

# PrintWeek

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**IF I'M NOT BETTER THAN MY COMPETITION, I'VE PROBLEMS: ASHOK JAIPURIA OF COSMO FILMS**

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the way we make products to make it easier to be recyclable.”

The statement holds true as Albea has developed a paper tube – Metamorphosis tube – with a low-profile cap to reduce the amount of plastic. He also touched upon the various range of decorative effects offered by Albea.

Pinto's session was followed by Jatin Takkar, head PSR, Siegwirk India, who presented on safe packaging inks and spoke about the chemical contaminants that enter our body through packaging. “Increase in packaging materials are also increasing the risk of chemical contaminants,” Takkar said.

Citing this, he emphasised the importance of food packaging safety. He also defined what Food Grade now means in today's times, citing FSSAI guidelines.

He said, “FSSAI and BIS have recently revised the norms related to packaging, which is a welcome move. They have outlined the rules for all packaging manufacturers by establishing the food grade concept for primary packaging.”

Takkar also touched upon the three must-dos for ink manufacturers for protecting the future: Ban use of chemicals with carcinogens, upgrade the negative list, and lay the foundation of positive list standards.

It is worth mentioning that Siegwirk went toluene-free in 2017. “Although we had a business impact, it was the right thing to do. This year we are committing to mineral oil-free inks,” Takkar revealed.

He added, “Promote transparency and integration among the supply chain partners for packaging safety, develop specifications at brand owner level or regulatory lever for better communication on requirements, and create monitoring and auditing protocols for supply chain.”

The next session by Gaurav Sathaye, director of United Speciality Inks, touched upon ink-based innovations and speciality and security inks. He said, “Innovation isn't technology, disruption isn't about technology. It is simply doing things differently and doing different things. It could be a simple jugaad.”

To back his statement, he shared some applications where innovative print can be used – brand protec-

tion/anti-counterfeiting, warranty expiry/product lifecycle indicators, children-friendly products, smart labels such as thermochromic wine labels, textorial marketing collaterals, printed electronics and more.

“Brand owners want the best effect, but they want it to always be new, at less cost, and delivered quickly,” Sathaye said, adding, “Today, security and speciality inks can be easily integrated into product packaging (labels and cartons) using conventional printing methods.”

Akil Contractor, director at Print Dynamic, started off his session with a beautiful Urdu shayari. He spoke about special application inks and how it extends to applications such as books and toys. He said that the chemistry of colour change has the widest scope of formulation and “inks and coatings help protect from document fraud”.

Later, B Bhaskaran of Spico Inks gave an overview of his company's portfolio. Rajesh Gandhi, vice president of Fujifilm Sericol India, in his presentation, said that screen printing matches up better with certain applications than most other printing methods. He also explained Fujifilm's expertise across multiple market segments such as signs and display, textile, automotive, labels and packaging, corrugated cartons and more.

During the Q&A session, questions were raised regarding the life of scented inks after it was printed and many more. Pinto highlighted one of the challenges. “Packaging made in India must withstand the monsoon. Packaging that does well in the West, may not necessarily be suitable for Indian conditions.”

Meanwhile, Sathaye said that scented inks are available for the heat transfer process. “However, direct heat transfer could damage the ink's composition,” Contractor added.

Takkar, on the other hand, warned about the so-called biodegradable inks, which was flagged by BIS for false claims without valid proof. “The industry should be aware of that. There are no biodegradable inks available as of now.”

However, on a positive note, Contractor revealed that colour molecules based on vegetables are being developed, which could “lead to the development of biodegradable inks”.



## Marvels made with art and ink

The fourth day of InkWeek was fun and an opportunity to witness some of the print marvels in India, produced with the best inks and paper, with an artistic approach, and user experiences of the ink consumers

Day Four of InkWeek was a visual treat with panellists showcasing the finest products and designs and sharing their views, backed with success stories (case-studies).

Ashwani Kumar Sharma, president and CEO, aseptic liquid packaging business, UFlex, presented how aseptic packaging has been helping brands improve the shelf life of products. He also mentioned how innovation in aseptic packaging, too, can bring greater changes and benefits in business.

He highlighted one of UFlex's six-layer paper-based aseptic packaging solutions with a poly outer layer, a paper layer (liquid packaging board), another poly layer, an aluminium layer, and two more food-grade poly contact layers.

“When the product is filled and sold, the product's life is maintained, and freshness is preserved for a very long period. Consumers get the time and choice. It also adds to the flexibility for the packaging manufacturer,” Sharma said.

Currently, the company is offering aseptic packaging solutions to three categories—juice, alcohol and dairy—and some other niche categories, such as ORC and sauces.

He said, “When we first studied the market, we brainstormed on how to be different. Previously, some Scandinavian countries held the market share, which China followed. We noticed that no major steps were taken to enhance the aesthetics of the pack. All products looked similar, except for the inks used and the carton shapes.”

