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IFCA NEWS

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Editorial

Sustainability in packaging

Sustainability in packaging is a megatrend shaping the packaging industry, with consumers becoming increasingly worried about the environment and the impact of packaging waste.

Protecting the planet requires embedding sustainability in everything we do, from our operations, product innovations, to investment decisions. Sustainability is based on defining an end-to-end approach in terms of what our products are made from, how they are dealt with after use, and how we operate our own assets

One of the main benefits of switching to sustainable packaging (and the most obvious) is the positive impact it has on the environment. It's a great way for you as a business to improve your CSR (corporate social responsibility) and reduce your overall carbon consumption, further strengthening your reputation as a company that cares about the planet.

Not only does switching to sustainable packaging help the environment, it can also attract new customers and help you to retain existing customers. Research has clearly shown that consumers are more likely to spend their money on sustainable brands — one-third have stopped purchasing certain products and brands due to sustainability-related concerns. Sustainable packaging was also labelled as one of the top five most important practices they value from a company.

Plastic has been an integral part of the packaging industry and forms the foundation of our "convenience consumer culture." Due to their cost to performance ratio, traditional packaging materials like metals, corrugated paper boards, glass, etc., have been substituted by plastics in many applications in the food industry. However, the same qualities of durability that make the plastic convenient to use, make it a non-degradable and everlasting presence in the environment, contributing to 43% of pollution in the country. Plastic packaging materials are synthetically derived from petroleum and are not readily biodegradable, highly durable, and persist in the environment, creating a severe waste handling and landfills problem, especially in urban centers. When discarded in the environment, plastic debris harmfully affects living beings. Out of 9.46 million tons of plastic waste India produces, 40% remains uncollected, and only a part goes for recycling, while the rest gets dumped in landfills.

Pressure to reduce packaging waste has increased dramatically in the face of global consumer sentiment aroused by visceral images of packaging leakage into oceans and regulators are responding to address the public outcry.

Aligned with the national and global agenda on plastic waste management, several FMCG companies are working aggressively to move towards 100% recyclable packaging by 2025, helping towards a sustainable future. This comes after the Indian government's ban on the use of single use plastic.

Vilas Dighe
Editor



UFlex Closes Jan-March 2022 Quarter with Series of New Offerings

Introduces a host of products & solutions across businesses for elevated flexible packaging experience

May 28, 2022, Noida: UFlex, India's largest multinational in flexible packaging materials & solutions and a global leader in polymer sciences unveiled its range of value-added, sustainable products and solutions that are set to rewrite the packaging story for brands and converters in this competitive landscape. The company shared the new launches made during January to March 2022 while announcing its quarterly and annual results closing on 31 March 2022. These developments

are a result of UFlex' focus on understanding the pain points of brands, analysing the desired user experience they want to deliver while simultaneously helping them step closer to their sustainability goals especially with new EPR guidelines being announced in India and other countries.

Sharing his outlook on the new guidelines and its impact on the company, Ashok Chaturvedi, Chairman and Managing Director, UFlex Limited said, "What excites me most about the year ahead is the opportunities that

will originate from the much talked about new Plastic Waste Management (Amendment) Rules 2022 in India, and our readiness to embrace them. As a socially responsible organization that has been leading the way in sustainable solutions, we are setting-up India's first U-shaped paper straw line for aseptic carton packs at our Sanand plant, which is already gaining traction from many beverage brands considering the impending ban on single use plastic. With our extensive R&D strength and innovative spirit, we are deep into creating

future-ready solutions in plastic packaging for our clientele, including advanced biodegradable solutions, so that we can together step closer towards a sustainable tomorrow."

In the quarter, UFlex steered the path of innovation by bringing a host of products & solutions that makes a good combination of sustainability and value-addition.

By Chemicals Business

i) **FLEXCOAT AQUABAN Coating for Corrugation Boxes** - With a large number of fresh

fruits with extended shelf life hitting the retail shelves, the need for strong and sturdy corrugated packaging boxes, which can hold the packed contents safe, has gained impetus. FLEXCOAT AQUABAN, a water repellent coating for kraft paper is used as an inner liner on corrugation boxes which helps maintain the structural integrity of corrugated shipping boxes in transit movement and stands good even during extreme weather conditions to preserve perishable goods. A versatile water-based coating, FLEXCOAT AQUABAN complies with FDA guidelines.



