



2020 Brand Book

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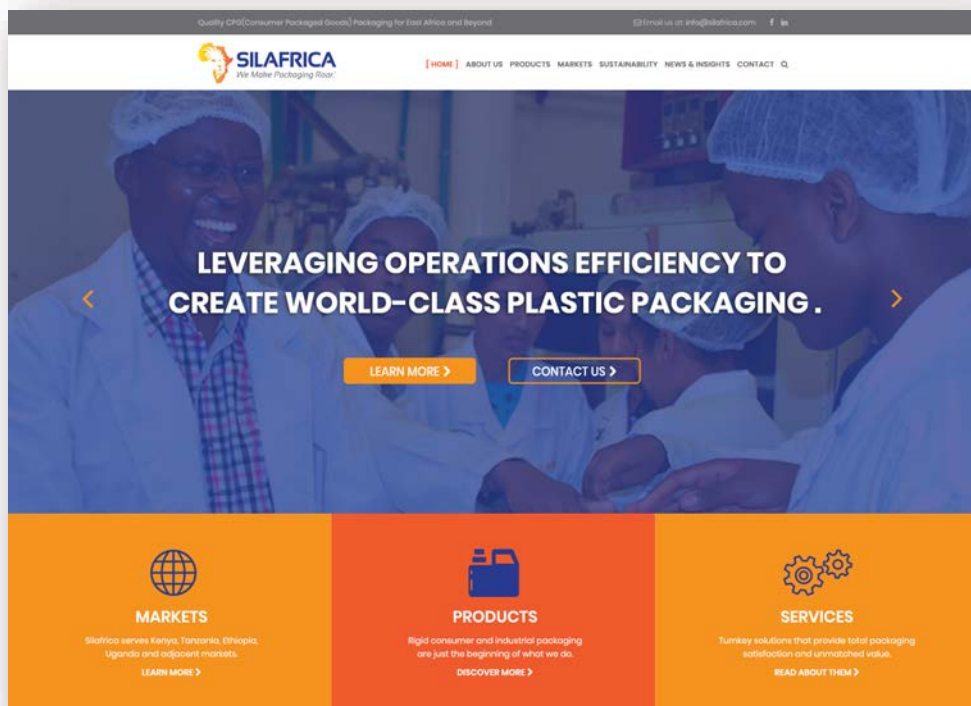
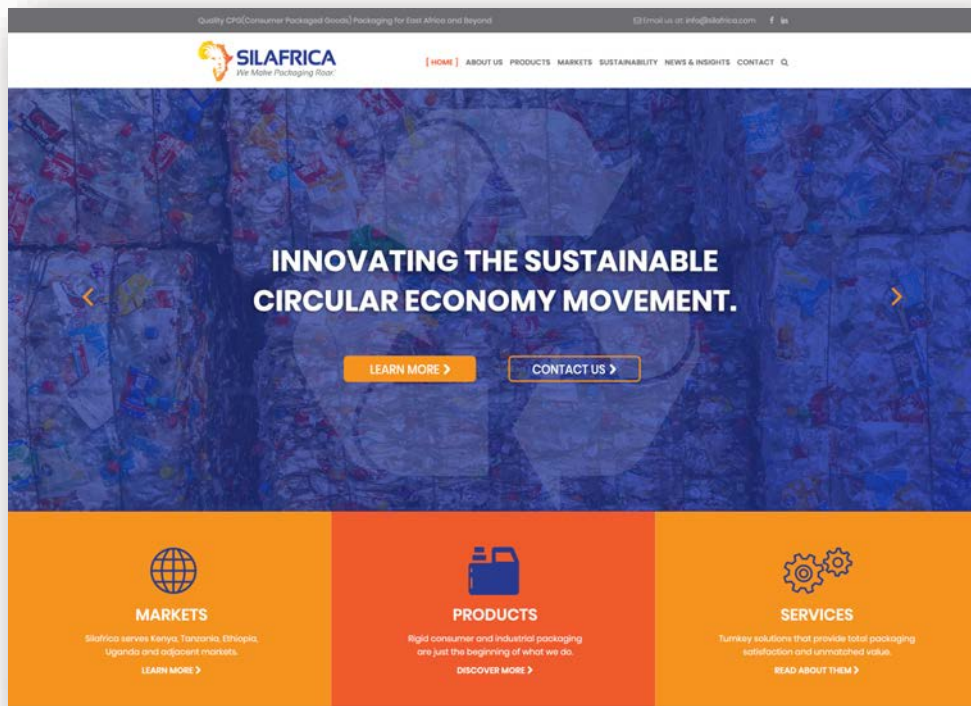
CUTTING-EDGE PLASTIC PACKAGING TECHNOLOGIES TO DELIVER POWERFUL MANUFACTURING RESULTS.

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LION UNIVERSITY
Hear Us Roar.



LION PRIDE

The Silafrika Internship Experience 2020



THE SILAFRICA STORY

WHAT MAKES SILAFRICA ROAR

To make packaging really roar it takes many things.



Innovation
Total commitment to innovative plastic and packaging solutions.



Technology
Developing unique manufacturing technologies.



Efficiency
Leveraging operations efficiency to create world-class plastic packaging.



Solution Focused
Solving the most challenging real-world problems for our customers.

HERE, BEST-IN-CLASS IS MORE THAN A PHILOSOPHY

At Silafrika, the phrase best-in-class is as much about who we truly are as it is about what we do.

It's about employing people who come to our organization with a "best-in-class" set of beliefs, and mindset.

It's about Lion Pride, our unique in-house education platform through which all employees learn and apply best-in-class leadership and technical skills.

It's about upholding best-in-class standards of ethics and morality in the way we interact with each other, our clients and the public at large.

And of course, it's about our best-in-class processes, systems and manufacturing technologies that deliver packaging solutions that respect the environment and consumers prefer.

Best-in-class. It makes Silafrika and our packaging roar.



INTRODUCING

LION PRIDE

Lion Pride is Silafrika's unique in-house education platform.

Through this ongoing educational program, all our employees learn and apply best-in-class leadership and technical skills. Lion Pride is also helping to cultivate the next generation of business leaders by accepting a select number of outstanding "student" interns every year who are poised to begin their careers. Through our "curriculum," each one is immersed in the Silafrika Way and the high standards of ethics and morality that everyone here practices whenever they interact with each other, our clients and the public at large.