That's when UFlex conceived the project, but with a different approach, different from anyone in the market.

He displayed some foil-stamped cartons and holographic cartons, doing well in the market. The company has a unit in Sanand with most machines sourced from Germany, Italy, and the USA.

Sharma added, “In the last four years, we grew 100% YOY with a CAGR of 80%. We have also doubled our capacity from 3.5-billion to 7-billion.”

Sharma asserted that UFlex is trying to expand with a vision to become the world's No 2 company in roll-fed technology in the next five years.

The session was followed by Mayuri Nikumbh, head of design at Conran Design Group. She touched upon some of the latest brand designs and strategies curated for international brands, such as, Zydus, Teva and Danone.

Nikumbh said, “We use design to inform, inspire and engage people. Brand strategy is at the core of everything we do. It is an important part of brand creation.”

She added, “Stakeholder communication is important in communicating the purpose and performance of the company, which happens largely through prints, but also with a digital presence.”

She believes that in creating impactful brand transformations, the transformation not only happens to the mother brand but also

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(clockwise) Ashwani Kumar, Mayuri Nikumbh, Sahil Rao, KG Sharma, Jayant Mardikar, Anoop Venugopal and Shail Patel

gets percolated to the sub-brands.

Touching upon the over-engineering aspect of packaging, Nikumbh said, "Over-engineering of packaging increases the use of raw materials; mainly seen in e-commerce and pharma packaging. Other than in packaging, over-engineering is often seen in printing effects."

Pune-based Sahil Girish Rao, director at Akruiti Print Solutions and Unbox Packaging, followed the session. He showcased some of the innovative and large projects for foreign companies.

He walked the viewers through case-studies of a saxophone packaging project and ayurvedic cigarettes. He believes that the quality of materials is paramount in undertaking such crucial projects.

"People are still spending a lot on packaging; we just need to give them the right product," Rao added.

KG Sharma, director at Miraj Multicolour, shared his Udaipur-based company's success story. "At the beginning, we catered to the ice-cream industry. Within two years, we became the leading supplier. Today we have a world-class plant in Udaipur," he added.

He suggested that timely supply is very important in the service industry, such as packaging.

The next session by Shail Patel, director at Gujarat Print Pack Publication, touched upon some of the anti-counterfeiting

aspects of packaging and how the company used ink technologies to attain the desired results.

He stated how inks often took backstage for printers and highlighted the importance of innovation and standardisation of inks.

He also elaborated on how counterfeiting was a primary concern for any business. "This can be addressed by tapping into the power of printing," he suggested, citing ink technologies coin reactive inks, invisible inks, specialty pigments, thermo/photo-chromic inks, and scratch off inks his company has been using to help its customers.

He also showcased a case-study of a label packed with security features for a textile manufacturer. Patel said that implementing these features could make it hard for counterfeiters to imitate.

He said, "Printing plays a huge role in anti-counterfeiting features. It puts the products ahead of the curve."

Anoop Venugopal, technical director at Anaswara Offset, spoke about how inks helped his company reach success. The session was a visual treat with presentations of artistic, colourful and unique award-winning projects.

He asserted that inks played a major role in projects that needed a solution specific approach. He explained how a project for Incredible India went on to win a national award, with the company's artistic

approach, and use of colours and value-added treatments.

Venugopal also showcased projects based on product-centric development (a book based on kalamezhuthu), speciality products (Kathakali playing cards for gifting segment, and award-winning textured wedding cards).

"We consider printing as an art form and try to impart it in our products and be consistent with it in all our projects through a blend of traditional and scientific approaches," Venugopal said, which was evident in the products presented and probably the reason why the company has over 200 awards to its credit.

In the final session, Jayant Mardikar, commercial head at Parksons Packaging, touched upon his company's key focus areas. These were eliminating plastics, exploring new technologies, new lines for liquid packaging, litho laminated cartons, toy packaging and alcobev segments, and new design inventions.

He spoke about the various inks used by the company, such as UV, conventional, gravure, metallic, screen UV and low migration inks. He elaborated on multiple surface finishes done by Parksons.

He emphasised how using statistical QC tools mitigates makeready and print waste. He also revealed how Parksons had adopted processes to reduce emissions and improve the overall industrial ecosystem. ■



# Focus on sustainability education

InkWeek comes to an end with enlightening sessions and knowledge-sharing on sustainability in print and packaging and how one should adopt newer technologies to remain relevant and sustainable

InkWeek has come to an end with many valuable insights from 32 industry stalwarts shared on the platform. The fifth day ended today with experts sharing some informative points on the sustainable initiatives carried out in our country and touched upon what needs to be done.

Manas Sarkar of UFlex, in his opening speech, detailed how the company has remained sustainable since the framing of its organisational values and shed light on some of the sustainable products offered by UFlex.

