับกลาง ได้รับการพิจารณาจากวัสดุที่มีความน่าสนใจ คุณค่า คุณภูมิผู้ผลิตมีข้อเสนอสินค้าที่มีคุณสมบัติที่มีความคุ้มค่าในตลาด ได้รับการพิจารณาจากวัสดุที่มีความน่าสนใจ คุณค่า

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Before becoming a final product for us to use, plastic pallets made by the petrochemical industry is firstly melted with high heat, mixed with additives and colors, injected into molds, cooled down and finally painted.

The manufacturing of a plastic product obviously not only consumes much of the resources and workforces, it depends a lot on technologies. SCG Chemicals is determined to develop raw materials of the highest quality to guarantee operators and consumers superior and safe products while preserving the environment. The raw material that meets this goal is Active Flow. Developed from purified low molecular weight polyethylene, this additive facilitates the flow of melted plastic. It therefore not only helps save energy and time as well as increasing the usability and beauty of products, but also is friendly to the environment.

We will learn more about Active Flow from our conversation with Mr. Boonlert Chiangpha, Material Control Supervisor of Srithai Superware Public Company Limited, who has been using Active Flow since 2005.

Raw material control

Mr. Boonlert takes charge of the controlling and planning of all raw materials for plastic production at Srithai Superware factories which involves two areas: supervising the raw materials that customers specify Srithai to use in their products, and controlling the raw materials used in the products under Srithai’s brands. In the latter case, Mr. Boonlert can freely choose the raw materials as he sees fit.

The major objective and challenge in raw-material control are “costs” which should not exceed 70-80% of overall costs to maintain competitiveness.

"There is a wide range of products under Srithai’s brands, including garbage bins, pallets, plates, beverage crates, containers and furniture. They can be divided into two main categories: household products and industrial products. We must try to find better raw materials to increase productivity or reduce substandard products to minimize unit costs and to meet both our demands and those of our customers."

Mr. Boonlert said that Srithai based our raw material selection on production standards. In other words, selected materials must pass durability and lifetime tests with good marks. Srithai selects the materials that meet the environmentally friendly standards of RoHs (Restriction of Hazardous Substances) and FDA.
Meeting customers’ demand while going green

Before using Active Flow, Srithai had to import raw materials from southern Africa to solve the problems about colors, which neither resisted heat nor spread evenly, resulted in products falling below customers’ specifications.

“At that time, we found that plastic pellets were not very slick, making it difficult to inject into molds. We had to increase the heat in the melting process to address the issue. But then another problem arose—the colors could not resist such high heat, resulted in yellow lines and inconsistent colors where the plastics adjoined. Besides, they were paler than prototypes and bubbles were formed at the bottoms of pail products.”

In 2003, Mr. Boonlert heard about the new additive that could ease the flow of melted plastic which helps reduce the heat by 5-10 degrees, facilitate the injection of plastic into molds and cut the cycle time* by 15-25%. It also acts as the lubricant that improves color dispersal and eases the removal of products from molds without damaging them.

“At that time, Mr. Boonmee Jirapanakorn, Functional Materials Department Manager of SCG Chemicals and developer of the additive, introduced me to Active Flow, which instantly interested me. Initially, I was reluctant to take the plunge for fear that the paints would not hold onto the plastic because the substance would make the texture too slick. However, tests proved this was not the case. Since then, Active Flow has been used to solve those problems and it noticeably increases our production efficiency. For example, we can save energy by reducing the heat by 5 degrees. Colors are vivid and spread evenly on the products. There are no more problems of bubbles and pale or uneven colors. It also helps decrease the expensive dye powder consumption from 2% to 1%. Besides, the cycle time* is shortened from 45 seconds to 37.5 seconds. This enables us to increase productivity by 16.7%. Active Flow also helps us cut costs because it is 20% cheaper than imported materials.*

Regarding the increase in productivity, Mr. Boonlert said if Srithai had to produce 900-1,000 laundry pails a day without Active Flow, it would have to adjust the machinery to boost the capacity from 30 to 38 pails an hour, the level that still could not meet customers’ demands. But when Active Flow was added, the substance helped raise the capacity to 45 pails per hour and enabled the company to meet customers’ needs.