During their time here, these young people are encouraged and empowered to develop their talents and skills, and "roar" in their careers. Through their own words, the Lion Pride 2020 Yearbook celebrates their diverse experiences and accomplishments and reveals the career paths they intend to follow. We look forward to hearing their "sounds of success" in the years to come.



A MESSAGE FROM STEPHEN KAMAU

Welcome to the 2020 Edition of the Lion Pride Yearbook.

This past year has been one of advancement and growth for both Silafrika and Lion Pride. During that time, we have proudly seen our most recent class of interns absorb the principles and high standards of our university and apply them as they skillfully carried out their diverse work assignments and interactions with our Silafrika workforce.

Collectively and individually, these young people are outstanding examples of the next generation of business leaders.

I invite you to browse the pages of our 2020 yearbook and read their personal recollections of Lion Pride and how it will help them "roar" as they embark on their careers.



Stephen Kamau
Steven Kamau,
Group CEO

If you would like additional information please contact a Silafrika representative at info@silafrika.com or call +254 722 330476 or visit www.silafrika.com



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12



Silafrica
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Lion Pride is our unique in-house #education platform through which all employees learn and apply best-in-class #leadership and technical #skills.

See our Internship Experience 2020 Yearbook here!
<https://lnkd.in/eTEgyTe>



LION PRIDE - The Silafrica Internship Experience 2020 - Silafrica
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WELCOMES INTERNS TO LION UNIVERSITY!

Lion University is Silafrica's unique in-house education platform through which all our employees learn and apply best-in-class leadership and technical skills. Each person is empowered and encouraged to develop their talents and skills, and "roar" in their careers. New to the "university" are thirty interns, who are being educated in The Silafrica Way and the high standards of ethics and morality in the way we interact with each other, our clients and the public at large. We look forward to hearing them "roar."

Find out more about Silafrica at https://lnkd.in/eva_Vsb.

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LION UNIVERSITY - HEAR US ROAR.



Peter Muthoma | Earned a Bachelor's degree of Technology in Applied Physics with a focus in Industrial Automation
Class of 2018

My Lion University Experience: My experience at Silafrica has been immersive. I have had the privilege to interact with the staff and experience what it feels like to work at Silafrica. These interactions have not only given me a vision of what Silafrica wants to achieve, but they have helped me understand where technology in the Industrial Manufacturing sector is heading.

How I will Roar: I want to focus mainly on data analytics within the industrial manufacturing sector, and help companies improve efficiencies.

LION UNIVERSITY - HEAR US ROAR.



Samuel Gathaga | Earned a Bachelor's degree in Business Communications - Finance
Class of 2017

My Lion University Experience: My experience has been enjoyable as I have been able to learn a lot, especially with interest of things (IoT) and NRC/IRD projects. I learned how to work virtually with teams, which is a valuable skill for my future career. IoT is valuable in the future to ensure an industry is running more efficiently, and reducing downtime in order to ensure maximum productivity.

How I will Roar: I would like to do something that focuses on improving efficiency in systems.

LION UNIVERSITY - HEAR US ROAR.



Everest Owade | Earned a Bachelor's degree of Communication & Journalism - Entrepreneurship & Marketing
Class of 2017

My Lion University Experience: I loved the circular economy project due to its nature of interacting with the community for social good. The teamwork, passion and great ideas from the entire team kept the project alive. Working on the IRD project fulfilled my interest in working in entrepreneurship and business development. It was fulfilling to learn at every step and with every interaction.

How I will Roar: My passion lies in social justice, people relationship and entrepreneurship. It is my goal to work with organizations towards creating solutions that not only add profits but also improve livelihood standards and empower societies to be self-sustainable.

LION UNIVERSITY - HEAR US ROAR.



Isaiah Mutua | Earned a Bachelor of Science in Information Technology with a focus in Computer Hardware and Networking
Class of 2018

My Lion University Experience: I have been quite eye-opening. An opportunity to work on actual projects with deliverables and gaining knowledge from the experts in the organization. I have learned that the future of industrial manufacturing lies in the data derived from IoT devices.

How I will Roar: Working on multiple projects at a time keeps me motivated. I would like to continue working on circular economy projects as well as on Thingos IoT devices and the IRD/NRC project.

LION UNIVERSITY - HEAR US ROAR.



Jacob Ongong'a | Earned a Bachelor's degree in Medical Biotechnology with a focus in Research
Class of 2017

My Lion University Experience: It was very engaging and a learning curve for me. As part of a great team, I listened to their ideas and suggestions and it has helped me work smarter in everything I do.

How I will Roar: Going forward, I would like to be part of Silafrica and work in the Journalism and Sustainable Development Goals (SDG) department. I am passionate about development.

LION UNIVERSITY - HEAR US ROAR.



Nuel Ehimwenma | Earned a Bachelor's degree on AI/ML Launchpad with a focus in Artificial Intelligence and Machine Learning
Class of 2020

My Lion University Experience: It has been very engaging and insightful. I have come to learn a lot about IoT and how it impacts business processes. I have been exposed to diverse opportunities that IoT creates, and when leveraged upon, could improve manufacturing processes and maximize profits.

How I will Roar: I want to become a tech entrepreneur that leverages Artificial intelligence to improve Africa's health sector. As an intern at Silafrica, I would love to explore the data scientist role where I will design data modeling processes, create algorithms and predictive models to extract the data the business needs, then help analyze the data and give optimum recommendations.

LION UNIVERSITY - HEAR US ROAR.



Joel Nyaribo | Earned a Bachelor of Science degree in Horticulture
Class of 2018

My Lion University Experience: It has been an insightful experience because Lion University provided me an opportunity to learn an amassed knowledge, especially being part of the IoT team. I learned how to install the Thingos gateway into plastic molding machines. Also, I had the opportunity to learn about the smart crates and this challenged me to think how IoT can be successfully incorporated in the agriculture field.

How I will Roar: In the future, I would like to be able to give back opportunities to society as Silafrica does. This would mean I will need to come up with ventures that can impact society positively and help alleviate the youth unemployment menace.

LION UNIVERSITY - HEAR US ROAR.



Grace Kamau | Earned a Bachelor's degree of Entrepreneurial Leadership - Business Support & Development
Class of 2020

My Lion University Experience: My experience has been great! I have been able to apply the skills that I have learned from ALX on project management. I also learned the importance of circular economy in the current world in the mitigation of the effects of climate change.

