

LOXLEY TO DISTRIBUTE MYLAN PRINTING, PACKAGING PRODUCTS

THE NATION

Loxley has signed a memorandum of understanding with Mylan Group to be the sole distributor of Mylan's printing and packaging products in Thailand.

The signing ceremony was witnessed by Canadian Ambassador Philip Calvert, Vietnamese Ambassador Ngo Duc Thang, and Loxley president Dhongchai Lamsam.

Originally founded in Canada, Mylan Group's factory is currently in Travin, Vietnam. This factory is the only one in Asia and the fourth in the world authorised to hold a filling licence from Hewlett-Packard (HP) for its ink products.

Mylan Group currently holds 65 per cent of the market in Vietnam and 70 per cent of the export sales in 34 countries around the world.

According to Dr Nguyen Thanh My, the founder and chief executive of Mylan Group, his company places great importance on research and development and innovation to initiate products that are eco-friendly.

Mylan Group appointed Loxley to be the sole distributor in Thailand because of its local expertise and resources.

Loxley senior executive vice president Suraphand Bhasitnirand said Mylan's products were of high quality and its pricing highly competitive.

Mylan's printing products will be introduced to Loxley's existing customers and major printing factories. The sales target in Thailand is Bt100 million next year or 10 per cent of the total market share of Bt1 billion.

Loxley believes its connections and trading partners such as Nhong-Poh milk, Green Nuts and Cook cooking oil can help to boost Mylan's market share in packaging products.

Four main types of Mylan products will enter Thailand's market. The first is computer-to-plate (CTP) printing plates made from aluminium produced by Sumitomo in Japan.

The second group is printers for

the packaging industry. These devices print expiration dates, production dates, barcodes, QR (quick response) codes and many more. The key selling point of this product is its compact size and durability. It was

jointly designed by Mylan and HP.

The third product group is continuous inkjets, using high-quality ink that HP supplies to the printing industry.

The fourth and final group is packaging film. This is made with an innovative technology that helps protect products from ultraviolet light and oxidation.

The film is microwave-safe and can be recycled.



SURAPHAN BHASITIRANDR, third left, senior executive vice president of Loxley, and **Dr Nguyen Thanh My**, the founder and CEO of Mylan Group, third right, signed an MoU for Loxley to be the sole distributor of its products in Thailand. Also present were guests of honour **Philip Calvert**, second right, the Canadian ambassador, and **Ngu Duc Thang**, second left, the Vietnamese ambassador, as witnesses during the signing ceremony at Loxley headquarters in Bangkok yesterday.