Asked to identify a weak point of Active Flow, Mr. Boonlert could not find one. Instead, he pointed out that the substance was really suitable for old machines in terms of productivity increase. This was especially true with machines from Korea or Taiwan, which tend to use low-quality screws that pose the problems of uneven color dispersal and low productivity. This substance was a good solution for them.

Today Srithai uses Active Flow in four of their products: color pails, pallets, laundry pails and garbage bins.

Srithai Superware and SCG Chemicals

Having cooperated with SCG Chemicals for years since the trial of plastic pellets, Mr. Boonlert recalled the smooth and sincere collaboration between both companies. “I have been working with SCG Chemicals for a long time. We can have straight talks on good and bad raw materials. We ask SCG Chemicals to keep the good ones and tell them about the bad and problematic ones. Up until now, we are not business partners but rather brothers and friends who can always talk freely to each other. This is a very good sign. Whenever I need help, SCG Chemicals does their best to help me. When SCG Chemicals needs any information, we give them our most sincere feedback. We develop our work together and always exchange our knowledge.”

“After-sales services are very good. I’ve never faced a problem of delayed delivery. SCG Chemicals always serves Srithai well and they win my respect for this, I must thank SCG Chemicals for their help,” Mr. Boonlert concluded with smile.

Mr. Boonlert and SCG Chemicals staff exchanged gratitude in a friendly manner at the end of their conversation. Longstanding cooperation has turned them into brothers and colleagues who are willing to help each other develop quality plastic products that are safe and help preserve this beautiful world in the long run.
"SCG Model School"

Learning Outside Textbook

โครงการฯ ได้เน้นที่ความรู้ว่า "ในการจัดทำโครงการนี้ เราหวังที่จะพัฒนาศักยภาพของเยาวชนในพื้นที่ให้มีคุณภาพ และมีทักษะความสามารถเป็นพื้นฐานของการประกอบการ โดยใช้การเรียนรู้ในโรงเรียน เรียนรู้ที่หลากหลายให้ได้รับความรู้ในที่จริงจริง ด้วยการเรียนรู้ในโครงการนี้เป็นเรื่องอย่างหนึ่ง และที่จำเป็นจริง เพราะที่นักศึกษาจะได้รับการฝึกการจัดการ ดูแลในโรงเรียน จากนั้นจึงจะได้รับการจัดการรับ

เปลี่ยนพฤติกรรม รวมไปถึงการศึกษาเรียนรู้ทั้งพื้นฐานของ

โรงเรียนและทำความแตกต่างในโรงเรียนเชื่อมโยงกับความ

สำนึกมานะที่สร้าง.

เมื่อพร้อมแล้ว เราจะสร้างนักศึกษาให้เป็นที่ๆ ในโรงเรียน เพื่อปฏิบัติงานจริง โดยนักเรียนจะได้รับการฝึกการเป็น

เพื่อการทำงาน ซึ่งนักศึกษาจะได้รับการฝึกการจัดการ จริงในโรงเรียน นอกจากนี้ เราจะขับเคลื่อนความเป็นอยู่ให้

นักศึกษาสามารถส่งเสริมศักยภาพในการรับรู้ในโครงการนี้

เจาะจงทุกพื้นที่ โครงการ SCG Model School มีทุกการ

ศึกษาเพื่อตอบ ให้บริการศึกษาเป็นจำนวนทั้งหมด 4 ทุนแต่ละปี ที่มีการจัดการรับสมัคร นักศึกษาในโครงการ

โรงเรียนที่มีการจัดการให้มีความรู้ ความเข้าใจ และการจัดการในระบบ แนวทางการจัดการการเรียนรู้และให้

ทำงานในช่วงที่ดีที่ทั่วไปในการให้ความรู้และความ

สามารถ
โครงการ SCG Model School จึงมีนโยบายในการที่จะรวม สร้างและพัฒนาผู้ทำในชุมชนให้เป็นบุคคลที่มีคุณภาพ สมัครใจภูมิใจและต้องใจของโครงการ SCG Model School ที่จะพัฒนาผู้เรียนขึ้นมาอย่างยั่งยืน.
Today, education support becomes a top priority in the national agenda because children are the future of the country. Focusing on developing children skills and proficiencies are the keys.