How I will Roar: I will continue creating awareness about climate change and environmental conservation as well as providing recycling solutions for my community.

LION UNIVERSITY - HEAR US ROAR.



Victoria Ochieng | Pursuing a Bachelor's degree of Applied Computer Technology
Class of 2022

My Lion University Experience: It has been an insightful learning journey, especially while being a part of the IoT team. The journalism role has really helped me improve as a communicator, both written & verbal.

How I will Roar: I would like to become an all-round tech-geniuse and start my own venture. Therefore, an opportunity to tap into the IoT internship at Silafrica to grow my skills in that discipline would be valuable. I want to continue being a problem-solver in the near future, especially in the tech-space. At Silafrica, I would like to join the IoT team to learn and grow in this role. I am also an intern journalist for Silafrica and I am eager to continue writing great stories and becoming quite the storyteller.

LION UNIVERSITY - HEAR US ROAR.



Sylvia Wanjohi | Earned a Bachelor's degree of Cooperatives and Community Development
Class of 2019

My Lion University Experience: It has been a dynamic journey for me. I have learned so much through exposure to different projects. I am definitely not the same person I was when I came in.

How I will Roar: I would love to venture into Brand Management and Marketing in the future.

LION UNIVERSITY - HEAR US ROAR.



Calvince Ochieng | Earned a Bachelor degree of Communication and Media with a focus in Journalism
Class of 2019

My Lion University Experience: I enjoyed my time at Lion University. Working on the journalism project was a great opportunity for me as I received valuable insight and support from Mr. Shah, Group Executive Director of Silafrica, and Ms. Munyiri, Executive Assistant of Silafrica. I even had the privilege of interviewing with top-level executives, Mr. Dabweng and Mr. Mutua. They stretched my knowledge in knowing the ins-and-outs of the communications and media field going forward.

How I will Roar: I am looking forward to pursuing a career in journalism, advertising, and marketing. My immediate goal is to secure a job so I can purchase my own home, buy my own groceries, and live sustainably, as my internship with Silafrica has taught me.

LION UNIVERSITY - HEAR US ROAR.



Lorna Munyiri | Earned a Bachelor's degree in Actuarial Science with a focus in Financial Mathematics
Class of 2018

My Lion University Experience: My internship at Lion University challenged me and helped me to learn a lot about the industry. I'm excited about the project that I'm working on, and I've found that proper planning is valuable for my future career. I have come to appreciate the importance of creating a detailed plan before undertaking a task or project.

How I will Roar: I would like to continue working on projects in this field, especially projects that involve environmental conservation.

LION UNIVERSITY - HEAR US ROAR.



Evan Ngugi | Pursuing a career in Technology and Innovation

My Lion University Experience: I learned a lot in my internship, especially in the field of industrial IoT. I received valuable exposure and hands-on experience installing Thingos gateways into two plastic molding machines. I also learned a lot about cloud computing and how to develop a smart crate system.

How I will Roar: I want my career to be in the realm of smart and emerging technologies such as Artificial Intelligence (AI), Data Science and IoT Technology. I look forward to presenting a prototype soon.

LION UNIVERSITY - HEAR US ROAR.



Evy Nyairo | Earned a Bachelor degree of Commerce - Human Resource Management Specialization
Class of 2015

My Lion University Experience: Working on the Circular Economy project has been both inspiring and challenging. We have learned how to demystify ambiguous situations and be innovative in the way we handle challenges. I've learned how to break down complex projects into simple, solvable parts and set realistic timelines for deliverables. In addition, I have learned how to prioritize my work.

How I will Roar: I am passionate about helping people and businesses grow. I would like to venture into consultancy where I will be able to apply the research, project management and analytical skills I have gained to help businesses in Africa innovate and grow.

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Community Safety Products

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— HELPING COMMUNITIES STAYING SAFE —
JOIN SILAFRICA AS WE ROAR BACK AT COVID-19

Much like the communities of Kenya and neighboring countries, Lions form a community group called a Pride. They are a collective of friends, family, and neighbors that protect each other.

Silafrika is ready to protect it's Pride in Kenya and neighboring communities through its ability to quickly produce and distribute products that promote sanitary practices and reduce the spread of the novel coronavirus.

— DISCOVER HOW SILAFRICA IS REDUCING THE SPREAD —

SATO SANITARY LATRINES

SATO's innovative trap doors eliminate odors to keep your home & community safe and sanitary.

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SIMTANK HAND WASH STATIONS

When it comes to community cleanliness, hand washing is paramount. See the Simtank community hand wash stations here.

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WORKING TOGETHER TO SAFEGUARD AGAINST COVID-19

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SATO Latrines

SATO TOILETS PROVIDE SANITARY CONDITIONS IN THE COMMUNITY.

Over 100 million people in the world still lack access to safe sanitation. These people in resource-constrained, who rely on open-pit latrines or simple pits, to defecate, are exposed to infectious diseases, insects, and terrible odors every day.

Silafrica & SATO aim to solve these problems by providing affordable and easy-to-install latrines to rural communities around the world. These products are safe for children and eliminate many of the causes of parasitic diseases.

SATO LATRINES ARE SAFE & SANITARY

It took us four years to design what we call Africa's 52 toilet - a latrine.

— 2000 —

SATO SAFE LATRINES DONATED & DISTRIBUTED ACROSS KENYA.

100,000
100,000
100,000
100,000

THANK YOU TO OUR FUNDING PARTNERS

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The Safe Water & 2015
Challenge
SATO
ChildFund
SATO

SATO TOILET INSTALLATION IS SIMPLE, FAST AND HYGIENIC

Latrine installation is a simple process that takes only 10 minutes to install and only costs \$100 per toilet. The toilet is made of plastic and is easy to install and use. It is also safe for children and eliminates many of the causes of parasitic diseases.

PHOTO GALLERY

AVAILABLE SATO SAFE LATRINES

SATO Plus
Available for \$100 per unit (includes materials and labor for 100 outside of Nairobi).

SATO Plus
Available for \$100 per unit (includes materials and labor for 100 outside of Nairobi).

READY TO MAKE AN IMPACT?

