



FlexiTubes by UFlex Exhibits Its Wide Range of Innovative & Sustainable Packaging Tubes at BeautyWorld Middle East 2022

Press Note | October 31, 2022 | Issued by UFlex Limited - FlexiTubes, the packaging tubes manufacturing division of UFlex Ltd., India's largest multinational in flexible packaging materials and solutions, is exhibiting its range of high-performance and sustainable packaging tubes at its stall C-28, Hall No 1, during the 'beautyworld Middle East' from October 31 through November 2, at the Dubai World Trade Centre, Dubai.

Over the years, customised and sustainable tube-packaging formats have gained exponential momentum. UFlex' FlexiTubes has been leading from the front in developing customised solutions for its clients and brands to help them elevate the customer experience for their products. At the 'beautyworld Middle East', FlexiTubes will be exhibiting its wide range of tubes based on the premise of ABC – Aesthetics, Barrier, Counterfeit arrest, that successfully combine visual appeal with functionality and sustainability in a tube packaging format as the key sentiment.

As a pioneer in enabling innovation in tube-packaging format, FlexiTubes will also exhibit its paper-based packaging tube 'KRAFTIKA'. This tube, the first of its kind in this segment, was developed with the concept of reducing the use of plastics at source thereby reducing the overall impact on the environment.

KRAFTIKA involves replacing plastic with an FSC certified Virgin Kraft paper that helps in reducing the body weight of a tube by up to 45%. KRAFTIKA tubes provide all the features of conventional tubes in addition to being eco-friendly that adds to its acceptability over conventional packaging tubes. KRAFTIKA tubes are made of FSC certified Virgin Kraft paper that offers high moisture resistance and high bursting factor. The overall structure of the tube provides stiffness and enables excellent bounce-back properties that prevents the tube from collapsing even after continuous use and a decrease in content.

Additionally, FlexiTubes will also be exhibiting a wide range of its sustainable packaging tubes including Remika.

UFlex' FlexiTubes look forward to welcoming you at our stall **C-28 Hall No 1**.

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About UFlex

UFlex is India's largest multinational flexible packaging materials & Solutions Company and a global player in polymer sciences. Since its inception in 1985, UFlex has grown from strength-to-strength and has created a presence across all verticals of the packaging value chain – Flexible Packaging, Packaging Films, Aseptic Liquid Packaging, Holography, Printing Cylinders, Engineering and Chemicals.

By offering end-to-end solutions to numerous Fortune 500 clients across various sectors like FMCG, Consumer Product Goods, Pharmaceuticals, Building Materials, Automobile and more, in over 150 countries, UFlex has established an unblemished reputation for defining the boundaries of the "Packaging Industry" in India and abroad. This is thanks to its 10,000+ multi-cultural employees who work to develop innovative, value-added, and sustainable packaging solutions. Headquartered in Noida, UFlex enjoys a global reach with sophisticated manufacturing facilities in India, UAE, Mexico, Egypt, USA, Poland, Russia, Nigeria and Hungary.

A winner of various marquee global awards for its products excellence, innovation and sustainability, UFlex became the 'first company in the world to recycle mix plastic waste' earning it recognition at Davos Recycle Forum in 1995. For more details, click on www.UFlexltd.com