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Landslide Victory for Uflex's Waterless Internet Flower Packaging at 61st Flexible Packaging Achievement Awards

Boca Raton, Florida (USA), 01 March 2017: In a **MASSIVE WIN**, **Waterless Internet Flower Packaging** by India's largest multinational flexible packaging materials and solution company Uflex Limited has been conferred with a series of Top Honors at the 61st Flexible Packaging Achievement Awards ceremony held in Boca Raton, Florida this evening.

Annual Flexible Packaging Achievement Awards organized by Flexible Packaging Association (a prominent U.S. association of the manufacturers of flexible packaging; and, material or equipment suppliers to the industry) are considered as the *be all and end all* in flexible packaging.

Various categories in which Uflex's **Waterless Internet Flower Packaging** was awarded are:

- Gold in Extending the Use of Flexible Packaging
- Gold in Technical Innovation
- Silver in Sustainability
- Silver in Packaging Excellence



This year 75 distinct packaging entries were in the fray, with a total of 152 entries cumulatively (some packages were entered into multiple categories). 19 packages were honored with 29 Achievement Awards.

Waterless Internet Flower Packaging works on the principle of Active Modified Atmospheric Packaging (AMAP) through Flexfresh™ - a special patented polymeric film offering shelf-life extension solution for fresh fruits, vegetables and flowers. Uflex introduced this specialised packaging solution in India and Overseas earlier last year which has been getting good response from the market.

With the top accreditations coming in from none other than The Flexible Packaging Association itself, this biodegradable packaging solution is bound to get yet wider acceptance in the fresh-produce packaging industry.

Expressing delight at this whopping feat, Mr. Ashok Chaturvedi, Chairman and Managing Director, Uflex Limited said, ***"Flexfresh™ impeccably upholds the ethos of Flexible Packaging through myriad sustainable advantages that it offers towards shelf life extension for Fresh Produce from a few days to several weeks. We have already tried and tested the efficacy of this packaging solution for fresh produce ranging from Iceberg Lettuce to Broccoli to Bell Peppers, Rambutan, Mangos to Blueberries and now to Flowers. Trials for several other categories are underway.***

We are living in a world where almost one-third of the food (approximately 1.3 Billion tonnes) produced for human consumption is wasted every year and millions of poor go hungry every day. A major portion of this wastage occurs due to flawed packaging. I am glad that the engineers at Uflex were able to perceive this need-gap and plugged it by developing Flexfresh™. I would like to thank the Esteemed Jury of Flexible Packaging Achievement Awards 2017 for assessing the true potential of Flexfresh™ and the mettle it beholds to bend the arc of the history to the best advantage of the poor."

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 with cumulative installed capacity in excess of 337,000 TPA.

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, Ferro Rocher, Perfetti, GSK, Nestle, Agrotech Foods, Coca Cola, Wrigley, Johnson & Johnson among others.

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