Help to help us in helping your community meeting strategic Sustainable Development Goals. The World Bank, UNICEF and USAID are helping us to improve the living standards within your local community.

First Name: _____
Last Name: _____
Email: _____
Phone Number: _____
Address: _____

STRATEGIC PARTNERS

SATO **MAKE A SPLASH!** **LIXIL** **WATER** **THE WORLD BANK**

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SILAFRICA
The Paper Packaging Group

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Hand Washing Stations

Kenya | Hand Washing Stations


HAND WASHING STATIONS FOR A SAFER COMMUNITY.

Much like the communities of Kenya and neighboring countries, Silava Farms is a community group called a Pricha. They are a collective of friends, family, and neighbors that protect each other.

Silafica is ready to protect it's Pricha in Kenya and neighboring communities through its ability to quickly produce and distribute products that promote sanitary practices and reduce the spread of the novel coronavirus.




SANITARY HAND WASHING WITH SIMTANK



NYAMBURA KAMAU
CONSULTING ENGINEER | VIANDIA AFRICA GROUP

It can serve up to 120 people within 10 minutes.



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SAFE HAND WASH STATIONS DONATED & DISTRIBUTED ACROSS KENYA PROVIDING UP TO 20,000 HAND WASHES PER DAY.

Contact us at the bottom of this page to help us reach 100,000+ washes per day!

SIMTANK HAND WASH STATIONS




Watch the video to learn more about the sanitary hand wash station features:

- Provides up to 2,000 washes per week
- 100 People can wash their hands in 10 minutes
- Includes dispensing solution to provide for users
- Four compartments make it easy dispensing solution per use.
- Simple water collection for safe disposal
- Durable & easy to install



THANK YOU TO OUR PARTNERS

PHOTO GALLERY

READY TO GET INVOLVED?

Play a key role in inspecting your community working alongside international companies like The World Bank, Silafica and Unilever to improve the living standards within your local community.

First Name:

Last Name:

Email:

Phone Number:

Company Name:

Message:

I am interested in the following hand wash products:

SIMTANK 100L

Submit

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Personal Protective Equipment (PPE)

PERSONAL PROTECTIVE GEAR FOR A SAFER FACILITY.


Much like the communities of Kenya and neighboring countries, Silafrica is a community group united in PPE. They are a collective of friends, family, and neighbors that protect each other.

Silafrica is ready to protect it's PPEs in Kenya and neighboring communities through its ability to quickly produce and distribute products that promote sanitary practices and reduce the spread of the novel coronavirus.




PERSONAL PROTECTIVE EQUIPMENT FROM SILAFRICA

Video: **AKSHAY SHAH**, GROUP EXECUTIVE DIRECTOR | SILAFRICA
 who have got hundreds of others who are doing together



- 500 -
 PPE GOWNS & CAPS DONATED AND DISTRIBUTED ACROSS KENYA.

PHOTO GALLERY



Play a key role in impacting your community working alongside international companies like The World Bank, Silafrica and UNICEF to improve the living standards within your local community.

First Name* Last Name*

Phone* Phone Number*

Company Name*

How would you like to be contacted? (select one)*

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Expansion of PET Preform Production in Silafrica Tanzania

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Expansion of PET Preform Production in Silafrica Tanzania

By Akshay Shah

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Silafrica, a leading manufacturing company and the top packaging supplier to East Africa and its surrounding regions has recently increased their production capacity by investing in a new machine in their factory in Tanzania, which utilizes the PET preform material to produce high caliber products.

A PET preform is a test tube-shaped piece of plastic that is made by a process called injection molding, using a plastic called PET (Polyethylene Terephthalate) producing material for liquids and food containers. The group, with a presence in Tanzania, Kenya, Uganda, and Ethiopia is known for setting benchmarks in the manufacturing industry with their high-quality standards in terms of customer satisfaction and in adopting top of the range technological equipment. In December 2019, the company made a huge investment in a new Husky-3 machine which will aid in expanding their PET preform capacity in their production. The Husky-3 is a Tier 1 level machine that produces high-quality preform, operating on highly efficient production conditions.

Silafrica Tanzania, with four preform machines in their plant, makes high-quality products with the majority of them running at 95% OEE (Overall Equipment Efficiency), which is significantly higher than the recognized industry standard of 85% OEE. Their newest investment, the Husky-3, has an impressive capacity to produce 350,000 pieces of preforms per day from the previous 200,000 pieces from the Husky-1 and 2. This has increased its production capacity by 32% and has given their customers increased confidence in the company and other substantial benefits that can be attained from increased yields. It has seen them also gain confidence and support from their loyal customers.

The fully automated machine has an electric fore clip that feeds material into the machine and can automatically heat up, inject, mold, cool, and eject the preform product by itself. The packaging is done through minimal human contact to maintain the company's maximum hygiene and sanitary standards in their products. It also requires very minimal human supervision and helps to maximize on utilizing manpower.

Other notable advantages of the PET preform machine are that it efficiently cuts downtime and saves on energy, therefore minimizing production costs. The PET product is also easily recyclable. Used bottles can be re-collected and made into finished products such as fibre-fill for duvets and pillows, PET trays for fruit, geotextiles, and even brand-new bottles. Silafrica Tanzania's CEO, Mr. Alpesh Patel, is passionate about the circular economy and sits in the PETCO board working with the Tanzanian government to help promote a circular economy through PET recycling.

Additionally, the company understands the need for relevant skills in their plant to leverage more local and expert manpower. Because of this, they provide the necessary training for their employees on how to operate the machine through experts who train the local engineers. They help develop the skills to the many employees who operate the PET preform machines. Silafrica is on track in performance leadership and in maintaining its high manufacturing quality and standards, having also been recognized as being one of the pioneers to adopt the impressive technology in Tanzania, with no other plants competing across the board.

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Silafrika Launches the First Smart Crates in Africa for Twiga Foods

By Akshay Shah
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(Nairobi, Kenya – May 2020) Silafrika is making packaging roar yet again with the introduction of the Smart Crate Technology for Twiga Foods – a Kenyan company that sources, delivers and removes the barriers to quality produce from Kenyan farmers to retailers in urban areas. The Smart Crate will be the first-ever of its kind on the continent, and Silafrika is at the forefront as the first African-based leading sustainable packaging supplier to introduce this technology to its customers. The crates, made from 100% recycled plastic, represent a major milestone in line with the company's commitment to a circular economy, and in creating responsible and sustainable solutions that respect the planet and its biodiversity.

