

PRESS RELEASE

FlexFilms Forays Into Online Space With the Launch Of Its E-Commerce Website 'FLEX-BuzzR'

To Market its Entire Range of Films in European Region

Nuremberg, Germany, Sept 25, 2018: FlexFilms, the global film manufacturing arm of India's largest multinational flexible packaging solutions company, Uflex, has launched first of its kind e-commerce website **FLEX-BuzzR** that will make available complete range of film offerings from its Poland plant to its European Union (EU) customers, at a click of a button. This uniquely designed B2B platform actually lives its tagline '**Shop at Ease, Shop When You Please!**' It was unveiled by FlexFilms International Vice Chairman & CEO Anantshree Chaturvedi at the renowned European trade exhibition *FachPack 2018* in Germany today.



FLEX-BuzzR is intended to supplement Flex Films existing brick-and-mortar business model. The website not only offers its portfolio of films but also allows customers to browse product catalogue, find clear product descriptions, technical specification, its end applications, and also the best deals available. Eventually customers would have the option to create their cart for which a formal order would get generated in real time post confirmation by relevant sales lead. Active production site in Poland offers unique opportunity for European customers to not just pick up readily available rolls (Quick Pick Order) of what they like, but also order as per their customized need at the same time (Made to Order).

Explaining the objective behind launching 'FLEX-BuzzR', Vishal Nayyar, Senior Vice President- Global Business Development at Uflex said, "What makes 'FLEX-BuzzR' unique is that it's an easy to navigate user-friendly site, aimed at offering an uncluttered alternative to its European customers to explore & order Flex's amazing flexible packaging films at their own convenience. This helps us extend engagement with our esteemed customer base in EU, by fulfilling their 11th hour film needs besides being their trusted partner on servicing their planned business for all these years. Besides it being a unique service differentiation in the industry, FlexFilms wishes to utilize this platform to announce its new product launches as also collaborate with the relevant stakeholders online to work on future film solutions of common interest.



During the unveiling of the e-commerce website, Anantshree Chaturvedi, Vice Chairman & CEO, FlexFilms



International added, "With the advent of technological advancement, the world economies have witnessed a boom in e-commerce. Conventionally, packaging films have been sold through the brick-and-mortar model but resource-optimized contemporary converters are itching to have options such as e-buying to manage better, with the skeletal staff that they could profitably employ. With everything being simply a click away at any hour of the day, any day of the week, such an option works wonders for them. In keeping with the tenet of our mother brand, i.e., speed coupled with customer value creation, FLEX-BuzzR will help us enhance our operational efficiencies and offer our

customers better response-time to create even bigger win-wins! Last but not the least; it is an effective marketing tool that enables us to stay connected with our key customers on relevant product developments.”

To browse through Flex Film’s new e-commerce platform, click on the website www.flexbuzzhour.com

About FlexFilms:

FlexFilms is the global film manufacturing arm of India’s largest multinational flexible packaging solutions company, Uflex Limited. With State-of-the-Art film manufacturing facilities in all the 4 major continents Asia, Europe, North America and Africa, our cumulative production capacity stands in excess of 337,000 MT Per Annum.

About Uflex:

Uflex is India’s largest multinational flexible packaging materials and Solution Company and an emerging global player. Since its inception back in 1985, Uflex has grown from strength to strength to evolve as a truly Indian Multinational with consumers spread across the world. Uflex today has state-of-the-art packaging facilities at multiple locations in India with installed capacity of around 100,000 TPA and has packaging film manufacturing facilities in India, UAE, Mexico Egypt, Poland and USA.

All Uflex plants are accredited with ISO 9001, 14001, HACCP & BRC certifications. Uflex caters to markets spanning across the globe in over 140 countries like USA, Canada, South American countries, UK and other European Countries, Russia, South Africa, CIS, Asian and African nations. Integrated within its core business profile are allied businesses like Engineering, Cylinders, Holography and Chemicals which further give Uflex a superior edge above competition.

Uflex Limited is also a part of the D&B Global Database and winner of various prestigious national and international awards for its products’ excellence. Uflex offers technologically superior packaging solutions for a wide variety of products such as snack foods, candy and confectionery, sugar, rice & other cereals, beverages, tea & coffee, dessert mixes, noodles, wheat flour, soaps and detergents, shampoos & conditioners, vegetable oil, spices, marinades & pastes, cheese & dairy products, frozen food, sea food, meat, anti-fog, pet food, pharmaceuticals, contraceptives, garden fertilizers and plant nutrients, motor oil and lubricants, automotive and engineering components etc.

Some of Uflex’s clients on the global turf include P&G, PepsiCo, Tata Global, Mondelez, L’ Oreal, Britannia, Haldiram’s, Amul, Kimberly Clark, Ferrero Rocher, Perfetti, GSK, Nestle, Agrotech Foods, Coca Cola, Wrigley, Johnson & Johnson, amongst others.

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