He listed the three pillars for sustainable solutions: Source reduction, source substitution and biodegradability. He said, "By recycling 100% of MLP and using the granulate in the country we shall prevent carbon emission of 1.5 million tonnes of CO2."

He suggested product down-gauging wherever possible using new generation polymers without compromising on the end use requirement. He also stressed upon product re-engineering and source substitution and shared some case-studies that saw real success.

Sarkar presented on UFlex's post-consumer recycled grade films with up to 100% post-consumer recycled PET content under the brand name Asclepius. The film technology is a family of plain, treated, coated, high barrier and heat sealable BOPET films based on up to 100% PCR polymer content.

The presentation was followed by the keynote address from Dr KA Arul Anand, joint director (technical), designated officer – central licensing (Telangana and Andhra Pradesh), FSSAI.

He spoke about the various safety and licensing aspects of food and an online food safety compliance system (FoSCoS) by FSSAI, where applications are scrutinised and approved.

He also listed out several initiatives adopted by FSSAI to promote healthy eating and safer food products, and shed light on the regulations that the industry needs to be aware of. He also detailed the various upcoming regulations from FSSAI for packaging and labelling.



(clockwise) Ramu Ramanathan, Dr KA Arul Anand, Manas Sarkar, Shailesh Verma, Medha Tadpatrikar, Ganeshkumar V and Ramakrishna Karanth

He also stressed upon the importance of obtaining approval from FSSAI for recycled products used for packaging food/FMCG products.

Anand's keynote was followed by a panel discussion, which was moderated by Ramu Ramanathan, editor at *PrintWeek* and *WhatPackaging?* magazines. The panellists were Ganeshkumar V, associate vice president – sustainability, DQS India, Ramakrishna Karanth, CEO at Siegwert India, Medha Tadpatrikar, founder trustee/co-founder director, Keshav Sita Memorial Foundation Trust/Rudra Blue Planet, and Shailesh Verma, VP and global sales head – packaging and lamination films, Cosmo Films.

Karanth defined sustainability as, "Achieving a sensible balance between social, ecological and economic needs. We need to leave this world a better place when we hang up our shoes."

Meanwhile, Ganeshkumar said, "There are so many definitions and perceptions and interpretations. In short, sustainability is managing resources without deplet-

ing them for future generations."

Tadpatrikar said that sustainability has become a buzzword. "We are generating a lot of waste and don't know what to do about it. That's when we think about sustainability."

Verma said that Cosmo Films has been working on different film solutions to bring fully recyclable structures such as mono-material structures. "All our films are printable with water-based inks. Coatings that we use are also water-based; there's no use of solvents."

He explained how the company has been utilising rainwater for 30% of its consumption and how water retained from affluent treatment was being used for 50% of its production processes.

He also stressed upon the importance of energy conservation. Currently, Cosmo Films uses 25% renewable energy, with solar panels in all three plants. The company is also planning to add wind energy to ramp up its renewable energy production.

Verma also highlighted how the company has been retrofitting its equipment

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for energy conservation. Apart from that, its plants are equipped with sky roofs, large glass panels, centralised chilling, water from cooling towers to maximise its focus on energy conservation.

Karanth, meanwhile, explained the company's latest business agenda HorizonNow, which aims to achieve seven measurable targets (based on the UN Sustainable Development Goals) by 2025. Its ambitious sustainability agenda touches all aspects of the business, building on the company's circular economy achievements to date.

Some of the notable goals are achieving carbon neutral scope 1 and 2 emissions globally, ensuring 100% of Siegwark suppliers are committed to UN Global Compact Corporate Social Responsibility (CSR) requirements, achieving a minimum gender representation at the executive level of 15%, and establishing product environmental footprint data for 100% of Siegwark products.

"We will keep on improving safe inks in the market, so consumers and brand owners remain sustainable," Karanth explained.

Ganeshkumar spoke about how sustainability can be implemented. However, he made an important point, "So many regulations are being formulated. Just adhering to it does not make us sustainable. More should be done. There should be a reason why we're doing this, not just for the sake of it."

Tadpatrikar explained that although her company managed to be zero waste, "we are trying to reduce our carbon footprint". She also emphasised on the need for collective efforts. "All brands are doing something in a big way. Unfortunately, there's nothing done collectively."

She also pointed out that nobody speaks about the responsibility of end-users in segregating waste and contributing to the cause. "Effort must be made to educate them," she said. "I would start with awareness, creating social groups and having an effective collection system. Technology comes at the end."

Karanth noted that the very key aspect is to unlearn. "If we don't do that, we cannot implement new technologies," he added. "People should adopt new age technologies to reap benefits in business as well as achieve sustainable operations."

One of the points that could be of interest for most of the businesses was made by Ganeshkumar. "Every fruitful step towards sustainability is like a cashback scheme. The benefits will always return." ■

## PrintWeek

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