The technology uses an integration of Radio Frequency Identification (RFID) and Near-Field Communication (NFC), which use radio waves to send real-time data as the crate moves from one touchpoint to another. The crate will be frequently scanned at specific checkpoints within the course of its journey using the tags on the crates. It enables the farmers to consumers key information about the product with a single tap of their phone. Thereafter, they can follow the course of the produce's journey from the pick-up point when it leaves their farm to the drop-off stage, when it reaches the vendors in the market, ensuring that they are actively involved throughout the process.

An upgrade to the regular crates would enable geolocation advantages as well. This will be vital for Twiga Foods when tracking the number of crates en-route, how much product is on transit, and how many trucks would be required to transport all the produce. The crates are then brought back for reuse afterwards. This offers operational and logistical advantages that will assist in minimizing post-harvest waste, offer efficient management of their distribution channels, and aid in utilizing their resources more efficiently for a more streamlined and sustainable approach to distribution.

Usually, when farmers produce the products, they need the means to transport them in safe secondary packaging that would ensure that their produce can reach the markets in the best quality possible. Silafrika's Group Executive Director, Akshay Shah states, "The thought process behind the crates' unique design will be able to prevent damage to the fresh farm produce, ensuring that it arrives to the end consumers safe and sound."

For Silafrika, it is the commitment to create value for their customers from technology leadership, circular economy and performance delivery that is the motivation in adopting the Smart Crate technology. The recyclable crates are in line with Silafrika's goal of creating a circular economy that protects the environment and makes intentional sustainable decisions that aim to minimize waste and conserve our limited resources in our environment. At the heart of the circular economy concept is the aim to keep materials in an infinite circular reuse and recycle flow with minimum waste of energy and water resources. It helps keep products in use while making sure that they are completely recyclable at the end of their lifecycle. This means that there is inherently no need for creating new secondary packaging every time the product is ready to be transported.

This is an important milestone for all of us because it relay's the manufacturing industry's dedication to actively take part in using the environment's limited resources sustainably. The farm produce can arrive to our shops and homes in the best quality possible with minimal losses, which means a win-win for the farmers and consumers. The reusing, plus recycling, means that we are taking the necessary steps that will enable us to leave the environment better than we found it while gaining from its resources sustainably in the process.

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Expansion of Silafrika Factory in Ethiopia

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Expansion of Silafrika Factory in Ethiopia

By Akshay Shah
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Silafrika, a leading packaging and manufacturing company in East Africa, with a presence in Kenya, Tanzania and Ethiopia has recently relocated to a larger location in Addis Ababa, Ethiopia.

The move took them three months, starting from last year in October and was finalized at the beginning of this year in January 2020. This has seen the company increase its production capacity by 75% and has paved the way for several other benefits.

The factory had initially launched its operations off the A5 road in Addis Ababa, Ethiopia in April 2016 with a plastic injection molding service, producing rigid plastic packaging for the food and beverage industries for breweries and soft drink companies in the form of bottle crates. The packaging utilizes rigid plastics with a relatively inflexible shape or form for various sturdy packaging applications.

Production is set to increase further with the new additional space in the factory site off the exit at Ringroad. The company site is a zero polluting factory that does not emit any waste materials into the water, soil or air, and is an environment-friendly green site that has acquired 100% clearance from the local bodies.

The organization had been experiencing limitations in extending their production, services and customer base due to the factory size in their initial premises. The new location has provided ample space for seven machines from an initial number of four, thus broadening their production capacity by 75%. The increase will enable them to expand their customer base and cater to more of their client's packaging needs furthering their mission of reaching customers across Africa.

Additionally, Silafrika is a leading manufacturing company that could serve as a learning hub for the local talent who are keen on acquiring the skills in manufacturing technology and capacity building. According to Silafrika's Ethiopia CEO, Mr. Vimal Arya, the company is now set to create a larger footprint into the market with a growing customer base that will provide more opportunities in the food and beverage packaging industry in Ethiopia. Ethiopia has the second-largest population in Africa and is under growing pressure to tackle unemployment. The additional space in the new Silafrika Ethiopia site is set to aid in creating more employment opportunities for a team of local players in the capital. Thus far, they have been attracting top talent into the organization and are set to grow further by creating more employment opportunities. They are now looking to stabilize their growth into the market and are very eager to attract the best in class stakeholders to build a world-class company together.

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Wake up call for Manufacturing in a post Covid-19 world

By Anthony Shah, Executive Director, Silafrica

The manufacturing world has been shaken to its core over the last few months, but all other sectors have, since the COVID-19 outbreak in late winter/early spring. In a post-COVID-19 era, most experts in the manufacturing sector would argue that successful factories are those that achieved positive economic outcomes of some sort and prioritized processes to the point of full automation or at least robotics, digital data and analytics.

In a matter of 12 weeks, this undeniable reality for successful manufacturing has led to a world where global supply chains have been disrupted to the point where efficiency is not really a viable option as the manufacturing sector has been forced to adapt. Most of us are now more exposed to the threat of future shocks to the world's manufacturing sector than ever before. We have to be ready to adapt and move forward. My thoughts on this new way forward are based on the following key areas of transition:

1. From Centralized to Decentralized
2. From Standardized to Agile and Flexible
3. From Linear to Circular Economy

Using the example of the plastics manufacturing sector, which I have almost 30 years of experience setting up and managing multiple estate factories in different countries, here is how the sector could have been made ready for a successful manufacturing model:

1. From Centralized to Decentralized

The case for specialized manufacturing was made because of economies of scale. Accumulating massive manufacturing capacity in one location means lower capital spend per unit of output and lower supply and inventory overheads to run this centralized plant.

A decentralized manufacturing model made full extensive economic advantages such as smaller scale and easier to manage capacity or hundreds of smaller factories around the world. This is where remote areas can manage, transport and control using MES, industrial IoT and automation because the new localized ability for manufacturers' equipment together used to design machines that achieve higher output with lower energy consumption, higher automation and more capability to utilize resources. Plastic resin molecules supplied used to create localized plants that convert the whole plastic back into new circular plastic for their local region. This is a key to success in a circular economy. The new model is to use local resources to create and support more local before recycling, such as reusable packaging instead of single-use packaging as an example.