For this reason, SCG Chemicals started its SCG Model School project in 2006 in cooperation with Rayong Technical College. Until now, two batches of students have graduated from the program while the third batch is on the way to success. The project is based on the constructionism educational principle, which places greater emphasis on experiential learning, especially in the petrochemical field. The objective of the project is to empower the students with strong knowledge and a coherent thought processes. The students are encouraged to put their ideas and solve problems on their own, which will prepare them for the real working environment.

When asked how successful the project is, Mr. Polshom Chan-Urai, Managing Director of Rayong Engineering & Plant Service Co., Ltd. (REPCO) and Project Chairman said: “The project is carried out in hope that the potential of students in to encourage equal the Rayong neighborhood will be flourished to meet the demand of business owners by using our factory as a school where students can practice with the real materials used in the factory. To outsiders, it may seem easy for anyone to participate in the project. In fact, students are required to take a plant tour to observe the working process before putting what they’ve learned into practice. Then, they will be sent to a camp for behavioral change program. There, they will also learn about factory basis and safety measures, which we emphasize on.”

“When the students are ready, we’ll take them to senior workers at the factory where they can show their competencies by putting all theories into practice. They will be put under the tutelage of the experienced workers so that they can learn everything about their jobs. Through experimental education, the students will learn how each machine functions by doing. To ensure their safety, the students will be placed under good care. For underprivileged students, the SCG Model School project will grant four scholarships each semester. This year, nine scholarships will be given educational opportunities and help relieve their families of the tuition fee burden. The students also have a chance to work in petrochemical field which is still in demand,” Mr. Polshom said.
Apart from the internship, students can make their social contribution together with the company since they are regarded as our staffs. We hope that the students who are part of the project will become a quality workforce, not only for SCG Chemicals but also for other petrochemical business establishments,” he added.

Meanwhile, Mr. Prayoon Khamnuan, Deputy Director of Rayong Technical College in charge of all participating students, said: “The SCG Model School project by SCG Chemicals is very helpful for young people in Rayong. The project helps young people realize how they can shape their futures with their own hands. The students know which fields of work suit their needs and skills through the experimental learning at the factory. A dream of every student is getting a job after graduation. The project adopts the unconventional learning method based on the theory of constructionism. Thanks to this learning concept, the students gain direct benefits while quality resources are the indirect benefits reaped by the business community. Hopefully, the practice will be adapted to other schools’ curricular in the near future.”

Currently working as a field operator at SCG Chemicals, Mr. Nithinai Niamma, a student who completed internship from the project, shares his feeling about the experimental learning from the project: “The project launched by SCG Chemicals is a lifetime opportunity for me in terms of education and career prospects. What I’ve learned from the project is how to work with others, help each other and solve problems on my own. Learning at school helps broaden our knowledge to a certain extent, but experimental learning coaches us in planning ahead what we like to learn. If we are in the dark about those subjects, we should dig deep into them on our own instead of being spoon-fed by teachers.”

“To me, working at SCG Chemicals is a great experience. Sometimes, missteps are unavoidable, but full support from my senior workers helps smoothen the way. I’d like to thank SCG Chemicals for the great opportunity and every senior worker who teaches me everything. It’s truly once-in-the-lifetime experience.”

The SCG Model School project looks forward to producing quality workforce through its education campaign, one of SCG Chemicals’ social contribution activities.
No matter what your travel preference is, Chanthaburi has it all—mountains, waterfalls, sea and historic sites. Water runs from highlands and flows through this legendary, charming eastern province before reaching the sea. Chanthaburi is always ready to welcome and impress all visitors.

