



STEER strengthens Design & Engineering capabilities to drive innovations & new technology development for Plastics Industry

30+ design professionals to accelerate development to commercialisation

BENGALURU, January 17, 2017: STEER, creator of advanced platform technologies that effectively transform and functionalise materials in the fields of plastics, pharmaceuticals, food & nutraceuticals, biomaterials and biorefining, today announced expansion of its Design & Engineering capabilities to drive innovations and technology for Plastics compounding. With this, the combined strength of the design and engineering professionals at STEER has risen to 30.

The newly-created **Advance Design and Engineering (AD&E)** team will steer innovation and create new machine concepts, component technology, prototypes and undertake testing-validation with cost-effectiveness and customer value proposition at the core. Once the new technology or innovation is cleared, the AD&E will hand over the machine commercialisation engineering to the **Operational Design and Engineering (OD&E)** team. Specialised engineers, Design and AutoCAD professionals, and Mechanical engineers will work in a collaborative framework to transform the innovation into a successful product / technology.

Commenting on expanding the Design and Engineering capabilities, **Mr. Atanu Maity, President and CEO, STEER Engineering**, said, *"STEER has pioneered the technology for materials transformation in plastics and continues to remain the sector's torch-bearer. With the fractional lobed invention, we transformed the co-rotating twin-screw extruder into a 21st century Intelligent Compounding processor. We understand the technological challenges faced by our customers in machine maintenance and ensuring operational efficiency. We continue to innovate and develop new technologies and designs that add value to our customers' businesses to maintain growth."*

STEER is enabling next-gen applications, and the industry has realized the importance of the fractional lobed technology in processing shear-sensitive materials. Consequently, it is imperative to strengthen and expand the Design and Engineering function at STEER. The carefully-selected members of the Design team will play a pivotal role in bringing new technology to the market from the customer-centric perspective.

"Innovation has been at the core of our business. We foresee the need for transformational change in technology that can elevate the sector we serve. We are also aware of the fact that technology development is creative, and requires a systematic and dedicated approach to guide the processes. Our aim is to achieve a bigger paradigm shift in materials transformation through continuous innovations and technological breakthroughs," Mr. Maity added.

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The AD&E team will cater to the needs of the market and customers arising out of the company's initiatives, such as the patented Fractional Lobed Processor, B2C machines, Next Gen OM20/30, and multidiscipline machine concept. The ADE The team will continue to participate in Pre-Order Inquiry stage to Post-Order Release to managing Product Lifecycle focusing on customer needs, PDR (Performance, Reliability and Durability), and manufacturability.

About STEER

STEER is a creator of materials platform technologies that transform and functionalise materials in the fields of **plastics, pharmaceuticals, food & nutraceuticals, biomaterials and biorefining**. Founded in 1993 by Dr. Babu Padmanabhan with a vision to **steer a new world**, STEER today has 5 global offices and 10 satellite offices, serving over 39 countries and employs over 500 gifted engineers, scientists and technicians across the globe. With **60 patents for breakthrough innovations**, the company is committed to the design, creation and implementation of advanced platform technologies, components, elements, peripherals and applications that help in the creation of safer, stronger, lighter, more sustainable products.

For more information, please visit www.steerworld.com & www.steerlife.com or write to shyam.pani@steerworld.com