At Silafrica, we have been on the path towards circular packaging for several years, and since the start of 2020 we have been retooling our existing machines, industrial IoT with Thingify. And our 30-year and shared operations experience model called 'The Silafrica Way' is key to finding the right capacity platform to localize and manufacture best practice process at our different manufacturing locations, which helps us address such issues as plastic waste while being decentralized.

2. From Standardized to Agile and Flexible

One of the key ways to reduce costs in mass manufacturing is standardization of products & processes combined with very production runs, especially because changeovers from producing one product to another involve extra tools, specialized labor and spare time. This started off as a default policy in the early 1950s when production of food material had more than 1000 product variants. A hundred years later, there has been enough technological change to move towards a different model but change is a complex process and slow to implement.

Agile and flexible manufacturing requires that all existing the food product and their opening of the plant to be able to produce different products. Changeover can happen without significant downtime and cost, where product change is not just made on a finished product but also on the manufacturing process itself, where your program of demand driven or 'make-to-stock' production planning requires product changeovers, and the technology keeps up with the right 'fit' along with it. Because the sector more moved on a demand driven for speed and flexibility, that changeover, demand, and therefore becomes their result.

At Silafrica, we have been producing both rigid and soft manufacturing materials during our 30-year history over 25 plastic bags from the kitchen multiple and have our Organization Development Department (ODD) that has been able to deliver what we all need to be able to go back to producing and making it all work with agile technology and a high amount of automation & integration from the board level to the shop floor, and controlling it with a modular product design with flexible materials. We have worked across the entire value chain from materials to end customers. Another example of agility is our new automated 300-gram top injection compression-molding line can produce total changeover from one brand to the next in under 10 minutes.

3. From Linear to Circular Economy

If you know me, then you probably know that I can really passionate about recycling and understanding the path to a circular economy and one of the plastic manufacturing sector. But since all value chains that exist involve from the earth for extracting raw products to use to drive our economies, and again, this is a broken from the point where a take-make-use - reuse plastics has defined a default model which more and more no longer is sustainable but keep being growth of the economy, the planet and its living ecosystem (which includes humans by the way).

One might wonder how does moving to a circular economy contribute to economic growth, and also why are talking about circular economy in the context of managing in COVID-19 times.

The first point about economic growth is that consumption drives the economy, but this consumption does not have to be one-way and single-dimensional. Moving to a circular economy means a huge opportunity for new business models and products. More, reuse and recycle a product, and keep the industry thriving within the circle instead of ending up in the environment, and plastic, the material companies are not ready to give up of business. But - how just need to give to the oil-based energy companies as being, it is a different business model to change. Circular models from renewable sources & materials recovery rather than extraction.

The second point about moving to a COVID-19 ready is that a circular economy supports decentralized and agile manufacturing. By re-using circular economy is clearly linked to keeping the most basic of materials in whatever form within use and within a local economy. Also, products designed for the circular economy are modular to facilitate reuse and repair, this also means the production more agile and responsive to a demand driven supply chain.

At Silafrica, we are committed to manufacturing only 100% recyclable packaging by 2025, and as that journey we have introduced several smart packaging innovations that use recycled materials for industrial or home packaging including an exciting product 'Tugid' made that says there is a digital that supply chain from farm to retail. More people are understanding for non-food packaging as well as consumer ready for both food and non-food packaging. It is a team effort which needs the entire value chain to work together, and we become only 100% RSCD that want to go circular to succeed with us.

This new normal in a COVID-19 era is going to last a while longer after the vaccine is widely available, because the threat of a pandemic is no longer just about a flu-like virus in 2020 but rather it is a reality that world population is living in a common era, and that is coping in 2020 in our collective global mindset that we are at the mercy of nature, and therefore must operate in a more agile, resilient, decentralized and circular way in all aspects of our business.

About Anthony Shah

Anthony is a father, a family man, and a goal with a passion for leading entrepreneurial ideas that create real impact on the quality of life for people from all walks of life.

Early years were defined by his role as the chief executive of 30 years ago, and spending afterwards with his father as a plastic packaging manufacturing company before moving to become the country's biggest management consulting firm.

The next 20 years were spent setting and operating manufacturing businesses in food and drink Africa, and now manufacturing business in the USA. Along the way, through process and product innovation in the past 7 years, Anthony has gained towards a more engaged approach towards business, not only manufacturing but also going back to his childhood passion for technology.

Today, Anthony's role as a father, a family man, and a goal, technology innovation and circular economy, and outside Silafrica, he has been instrumental in leading International Organization in East Africa, Chairing the Young President of a professional body in Kenya with a focus on driving digital transformation, contributing to the social equity accelerator in East Africa for both unbanked startups by setting up the Industrial Bank Bank, and managing impact driven team startups with a potential to disrupt the status quo in traditional industries.

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East African packaging leader Silafrika converts production capabilities to serve the greater good during COVID-19 pandemic

By Akshay Shah

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(Nairobi, Kenya - April 2020) In many ways, both small and large, corporations are stepping forward in unified support of combating the Coronavirus, some directly and others in somewhat indirect ways. One company in particular is quietly making significant contributions to improve the health and livelihood people throughout Africa in the name of sanitation, cleanliness and dignity.

That company is Silafrika, a manufacturer and supplier of plastic and packaging solutions for corporations, consumer packaged goods (CPGs) and consumers. Silafrika recently took a decisive step to help East African communities combat the current health crises by retooling a portion of its manufacturing capabilities at its Kenya & Tanzania production facilities to increase faster and more affordable access to three much needed products throughout East Africa and beyond: high throughput, touchless hand washing stations, closed-pit latrines or safe toilets, and PPE coversalls.

As recently reported by UNICEF, more than 5.8 million Kenyans are lacking access to a safe sanitary toilet and instead either open defecate or use open-pit latrines from which flies come out and spread disease. For high density low income residential areas, this is a time bomb waiting to explode as compromised health & immunity among any population is the last thing we need during this COVID19 crisis. To tackle this humanitarian crisis, and in realizing the goal of safe and affordable toilets for the general population, Silafrika is working in conjunction with SATO, a leader in sanitation solutions and part of the LIXIL group, the world's largest toilet manufacturer which also includes American Standard among its many well-known brands.

