



## UFlex to showcase innovative, eco-friendly and recyclable tubes and packaging solutions at Cosmoprof Worldwide in Italy

**City, March 15, 2023:** India's largest multinational flexible packaging and solutions company, **UFlex Ltd.**, will showcase customized packaging solutions and tubes with innovative and sustainable packaging structures for brands in the beauty and cosmetics industry, at Cosmoprof Worldwide in Bologna, Italy, from March 16-18, 2023.

As the **first company in India** to develop a sustainable paper-based packaging solution for a leading cosmetic brand, UFlex is enabling brands to deliver on their sustainability goals. The demand for customized and sustainable tube-packaging formats has grown exponentially over the past few decades. UFlex will be showcasing **Remika, Kraftika,** and **Earthika**, its new range of eco-friendly tubes and several other anti-counterfeit, brand enhancement, and packaging solutions at Cosmoprof. Kraftika is suitable for all applications and reduces plastic in sleeve weight by 45%-50%.



UFlex will be present in **hall no. 20, booth C31** at Cosmoprof Worldwide, where visitors can experience new age packaging solutions for cosmetics, paper based and 100-recyclable tubes, customized brand enhancement solutions, and anti-counterfeiting features. Flexitubes are aesthetically appealing, eco-friendly, and deliver on all critical global brand goals.

**Meet with the UFlex team at hall no. 20, booth C31** at Cosmoprof Worldwide in Bologna, Italy.

**FlexiTubes**  
Endless Possibilities



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**About UFlex:**

UFlex is India's largest multinational flexible packaging and solutions company. Since its inception in 1985, UFlex has grown from strength to strength and has built a strong presence across all verticals of the packaging value chain — packaging films, chemicals, aseptic liquid packaging, holography, flexible packaging, printing cylinders, and engineering.

With a 10,000+ strong multicultural workforce across global regions that work toward developing innovative, value-added, and sustainable packaging solutions, the company has earned an irreproachable reputation for defining the contours of the 'Packaging Industry' in India and overseas. It provides end-to-end solutions to numerous Fortune 500 clients across various sectors such as FMCG, consumer product goods, pharmaceuticals, building materials, automobiles, and more, in more than

150 countries. Headquartered in Noida, the National Capital Region, India, UFlex enjoys a global reach with advanced manufacturing facilities in India, UAE, Mexico, Egypt, USA, Poland, Russia, Nigeria, and Hungary.

A winner of various marquee global awards for product excellence, innovation, and sustainability, UFlex is the first company in the world to earn recognition at the Davos Recycle Forum in 1995 for conceptualizing the recycling of mixed plastic waste.

For more details, please visit: [www.uflexltd.com](http://www.uflexltd.com)