After checking in, we decided to explore the history of Chanthaburi. We started our visit to Noen Wong Fort, one of the province’s ancient sites which contains much archaeological value when mentioning Noen Wong, many people may be familiar with the word, for the local Salak fruit was named after it and it is the place where they grow this kind of Salak. Near the Noen Wong Fort is Wat Yotha Nimit, an old temple built as a main Buddhist facility of the province. The attraction at the temple is its Lanka pagoda, a famous relic that fascinates many history enthusiasts.

Gem Street, which is usually crowded on weekends, was our next stop. Then, we drove to the Chanthaburi Catholic Church, which its construction took almost three centuries to complete. The church in Gothic architectural style still stands majestically nowadays. Our last stop for the day was Tha Luang Road, the old downtown area by the Chanthaburi River.

Tugged in a quiet corner of Chanthaburi, Tha Luang amazes visitors who stop by its "unseen" and classic look quarter. Old buildings still stand tall, presenting their beautiful patterns. Some of them are used as TV commercial scene, some are abandoned and some become budget hotels for backpackers. We then paused at a small riverside cafe in retro décor. There, we sipped a drink while appreciating the calm of Tha Luang and its people before returning to our hotel.

We spent the second day exploring Namtok Phlio National Park. At the end of the road leading to the national park, we asked the official how far to get to the park. At the same time, we took just a quick glance on the road, there the answer was! It told we were 300 meters away. The distance looked tiresome but all our exhaustion swiftly disappeared when we saw the breathtaking waterfall and streams filled with thousands of Soro brook carps.

Many people enjoyed the waterfall that plunges into a large lake. Some have their happier moments with schools of fish eating long beans. Apart from that Phlio Waterfall has an interesting history as King Rama V once visited the place.

From Namtok Phlio, we headed for Laem Sing District. We admired the sea of Chanthaburi for a while. Then we crossed Laem Sing Bridge to Ao Yang Bay. On the bridge, we saw a lively view of Laem Sing Bay dotted with local fishermen. From Laem Sing, we drove along, savoring the sea view, until we arrived at Hat Chao Lao Beach. The sea in Chanthaburi may not be as clear as the sea elsewhere, but its warmth and the beautiful friendship of local people made all the difference. The beach was lined with impressive coastal livelihoods. At Chao Lao Beach, you can see the mangrove forest where the Kung Krabaen Bay Royal Development Study Center is located. There you can go through the mangrove forest by strolling on a neatly made wooden walkway.

Finally, it was time for us to leave. Our vehicle was packed with a variety of fruits and charms of Chanthaburi, a province whose name we would never forget.
Travel tips

The most convenient and popular route to Chanthaburi is Highway No. 344 (Ban Bueng-Klaeng), a main shortcut that reduces the total distance by as much as 70 kilometers. From the 98th kilometer marker of Sukhumvit Highway in Muang District Chon Buri Province, take Highway No. 344 for 110 kilometers, passing Ban Bueng District of Chon Buri and Wang Chan and Klaeng Districts of Rayong Province. Then use the Highway No. 3 (Sukhumvit), go on for 58 kilometers and you will reach Chanthaburi Province. The total distance from Bangkok to Chanthaburi is 266 kilometers.

Where to stay

1. Kasemsarn Hotel in downtown Chanthaburi; tel 0-3931-1100, 0-3931-2340, 0-3931-4648-9, 0-3931-4638-9 โทรสาร 0-3931-4456 www.kasemsarnhotel.com
2. Al Medina Beach House, a chic Moroccan-styled resort hotel on Hat Kung Wiman Beach; tel 08-5334-3555 and 08-5155-3333.
3. Baantoom Village and Resort, unique accommodation on Hat Chao Lao Beach; tel 0-3938-8063; fax 0-3938-8064 and 0-2748-0465.

