

# Green house plastic covers

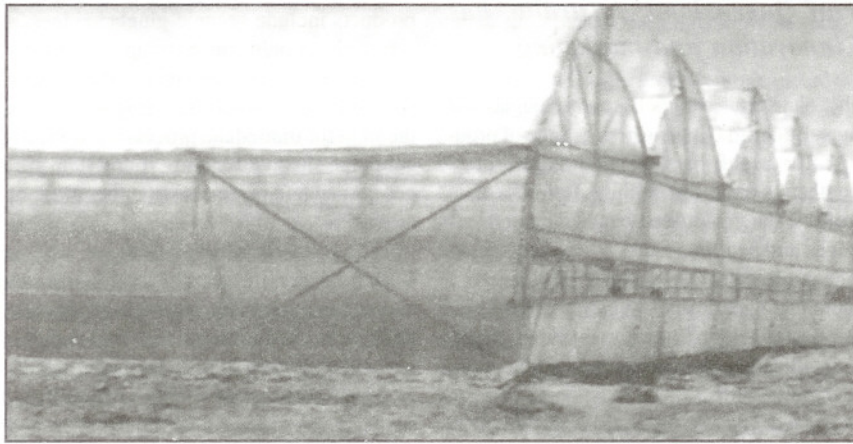
*Established in 1970 Ginegar Plastic Products Ltd is an Israel-based developer and producer of cover films for agricultural applications.*

**I**ts core business comprises of manufacturing of plastic films for greenhouses and other agriculture requirements. Ginegar plastic products specialises in manufacture of 3-layer, advanced co-extruded plastic films: thermal films, special plant protection films and other quality products used to cover greenhouses, seal reservoirs, and to protect and disinfect soil. With an employee-strength of 100, Ginegar exports to 40 countries around the world.

## Products

The various products that Ginegar manufacturers are:

Agricultural products: A range of PE films



for greenhouse covers and mulching. The uniqueness of the films is due to its combination of mechanical, optical and thermal advantages.

Sealing products: HDPE/LDPE black films designed to provide solutions for sealing reservoirs, water tunnels and toxic waste sites. The film's resistance to bacteria, heat and solvents is due to its unique formula.

Industrial products: A variety of products, such as thin films impermeable to liquids, bags for various chemicals, and PE bags in various sizes.

## Indian Arm

Ginegar's Indian office is located in Bangalore. The company's product range in the Indian market has been different types of greenhouse covers, mulch film, poly insect trap and greenhouse patching tape. "Our mail customers are floriculture units. Almost 90% of the greenhouse floriculture projects in India use our products," claims Rajeeb Roy, director marketing (India), Ginegar

Plastic Products Ltd. "Apart from that our greenhouse films are used in all types of protected cultivation and nurseries etc," he adds. Ginegar entered Indian markets almost 10 years back when the floriculture boom started. "We have more than 60 floriculture and hi-tech agricultural projects using our plastic," says Roy. The company does not carry out any manufacturing activity in India since the total consumption of greenhouse film in India is low. "Our 5 layer extruder can produce in one week what India consumes for one year. Hence it is not viable to have a manufacturing set up here in India," he explains.

## Rising Awareness

"Floriculture industry is looking upward this year and lots of new projects by small entrepreneurs are coming up. This is an indication of the feasibility of the floriculture project at today's costs," avers Roy. "Plastic being an integral and most important part for this industry our business is also on the growth curve. We get about 75 % of our business from this segment," he adds.

Pointing to the rise in the level of awareness among customers about mulch films and its uses in India, Roy says, "Mulching is a product to be watched in coming years. It is all set to change the way agriculture is being done in India. Awareness level of this product at this stage is very low." He goes on to quote Krishnappa of Krishnendra Nursery saying, "One of the most progressive farmers in India Mr. Krishnappa of Krishnendra Nursery has used coloured mulches for the first time in India for his vegetable project at Devanhalli and if his words are to be be-



Rajeeb Roy

lieved, he says it is impossible to imagine growing vegetable without mulch. He has got 30% more production in almost all his vegetable crops by use of this mulch."

## Future Plans

Since all the requirements for film in India need to be directly imported from Israel, the company is unable to cater to the emergency requirements of growers. It is also unable to cater to the small farmers' requirements. However, to address this very problem the company is planning to have most of its popular range of products in ready stock in India to meet any kind of immediate future demand.

Roy an M.Tech from IIT Kharagpur, having international exposure to different fields of high-tech agriculture for over 12 years, has been associated with Ginegar for the last 8 years. He says, "The biggest challenge in a job like ours is providing service to the customer. We just don't sell our plastic, we sell our complete service associated with the use of plastic."

Adding, "We guide our customers on the fixing of the plastic and management of plastic for longer life along with serving a guarantee of 3 years for all our products."

## Our correspondent

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