"We are proud to be partnering with SATO, and a true innovator in this category and the leader inventory solutions that provide affordable and easy-to-install safe closed-pit latrine toilets to vulnerable communities throughout East Africa," states Silafrika's Group Executive Director, Akshay Shah.

The proven and durable SATO designs include toilets in three formats: a stool version and two squat plate versions: one basic squatting style and one with a foot pedal area, which would be ideal for more rural environments where the surface area may be dirt versus cement or tiling. All three models come with an automatic closing mechanism to reduce odor and more importantly, prevent flies from coming out of the pit. The stool design is ideal for the elderly, pregnant women and children. The ultimate goal of Silafrika's partnership with SATO is twofold: 1) to improve the health resilience of the general population, who don't have access to flush toilets, and 2) to give this population the dignity of having the basic human right to safe sanitation.

"Our relationship with SATO is just the latest example of Silafrika's commitment to having a positive, meaningful social impact on the people and the communities we serve," adds Shah, "included in our recent efforts have been the production and distribution of safe hand washing units, remanufactured grid ties for protecting agriculture output from soil erosion, PPE and a variety of other products that bring health and dignity to families throughout the region."

Currently, Silafrika has the capability to produce 1500 units per day in each country and can readily ramp up manufacturing capacity to twice that number. In the interest of serving the greater good, and reaching as broad a population as possible, Silafrika will be offering the toilets to local and regional communities for the most affordable price point. Production of the safe toilet designs are scheduled to begin immediately, with Silafrika factory workers going out into neighborhoods and communities to personally assist with installation. Silafrika welcomes other factories to join this cause and employ their factory workers to positively impact and contribute to vulnerable communities who need safe closed-pit latrine toilets to prevent the spread of diseases such as cholera, typhoid and dysentery.

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Moving From A Linear To A Circular Economy

By Akshay Shah
March 6, 2020

MOVING FROM A LINEAR TO CIRCULAR ECONOMY
AKSHAY SHAH, GROUP EXECUTIVE DIRECTOR
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SILAFRICA

In this presentation created by Akshay Shah and the team at Silafrica, we breakdown the difference between an industrial mindset, a recycling mindset, and a circular economy mindset.

INDUSTRIAL MINDSET Conventional Thinking	RECYCLING MINDSET Focus on Materials Not Energy & Water Footprint	CIRCULAR MINDSET Resource Material & Energy
<p>Linear Economy</p>	<p>Recycling Economy</p>	<p>Circular Economy</p>

LINEAR FLOW OF MATERIALS

OUR CURRENT REALITY IS NOT CIRCULAR

CIRCULAR FLOW OF MATERIALS

PACKAGE DESIGN

MOVING FROM RECYCLING TO CIRCULAR ECONOMY PROJECTS

CHALLENGES & PARTNERSHIPS

- Most packaging is not recyclable
- Consumer choice based on ignorance
- Few cities will take it
- Funding ecosystem not aligned
- Build packaging materials & design for circular economy
- Change consumer awareness to circular economy
- Propriety & resource allocation in circular economy
- Refocus funding mechanisms for circular economy

WHAT IS AT STAKE?

- Global Warming
- Generation Justice

My need teamwork!

SILAFRICA
AKSHAY SHAH, GROUP EXECUTIVE DIRECTOR
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Silafrica Endorses KAM's Launch of Kenya Plastics Action Plan

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Silafrica Endorses KAM's Launch of Kenya Plastics Action Plan

By Akshay Shah

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Silafrica, in a show of solidarity with other leading manufacturers, has endorsed the launch of the Kenya Plastics Action Plan, a comprehensive effort to manage plastic waste in Kenya.

(Nairobi, Kenya—March 2020) Silafrica, an award-winning manufacturer and supplier of packaging solutions, has joined other top Kenya-based manufacturers in endorsing the launch of the Kenya Plastics Action Plan, a global long-term initiative of the Kenya Association of Manufacturers (KAM).

This private sector-led initiative and Action Plan aims to bring manufacturers together to embark on collaborative strategies toward a circular economy focused on the sustainable manufacture, use and recycling of plastics in Kenya. The plan resonates with New Plastics Economy (Ellen MacArthur Foundation) Global Commitment, AEPW (Alliance to End Plastics Waste), and other long-term programs that address global plastics waste management. KAM and its members have endorsed the Charter, citing the Circular Economy approach as a model approach to the global waste challenge largely created by the outcome of the industrial Age that perpetuated the Linear Economy.

Silafrica's Group Executive Director, Akshay Shah, a leading expert and advocate in circular economies, in recent months has been an active participant and panelist at several of KAM's events, leading up to the launch of the Kenya Plastics Action Plan in September 2019. Akshay's extensive knowledge of Circular Economy issues makes Silafrica well-positioned to positively impact forthcoming efforts of the Kenya Plastics Action Plan.

By endorsing the Action Plan, Silafrica and other manufacturers agree to support a long-term initiative that will incorporate policy suggestions to the Kenyan government and commitments from industry to support and promote sustainable design, production and after-use markets of plastics; plastic collection management and other systems infrastructure; and Extended Producer Responsibility (EPR) schemes. The formal document has been officially launched and provided to the public for review.

The launch of the Kenya Plastics Action Plan will provide ample opportunities to engage with the media to boost publicity for upcoming events as part of KAM's commitment to sustainable and competitive manufacturing in Kenya.

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Silafrica Primed to Partner with CPG Companies Looking to Break into African Market

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Silafrica Primed to Partner with CPG Companies Looking to Break into African Market

By Akshay Shah

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(Nairobi, Kenya - February 2020) For multinational consumer packaged goods (CPG) companies looking to break into the African consumer market, there is good news: Africa as a whole offers enormous potential to connect with a new generation of consumers who are increasingly becoming more aware of and interested in the brands available to them. But the challenges of breaking into African markets are many and varied, mainly because of the sheer size of the continent and the diversity of countries and cultures within, not to mention the nearly 2,000 languages spoken here. There is no one product or approach that works for all, and consumer opinions and perceptions vary widely by country, region, city, town or village.

