

WhatPackaging?

PrintWeek

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PROFILE

AGI Glaspac shows how glass can make packaging look chic

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CASE-STUDY

Understanding the behaviour of CFC boxes under point loads

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A large industrial factory floor with machinery and a large roll of material. The scene is brightly lit with overhead lights. In the foreground, a large roll of material, possibly paper or fabric, is being processed by machinery. The background shows a long, open factory space with various pipes, beams, and equipment.

Ball: Two-billion beverage cans in India

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FDC's new Electral gets a UFlex Asepto boost

FDC has chosen UFlex' Asepto as its packaging partner for its brand Electral Z+ (ORS+Zinc Solution) ready-to-drink OTC product, with formulation which the company claimed is unique, and is manufactured by Halewood Laboratories.

The new value-added variant of Electral launched in Asepto's holographic packs is available in pharmacies and health centres across India. The six-layer packaging ensures that external media such as bacteria, light, and air do not contaminate the liquid ORS packed, and that the product contents stay sterile.

As a result, the ORS solution has a long shelf-life without having preservatives.

Ashwani Kumar Sharma, president and CEO, Aseptic Liquid



The six-layer UFlex Asepto provides safe packaging

Packaging Business at UFlex, said, "The goal was to devise a strategy that highlighted the crucial fortification while also protecting the finished product inside. The basic brief was to emphasise the solution's major component, Zinc – the most vital nutrient, so that it receives extra customer attention. What Asepto in turn came up with is the unique 3D holographic packaging solution,

drawing attention with an interactive packaging. Overall, the packaging has not only proved to be the ideal match facilitating clear communication to consumers, but also highlighted the product's USP."

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solution has a long shelf-life without having preservatives.

"Adding credence to our winning pack is the recent endorsement by SIES SOP Award 2021 for Asepto's exclusive packaging for FDC's ORS+Zinc Solution Electral Z+ (Delicious Orange Flavour) in our value-rich holographic packs," Sharma added.

Nandan Chandavarkar, joint managing director, FDC, added, "Packaging is extremely vital for the ORS category for the simple reason that the content is sensitive in nature and is aimed at boosting immunity. The launch is an extension of our flagship brand Electral with Zinc, marketed as Electral Z+ (ORS +Zinc Solution) RTD is available in a 200-ml pack, in orange flavour. The co-packaged ORS+Zinc

solution contains a number of critical components that require extra consumer attention in order to make the best health decision. Since these ready-to-drink solutions are widely available in pharmacies, shops, and health centres, this new packaging needed to stand out. Our main focus was to highlight the Zinc Plus fortification hence was apt not to use a normal printed pack."

He added, "The Asepto packaging experts have collaborated closely with our team to develop a unique packaging, featuring an eclectic mix of aesthetics and pack functionalities, upholding our brand ethos. On the retail shelves, the new packs look fantastic."

REPORTS



Innovation in packaging adhesives rise post Covid:

Latest Smithers data shows that packaging adhesives market is poised for

steady growth with 3.4% CAGR. According to a market study by Smithers, adhesives will play a defining role in the future of packaging development, with the post-Covid marketplace providing a spur to sustainable technology.

"The Future of Adhesives for Packaging to 2027 tracks how the market has

changed across 2020–2021 and will continue to reward innovation through 2022–2027. In 2021, the packaging industry will consume 5.40 tonnes of adhesives. A forecast compound annual growth rate (CAGR) of 3.4% will push global consumption to 7.90 million tonnes in 2027," a release shared with *WhatPackaging?* stated.

Advantage metal packaging in 2022: The Rs 10,000 –crore metal packaging industry of India is bullish even though it has been affected by the twin impacts of securing



tinplate and tin-free steel due to the imposition of BIS standards; plus the trickle-down effect of the Omicron virus.

The Indian metal packaging market is expected to register a CAGR of 6.52% during the period from 2021 to 2026. Recyclability of metal packaging is one of the significant factors expected to drive the global metal packaging market. This is a statement issued by the Metal Container Manufacturers Association (MCMA) for 2022.