Ben Daniel with Anam of Siam Toppan Packaging on how SisTrade's MIS|ERP is driving efficiency, sustainability, and Industry 4.0 integration.

Success Stories:

Siam Toppan Packaging Co., Ltd., Thailand's leading offset-printed packaging manufacturer, has built its reputation since 1990 on high-quality standards, premium folding cartons, and innovative techniques such as embossing, metallized substrates, and scent packaging. Serving sectors from food and confectionery to electronics and luxury goods, the company has consistently invested in technology to drive efficiency and differentiation.
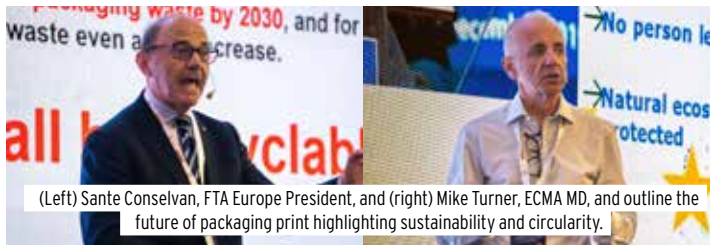
In this pursuit, Siam Toppan implemented Sistrade® MIS|ERP, a move that senior executive Anon Chotkittipong described as pivotal in reshaping operations. "For us, consistency is everything. We needed a system that could unify our operations — from quoting to scheduling — in one platform. With Sistrade, we now have real-time visibility across all production stages, transforming how we plan and execute workflows," he said.

According to Anon, the AI-driven scheduling and MES tools have significantly improved planning accuracy, reduced material waste, and enhanced cross-department collaboration. "It's also helped us meet carbon footprint reduction goals, reinforcing our position as Thailand's first carbon footprint certified packaging producer," he added.

By adopting Sistrade, Siam Toppan has streamlined workflows, cut lead times, reduced costs, and set a benchmark for Industry 4.0 adoption in Southeast Asia.

Regional Spotlight

Firas Masri, Director of Country Managers & Partners at SisTrade Software Consulting S.A., has spent more than two decades advancing business development and digital transformation across the Middle East and Africa. He has been instrumental in expanding SisTrade's presence to more than

(Left) Sante Conselvan, FTA Europe President, and (right) Mike Turner, ECMA MD, and outline the future of packaging print highlighting sustainability and circularity.

40 countries worldwide. Commenting on the region's digital shift, he noted: "The Middle East and Africa are at a turning point for digital adoption in packaging. This is the right moment for converters to embrace MIS and ERP solutions. From flexible packaging and corrugated cartons to labels, security, and commercial printing, companies are moving beyond isolated, manual processes toward connected, enterprise-level planning and execution. The drive for automation, transparency, and efficiency is accelerating this change—and those who adapt quickly will be best positioned for sustainable growth.".

(Left) Sante Conselvan, President of FTA Europe, with Firas Masri, Director of Country Managers & Partners, SisTrade Software Consulting S.A.