So how can a company make inroads in a marketplace that is extremely complex and entirely unfamiliar? CPG companies that have the greatest success in Africa make an effort to learn from, and frequently partner with, established African corporations that understand consumer products, best business practices, marketing and the media, and the government and political landscape. Silafrica, a leading manufacturer and supplier of plastic and packaging solutions for corporations, CPGs and consumers, is ideally suited to be that partner for CPGs entering the African market. A "best-in-class" organization, Silafrica has a reputation for excellence and is regarded as an exemplary corporate citizen. The company is committed to integrity and high standards, the embodiment of which is "The Silafrica Way," a set of guiding principles by which employees at every level are developed, empowered and evaluated.

Many multinational CPG companies already look to Silafrica as a trusted partner valued for their expertise and capabilities in manufacturing as well as distribution and supply chains, including Coca-Cola, Diageo, Unilever, Heineken, Pepsi and others. Silafrica creates sustainable, rigid packaging solutions for many different industry sectors, including food and beverage, cosmetics, pharmaceuticals and chemicals. Silafrica's Group Executive Director, Akshay Shah notes, "Our sales and manufacturing teams excel at helping CPG companies with their particular packaging needs while also being mindful of costs and solutions that are sustainable."

Akshay, who has emerged as a thought leader in the areas of sustainability and the circular economy movement, is deeply committed to reducing waste and promoting reuse and recycling in the manufacturing process. In addition, Silafrica is aligned with the United Nations' Sustainable Development Goals, which include 17 global goals set by the UN General Assembly in 2015 for year 2030.

Always looking to stay ahead of the pack, Silafrica recently announced they will be the first African company to make use of Smart Crate technology, designed specifically for produce. Now, companies like Twiga Foods, which sources crops from 8,000 farms, can use smartphones to receive real-time data at critical points in the supply chain.

Ever the innovator, Silafrica has positioned itself as leading the way in sustainable solutions and cutting-edge technologies, making the company an ideal partner to introduce CPG companies to the African way of doing business.

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The Silafrica Way – The Secret to building Operational Excellence DNA

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The Silafrica Way – The Secret to building Operational Excellence DNA

By Akshay Shah
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Silafrica is achieving excellence overall and across select key areas—including corporate, environment and social impact parameters—through an organization-wide commitment to embody the vision and values of “The Silafrica Way.”

(Nairobi, Kenya – February 2020) Over the past several years, Silafrica has been steadily building a reputation as an award-winning manufacturer and supplier of plastics and packaging solutions in Africa and exceptional corporate citizen. The company has achieved this distinction by creating a set of guiding principles for all employees, known as “The Silafrica Way,” representing the culmination of 25 years of hard work.

Every employee and team, as well as executive leadership, are measured against how well they follow The Silafrica Way, which is built on Silafrica’s five core values of doing the right thing, being authentic, being open to learning and unlearning, keeping it lean and becoming world-class together. The Silafrica Way gives employees a common vocabulary and shared practices that help ensure consistent and sustainable results as well as a passion for excellence.

“We created The Silafrica Way as a means to help us optimize the speed and efficiency of our operations, reduce waste, help our employees thrive and grow professionally, and continually ensure the safety and productivity of our physical environments,” said Silafrica’s Group Executive Director, Akshay Shah. “Having a shared desire to consistently offer world-class performance has made us stronger and better equipped to face virtually any challenge that may come our way.”

The components of The Silafrica Way are called “Gears,” focusing on twenty-different types of best practices that help manufacturing companies become better, faster and more competitive through focus on five key areas of enhancing morale and safety, improving quality continuity, reducing costs sustainably, increasing value chain throughput and leveraging technology. Inside each focus area, are the individual Gears which are grouped under the following structure:

- Enhancing Morale and Safety:** Cleaning and Organizing, Goals Alignment, Problem Solving, Workplace Discipline
- Improving Quality Continuously:** Quality Assurance, Supplier Development, Plant Maintenance, Zero Monitoring, Multi-Skilling
- Reducing Costs Sustainably:** Waste Elimination, Empowered Employees, Methods Improvement, Efficiency Control, Conserving Resources
- Increasing Value Chain Throughput:** Quick Changeover, Coupled Manufacturing, Planning and Scheduling, Reduce Work-in-Process
- Leveraging Technology:** Information Systems, Manufacturing Technology

The program for each Gear encompasses: a clear definition of the skill, description of best practices, goals to strive for, a visual map showing the steps from introduction/lack of knowledge to providing world-class service, problems that may occur, essential information, key measures and how to make improvements, and a benchmarking based audit checklist. As employees progress through the ascending levels associated with each Gear, there are benefits to the employees and to Silafrica as well. Already, The Silafrica Way has led to greater efficiency and quality in manufacturing, more professionalism and collaboration in the work environment, and greater synergies that save time and money and increase productivity.

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Our Executive Director, Akshay Shah, recently participated in the 9th edition of the [#WhatsGood](#) series, where the future of work with a local first perspective and how it all connects to the global trends was discussed.

Read the article on Medium here:
https://lnkd.in/ekM_AUT



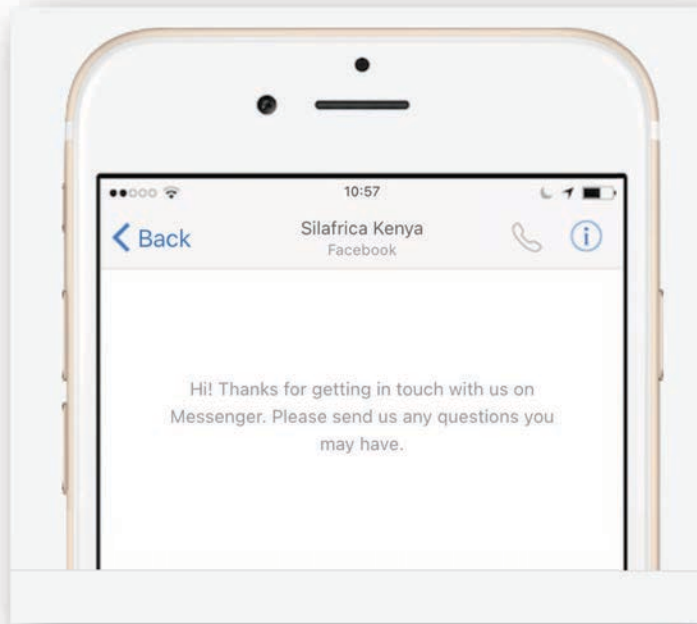
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AKSHAY SHAH
GROUP EXECUTIVE DIRECTOR



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