Where to taste

1. Liang Phraya Trang pork noodles in Muang District. It opens from 9am to the afternoon. Tel 0-3933-9761.
2. Nong restaurant near Ao Yang Bay in Laem Sing District. It opens from 9am to 8pm. Tel 0-3945-6136 and 08-9540-8211.
3. Chan Phochana restaurant next to Kasemsarn Hotel in Muang District. Tel 0-3931-2339.

Fishing boats moored in Kung Kraham Bay.

You can experience a relaxed getaway Driving by the sea and get immersed in its pleasing atmosphere.

The beautiful and serene beach of Laem Sing District. Take a leisurely stroll along these idyllic beaches and enjoy the cool sea breezes.

Oysters at their farm near the Kung Kraham Bay Royal Development Study Center.

Fresh squid from fishing boat.
Active Flow

บริษัทธรรมใหม่ ใส่ใจสิ่งแวดล้อมจาก เอสซีจี เคมีคอลส์
the Environmentally Friendly Innovation from SCG Chemicals

สําหรับ เอสซีจี เคมีคอลส์ การวิจัยและคิดค้นผลิตภัณฑ์ใหม่ที่ได้ใจใส่สิ่งแวดล้อม พร้อมที่จะร่ายในเรื่องของผลิตภัณฑ์ใช้สิ่งแวดล้อม จึงเป็นอีกหนึ่งการก้าวหลักในการเป็นส่วนหนึ่งของการคุ้มครองสิ่งแวดล้อม จนกระทั่งจําลองผลิตภัณฑ์ใหม่ที่ช่วยให้ผลิตภัณฑ์ใหม่ ได้ใจใส่สิ่งแวดล้อมได้เปรียบอย่างดี นั่นคือ Active Flow โดย ทุกที่จะให้ผู้บุคคลเก็บกักผลิตภัณฑ์ที่เก็บไว้ คือ คุณทรัพย์ สมบูรณ์ศักดิ์ ผู้จัดการบริษัทเคมีคอลส์ บริษัท เอสซีจี เคมีคอลส์ จำกัด

คุณทรัพย์ได้ยินข้อมูลให้ทราบว่าที่มาของผลิตภัณฑ์ใหม่ คือ ของผลิตภัณฑ์ใหม่เกิดจาก ผู้ซื้อขายขายของ เอสซีจี เคมีคอลส์ ตามแผนการรวมกันของผลิตภัณฑ์ผลิตภัณฑ์ที่มี อยู่เดิม ให้เกิดประโยชน์สูงสุด โดยเริ่มการจัดการที่แบ่ง ผลิตภัณฑ์ที่มีข้อมูลขยายหลักและกลุ่มที่จะให้สินค้าบริการสําหรับ

Active Flow เป็นข้อมูลของผลิตภัณฑ์ใหม่ ของเคมีคอลส์ ที่จะมีประสิทธิภาพในการที่จะได้รับความปลอดภัยและส่งมอบผลิตภัณฑ์ใหม่ที่ได้ใจใส่สิ่งแวดล้อม
Samples of plastic products that can use Active Flow for production efficiency improvement.

Active Flow สามารถเช่นกันถึงผลิตภัณฑ์ในสีสันสีสันที่ใช้ Active Flow เพื่อขจัดเพิ่มประสิทธิภาพความ

ภาพถ่ายที่มุ่งเน้นที่เห็นได้ Active Flow และแบบที่ไม่ได้ ดีของผลิตภัณฑ์หลากหลาย สีที่สวยงามและมีความเข้มข้น

Product colors are richer, more vivid and darkened.
Everyone can help tackle global warming because it is a consequence of our everyday routines. This is why there are many energy saving campaigns such as using cloth bags instead of plastic bags, turning off air-conditioners at workplaces during lunch time and switching off the lights we do not need. Government agencies and private sectors are joining in such campaigns as well as SCG Chemicals who realizes its importance and is running its businesses seriously in an environmentally friendly manner.

