



FOR INSTANT SUBSCRIPTION

WELDING INDUSTRY BANKS ON TECHNOLOGY FOR ACCURACY AND SAFETY

INSIDE

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- **BLOWER MAKERS UPGRADE PRODUCTION TO MEET RISING DEMAND**
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- **ADHESIVE SECTOR FORGING A STRONG BOND**



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“Booming packed food market driving adhesives demand”

New trends for flexible packaging in food and pharmaceutical industry along with growing ecommerce segment is giving new heights to overall business of packaging adhesives. In this interview, **Rajesh Kumar Srivastava, VP – Sales & Marketing, UFLEX Limited (Chemicals Business)**, highlights on innovative trends in adhesives and key demand drivers.

What kinds of adhesives are offered by UFLEX's Chemical Business?

At UFLEX Chemicals, we ensure to provide best-in-class performing high quality inks, laminating adhesives and speciality coatings for packaging industry. Our extensive know-how in packaging adhesives industry is used to develop sustainable solutions. The business holds a leading position in solvent-based, solvent-free and water-based adhesives which complements with the stringent demands from flexible packaging and mono-cartons industry.

The global packaging adhesives market has witnessed good growth for the past few years and expected to register noticeable growth in the coming years. Water-based and high-performance solvent free adhesives are expected to witness an upsurge in demand over the next couple of years, due to increasing demand of safe and smart packaging by consumers. It is considered an environmentally and cost-effective alternative to solvent based adhesives. Besides this, heat seal coatings and barrier coatings for both food and blister



packaging are also driving demand for sustainable packaging.

How is the market for adhesives used in the packaging industry? Are you seeing a recovery in 2021?

Last fiscal year was marked by pandemic led disruptions and challenges; however the business successfully advanced on demand of smaller and ready-to-use solutions for food packaging. The pandemic has created a whole new market for consumer health and safety, and an unprecedented growth in food packaging and personal hygiene products. New packaging trends for flexible packaging in food and pharmaceutical industry along with growing ecommerce segment is giving new heights to overall business of packaging adhesives.

Yes, the market is expected to

grow in lower double digits in 2021, certain adhesives witnessed strong demand due to their usage in the paper & packaging, as well as in the healthcare industry. The booming demand for packed food is likely to drive the market growth of adhesives with higher shelf-life and re-usability.

How is your company incorporating sustainability in manufacturing adhesives? Also, how are your adhesives helping your customers to achieve their sustainability goals?

The principle of sustainability is one of the core driving forces behind everything we do at UFLEX and that holds true for the chemicals business as well. As a leader in the segment, it is a responsibility that we have always imbibed since inception. We understand how the future of the world is strongly dependent on how responsible we are today. That is why, through our actions, we are constantly striving to find more and better ways to foster a sustainable future for the environment and life. We are committed to responsible growth and remain firm proponents of sustainable practices. We leverage domain expertise, technology, and intensive NABL accredited R&D to develop new products that promote a sustainable world. Adoption of sustainable practices throughout the various phases of product design processes is employed in our facility.

We are developing products based on the market demand for less wasteful packaging. For example, a landmark achievement for the business came in the form of white adhesive, which reduces or saves

We are gradually shifting our focus from solvent-based to water-based products, and working on the development of water-based white adhesives which will further strengthen our product portfolio.

white ink consumption substantially and also gives excellent lay/gloss on the printed area. The business also developed several cost effective and innovative offerings that helped customers to reduce waste and energy costs. For instance, heat seal lacquers act as a potential replacement to polymeric sealant layer in single use paper pouches, making packaging compostable and environment friendly.

Are you working on any new adhesives (or applications)? Any launches in the offing?

Yes, we are working on some innovative products and foresee interesting potential in water-based and solvent-free adhesive solutions. A new adhesive for high performance applications is soon to be launched, against conventional solvent-based adhesives for pharma grade Alu-Alu structure.

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from solvent-based to water-based products, and working on the development of water-based white adhesives which will further strengthen our product portfolio.

What are the overall emerging trends in the adhesives market?

The packaging industry in India is very dynamic, and influences all other industries directly or indirectly. The rise of the Indian middle class, the growth of organized retail, the rapid growth of exports and India's e-commerce boom are all fuelling industry's growth. Faster curing adhesives meeting various regulatory norms of migration and food safety at par with the performance of existing solvent-free adhesives; Extension of water-based adhesive application from paper-foil / paper-paper to film based flexible packaging structures are gaining popularity. Thus, adopting better packaging methods, materials

and machinery to ensure quality has become very important for Indian businesses.

What are your growth plans for the company's adhesives business?

Besides having presence in designated global key markets along with manufacturing facilities in India, we are continuously working towards establishing our presence in newer geographies around the world to make our products easily accessible to our customers. We believe that research and development are the fuel that drives innovation and customer satisfaction. We leave no stone unturned to stay abreast of changes in the industry and deliver superior products and services to the world. Our aggressive innovation driven approach continues to record major successes through pace-setting inks, adhesives, and a range of other chemical products.



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