

THE ECONOMIC TIMES

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## **Data Privacy: Manufacturing Conundrum Or Consistency?**

Cyber-attacks are not limited to a specific sector.

Apart from being a privacy concern, this is also an economic concern.

Examining Imperatives  
Of Sustainability

Plastics & Climate  
Change – The Paradox

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## Sustainable World, Please!

**A**s a developing nation, India is making huge strides toward the development of the manufacturing sector realising its potential to contribute to the country's economic growth and the amount of employment it can generate. In India, manufacturing is emerging as one of the high-growth sectors due to the increasing number of educated population & skilled labour. The government is also supporting the growth of the manufacturing industry by conducting various initiatives, but at the same time pushing manufacturers to develop a sustainable framework.

India's manufacturing sector is in a continual state of transformation and the era of sustainable development, manufacturers are embracing the new paradigm of green growth to create environmentally conscious industrial operations for the future.

In all these years, businesses have adopted a quantity-oriented and fossil fuel-driven growth model which has largely contributed to their economic endeavours but not addressing adequately the ecological considerations. Hence, being compelled to develop a sustainable growth framework.

Recently, I have observed that for companies only economic pursuit is no longer enough in this age of sustainable development as it has become essential for them to attain the business objectives while meeting the needs of environmental safety.

Businesses are going through a phase of evolution which is considered as significant as the industrial revolution where the emphasis is more on 'Green manufacturing processes. Companies are increasingly convinced that it's in their interest to take care of the environment and invest in green practices. Hence, they are purposefully adopting sustainable business processes.

While green manufacturing fundamentally facilitates environment-friendly operations, it can be troublesome for companies as it costs them a significant amount of money. I think I have touched the pain point!

However, surviving through the transition is a tough phase for businesses but it is a worthwhile business pursuit as it will benefit the organization and decide the long-term survival. The future of manufacturing is all green. As these green business opportunities continue to push sustainability up the manufacturing agenda, there is a need for the industry to collectively become more outward-looking and forward-thinking so that the manufacturing plant of the future puts a low-carbon, resource-efficient economy first.

*R Kamat*  
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## “Holography is a value enabler in the field of packaging”

With holographic packaging finding its ground in India, it is important to understand what it encapsulates, what separates it from other types of packaging and how it can benefit the packaging sector. Expert on the topic, Yogesh Kapur, Executive Vice President - Holography Business, UFlex, elaborates on these points and more. Excerpts...

By Anvita Pillai

### What is holography packaging? How does it help the packaging sector?

Holographic packaging encapsulates the use of packaging films with holographic effects embedded in them. It involves using special embossed materials combined with special inks and printing techniques. These effects are often created by metalising the substrate's surface with a thin layer of silver aluminium. The holographic patterns are then

embossed onto the aluminium surface structure, which diffracts the light, resulting in different colours in a three-dimensional appearance. While this is a common method to incorporate holographic effects in packaging, different processes involve special coatings, inks, substrates, and/or application methods.

The utility of Holography in packaging is of paramount importance due to the possibilities it offers to the brands and packaging manufacturers. It makes the products visually appealing while adding genuinity by incorporating anti-counterfeiting features that use overt and covert features, helping the brand meet compliances and ultimately helping consumers identify product tampering. Holographic packaging solutions are used on multiple packaging materials like boards, multi-layered laminates, etc.

### What distinguishes holographic packaging from coding & printing technology, security labels, RFID, etc.?

The role of holography is a value enabler in the field of packaging. A holographic effect is an output of highly sophisticated technology that uses the brilliance of laser optics, making it instantly recognisable to the naked

eye. On the other hand, anti-counterfeiting technologies, e.g., RFID (Radio Frequency Identification), use radio frequency technologies for which a device is required to recognise and validate the legitimacy of the packed product. While as a key differentiator, coding & printing is a key component in food, beverage, personal care, and pharmaceutical manufacturing and serve the purpose of product identification rather than prevention of counterfeiting. To summarise, holography is an overt feature with which consumers can connect through visually appealing features without using any device.

### Can you elaborate on UFlex's Holography Business?

UFlex is one of the world's leading organisations that provides holographic anti-counterfeiting packaging solutions, brand building & brand protection solutions to its customers across the globe. The holography business of UFlex aims to develop and market holographic products & solutions that offer brand enhancement and textile value addition. It offers enhanced aesthetics to packaging formats for various private, public and governmental organisations and industry verticals worldwide. UFlex is also a certified printer by the Indian Banks' Association (IBA) for printing MICR instruments for leading banks. UFlex houses cutting-edge technology to produce anti-coun-





terfeiting solutions for augmented brand protection of goods and essential documents.

The holography business of UFlex offers an array of solutions that help brands stand out on the retail shelves and distinguish their products from the fakes. These solutions focus on enhancing the shelf appeal, protecting brand products from the look-alikes, and authenticating legitimate transactions and returns. Some of the products from the extensive product portfolio include

- Hologram with 2D barcode for track 'n' trace
- Holographic self-adhesive security labels with registered lens
- Multi-coloured stamping foil for paper & board, textile, plastic, leather, digital application and document authentication (hot & cold stamping foil)
- Holographic films (UV / HRI / soft embossed / hard embossed / registered / fresnel lens film)
- Holographic transparent BOPP film for document & carton lamination
- Transparent thermal film & metallized holographic films, soft-touch film, DC special effect film & cast 'n' cure film
- Holographic metallized paper & paperboard
- Textile value addition products (sequins/hot melt/ glitter/ fancy yarn film)
- Security documents, cheque books, mark sheet & certificates
- Holographic PVC blister / aluminium foil / alu-alu for pharmaceuticals

**With product security only gaining prominence, how big a market is holography packaging for UFlex in India? What challenges are currently in your way impacting the market growth?**

In the fiercely competitive scenario, brands leave no stone unturned to

put their best foot on the retail shelves and safeguard their products from the fakes that impinge business interests. And this triggers the need to fight both the competition and the counterfeits, thus triggering the need for holographic packaging and brand protection solutions before hitting the retail shelves.

As per our estimates, the market size of holography packaging in India is greater than INR 1500 Cr. and expanding. This growth is because of more brands looking to enhance their retail presence and eventualities reported as a result of compromised transactions of products that trigger the need to protect business interests.

However, the growth is yet to witness its full potential irrespective of the current market size. It is restricted by fluctuations in prices of raw materials, delays in the supply chain, the impact of the Covid outbreak and its lasting impact on businesses, the struggling pace for adopting anti-counterfeiting, and in recent times the 360-degree impact due to ongoing conflict in Europe.

#### **What is UFlex's holography business outlook for 2022?**

The holography business of UFlex has demonstrated steady, sustainable and solid growth in the past year amidst a challenging external environment. Despite the bottlenecks, we have ensured regular production to continue uninterrupted supplies to our patrons. While there was global unrest with the world coming to a standstill, the holography team has been able to win new businesses



from many new customers and even saw the return of old customers. Notwithstanding the fluctuations in raw material prices and supply chain disruptions, the team effectively managed pricing and controlled costs. This puts us in the driving seat to offer competitive pricing to our customers and amplifies our sales.

With Covid retreating gradually, brands have again turned to control losses that happened because of counterfeiting incidents reported during the pandemic. In 2022, we are determined to further up our game by stepping closer to the customers' pain points and meeting the gaps with our range of solutions. We are also looking at acquiring new customers. We are working on developing new holographic solutions to add to our portfolio, improving our operational efficiency, and prioritising investments in fast-growing markets to drive long-term growth. 📈