For SCG Chemicals, the research and development of new and environmentally friendly products and energy-saving attempts are among its major missions to take care of the environment. This determination has led to the invention of “Active Flow”, a new product that helps save energy.
“This product is the result of the brainstorming among SCG Chemicals experts who aim to achieve the best from the existing plastic pellet production,” said Mr. Tawin. “It begins with sorting out polyethylene (PE) with low molecular weight and further purifying it until the new product, Active Flow, comes out. The purified, contaminant-free Active Flow can be mixed with plastic pellets before molding. For example, if we are to blow plastic into bags, we simply mix Active Flow with plastic pellets at the ratio of 1 percent only and feed the mixture to mold. Slippery like wax, the product helps accelerate the production speed by as much as 20% and reduces the energy needed to drive motors in the production process. Without Active Flow, we needed very high power to drive the motors. With Active Flow, we can see a clear difference since Active Flow can significantly reduce energy consumption in molding. A cost-saving additive accelerates the flow of plastic. When it is melt a PE with low molecular weight, Active Flow can blend perfectly with PE and polypropylene plastics. Active Flow also helps other additives and dye powder to better spread in plastic materials. As a result, product colors are darkened and spread more equally throughout the plastic materials so the products are more beautiful in terms of colors and it does not affect the durability of plastic products at all.*

Regarding the production capacity of Active Flow, its market demand and merits for operators, Mr. Tawin said: “The production capacity of Active Flow is now at about 12,000 tons a year and is growing to meet the demands of the consumers who realize the quality and efficiency of Active Flow in increasing productivity while maintaining the quality of products and saving energy effectively. The product received warm welcome in markets as a result.”

These qualities help explain why the energy-saving and environmentally friendly Active Flow has won an Eco Product Award. SCG Chemicals also guarantees that the product has been developed with the true intention to preserve the environment by stamping the SCG Eco Value logo on its packages, This is to seriously tell consumers that the company genuinely operates its business with social and environmental responsibilities. Active Flow is another proof of SCG Chemicals’ determination of developing quality products and services, extending the lifetime of products, ensuring their environmental friendliness, and saving resources and energy while maintaining their capabilities to meet the demands of consumers and entrepreneurs. Above all, such proofs let the company take part in protecting society and environment.

SCG Chemicals never stops searching for and developing the best for consumers as it always adheres to the policy “Building Success Together” which is aimed at the sustainability and co-existence of businesses and society. For more information, please contact Mr. Tawin Somboonsakdikul, Technical Service Manager of SCG Performance Chemicals Co., Ltd. at tel 0-2586-5111 or tawiso@scg.co.th.
The Chocolate Tales, a homemade café, began its legend with delicious chocolate cakes then expanded to a wide range of chocolate-based sweets and drinks, as well as other wonderful main courses and desserts created for customers to try.

A walk into Silom 7 alley next to Soi Lalai Sap, the shopping paradise for young office workers and shoppers, leads to this small, beautiful and cheerful homemade restaurant. Every visitor will not miss an eye-catching cartoon wallpaper. The walls, decorated with paintings that create a gallery-like atmosphere, match with wooden showcases packed with Japanese comics, dolls and HeSheIt products of Wisuth “Tum” Pornnimit, a cartoonist who has exhibited his works there recently. Table seats are bedecked with beautiful cushions and counter stools where customers can sit and enjoy the view outside through the glass wall.

Picking up a menu to order, visitors will find it unique not only in the names of numerous chocolate-based drinks but also their history. For example, John Nott’s Wine Chocolate; a recipe invented by Mr. Nott in 1726, which was discovered accidentally later by a British historian. The story may seem confusing, but the drink guarantees satisfaction. The menu also includes The Finest Hot Chocolate, which is a must-try drink only for its name. The interesting are not only rich chocolate drinks but also a wide range of smoothies including Vanilla Honey Smoothie (90 baht), which gives a pleasant vanilla smell, a sweet-and-sour flavor from honey that is stirred until it blends perfectly and a complementary taste with pieces of fresh apple.

The menu is varied with Thai, Western and Japanese foods. They include Grandma’s omelet, roast chicken Udon soup, shiitake mushroom soup and sirloin green curry served with steamed rice which are the Granny’s Selections menu. New dishes keep coming weekly. They include steamed rice with taro and duck (170 baht); rice steamed with carrot and duck, topped with diced taro and crispy duck chips. Another one-plate dish that features all flavors is rice fried with chili and ginger and topped with dried and shredded pork (110 baht). The dish consists of rice fried with chili, ginger, egg and cracklings, complemented its tastes with the sweet and salty from dried and shredded pork as topping and the oily taste from the yolk of salted eggs. A good meal ends with the best-selling dessert of the café, Chocolate Lava Cake with Ice Cream (150 baht). Richly stuffed with chocolate, the cake is warmed to the point that the stuffed chocolate oozes like lava, splendidly contrasted to a scoop of vanilla ice cream that is served with it.

After finishing your dishes, you may want to stroll down Soi Lalai Sap for leisure and digestion. If you drive, a parking lot may be hard to find in the vicinity. You may park at Villa Market or call the café in advance so that the staff can reserve a parking space in front of the café just for you.

To reach The Chocolate Tales, go straight down Silom 7 until the end and turn left. From the BTS Chong Nonsi station, walk towards Silom Road, turn right at the first 7-ELEVEN store you find, keep walking and the café will be on your left. You may reach the restaurant by tel. 0-2234-0210. It opens from 9am to 6pm on weekdays, 9am to 4pm on Saturdays and closes on Sundays.
Indoplas
August 12-15, 2009
Jakarta International Expo (JIExpo)
Jakarta, Indonesia

The 3rd International Plastic Package and Plastic Color Printing Expo
August 20-23, 2009
Qingdao International Conference Center
Qingdao, Shandong, China

International Industrial Expo & Conferences - Ludhiana
August 28-31, 2009
Perfect Palace
Ludhiana, India

East China Plastics Packaging & Rubber Technology Exhibition
September 02-05, 2009
Suzhou International Expo Center
Suzhou, Anhui, China

IPLEX 2009
September 04-07, 2009
Chennai Trade Center
Chennai, Tamil Nadu, India

Plasto Ispack
September 07-09, 2009
Israel Trade Fairs and Convention Center
Tel-Aviv, Israel

China Plastics Exhibition & Conference
September 17-19, 2009
Taizhou International Convention & Exhibition Center
Taizhou, Zhejiang, China

Plast Ukrainia
September 22-24, 2009
Kiev International Exhibition Centre
Kiev, Kiev City, Ukraine

TiPREX 2009
September 23-26, 2009
Bangkok International Trade & Exhibition Centre (BiTEC)
Bangkok, Thailand

Plastic Industry Show - Moscow
September 28-October 01, 2009
Expocentrum Krasnaya Presnya Fairgrounds
Moscow, Moskva, Russia

EUROFINISH
October 07-09, 2009
Flanders Expo
Gent, East Flander, Belgium

Philippines International Plastics Packaging
October 07-10, 2009
SMX Convention Center
Pasay, Philippines
"เรายากเห็นสายน้ำอยู่ดูภูมิสุข"

พนักงานของเอสซีจี เคมิคอลส์ ใส่ใจในทุกขั้นตอนของการบริหารจัดการเพื่อทักษะน้ำ
เมื่อตั้งแต่การตั้งชั่วโมง ตลอดจนเมื่อสมบูรณ์เพื่อควบคุมการใช้สารเคมีในระดับพื้นที่
ผลการใช้สารเคมีอาจดีกว่าบริษัทลดน้ำผักดินน้ำใช้ชีวิตให้เกิดประโยชน์สูงสุด และติดตามตรวจสอบคุณภาพของน้ำ
เพื่อให้มีน้ำบริโภคเพื่อให้บริการวัสดุตลาด มีความปลื้มใจกับป้องกันภัยคุกคามสู่สุขภาพประชาชน

เอสซีจี เคมิคอลส์
บูมในด้านธุรกิจด้วยอันเนกประสงค์แห่งสิ่งแวดล้อม