ii) FLEXCURE HFS Over Printable Coating for Labelling Applications – Finding that perfect finish coating that complements with both wet and dry UV inks has always concerned convertors and brands. FLEXCURE HFS, a free radical chemistry based UV gloss varnish is the answer for in-line and off-line applications and offers the possibility of hot foil stamping over printable & good scuff resistance properties on glossy areas of texture pattern. This premium over-printable coating has been specifically formulated to be applied in-line over wet or dry UV inks and is suitable for fast curing for full or flat overprint coating of all types of printed papers, boards of mono-cartons, other packaging materials, and for various types of labels used in the labelling industry.

iii) FLEXCURE Sheetfed MT Series for Offset Application for Metal Packaging Decoration - In the fiercely competitive world, FMCG and CPG brands focus a lot on the metal packaging structures that require impeccable finesse for their products to stand out on the retail shelves. FLEXCURE Sheetfed MT series represents a new generation UV ink for decoration over metal packaging. This series has been specially developed for printing on aluminium & tin plate sheets, both two and three piece cans, and also for high-end packaging for industrial, body care products, and other non-food packaging applications. With its use, UFlex patrons are able to exhibit their products with confidence on stores' counters.

By Engineering Business

iv) FLEXPRESS 10000 Servo Control Liquid Filling Machine for Aseptic Liquid Packaging- With the demand for packed beverages like juice, dairy products and alcohol burgeoning, the need for fast movement of supply chain operations including quick production has become non-negotiable. To meet this growing demand, UFlex has developed servo powered



liquid filling machine 'FLEXPRESS 10000' which has the capacity to pack 10,000 aseptic liquid packs in an hour. The machine is equipped with a user-friendly Human Interface Module (HMI) integrated with an advanced Programmable Logic controller (PLC) system that facilitates easy operations. The USP of this machine is its main drive system which is aided by high-end water-cooled servo motors that provide flexibility to manage multiple volume range, quick change-over time, and prevent wear and tear of machine. Since its launch, the machine has been generating a lot of interest from brands with two already installed while few more are in the pipeline for supply.

By Flexible Packaging Business



v) Three-layered PET/PE Packaging Format with Registered Window Lamination – Sugar is a frequently consumed item in every household that has quite a few brands selling it. However, what matters most to the consumers is the quality and clarity of sugar which if possible to be easily viewed through the pack,



makes the purchase that much easier. Taking note of this, the flexible packaging business of UFlex has developed a three-layered PET/PE packaging structure for 1kg and 5kg quantity for Triveni Engineering with a registered window metallization that allows buyers to be confident of the premium quality of packed sugar. With this unique packaging in tricolour graphics, the brand has been able to push the sales of its premium quality sugar and find its sweet spot!



vi) Stand-up 3D Pouch with Registered Window and Press-to-close Feature for Ready-to-eat Seafood Packaging – For fresh food especially perishables like seafood, visibility of the product along with a strong and sturdy packaging that retains seafood’s freshness is important for the consumers. For the brand Sailor’s Choice, UFlex has developed a 3D standing pouch made from the goodness of PE and PE-NAT to pack cooked frozen prawns. The pack that comes with a see-through registered window allows customers to have a clear view of the seafood even in the deep-freezer of the stores. The first press-to-close 3D pouch ever developed for cooked frozen prawns facilitates reusability letting seafood lovers to savour it for a longer time.

By Holography Business

vii) Ultra-matte Effect Foil for High-end Home Furnishings– With the latest home décor trends tilting more towards luxury feel that includes foil prints, metal embellished designs



and brass finish, UFlex has developed an ultra-matte effect foil for high-end furnishing requirements such as furniture upholstery, curtains and other home décor items. The premium effect is achieved by using heat and pressure on the surface, due to which the design renders added brilliance and depth along with a shine but with a very subtle effect. Until recently, embellished home furnishings with gold and silver effect was witnessing demand uptake, however going further, copper and brass foil effects are set to gather pace as the trend is slowly drifting towards lavish and luxurious vintage designs for home furnishings and textiles.



viii) Sparkle Glitter Effect Film for Decorative Applications – In a quest to grab consumers’ attention, luxury brands are always on the lookout for eye-catching solutions that enhance the appeal of their products. To fill this gap, UFlex has developed a Sparkle Glitter Effect Film that provides a high glitter yet



matted effect on multiple surfaces. It is used in an array of applications such as premium carry bags laminated with non-woven fabrics, gift-wraps, luxury gift boxes, textile laces, photo lamination etc.

By Packaging Films Business

ix) Superior Oxygen & Moisture Barrier Transparent BOPP film - Food packaging requires a strong packaging structure that protects the content from a lot of extraneous factors that could spoil the product. Responding to the packaging requirements of food brands especially ones that need to pack dry powders like instant soup, masalas etc, UFlex has developed B-TEM, a high barrier BOPP film that provides an excellent oxygen barrier of 0.3 cc/m² /day, high moisture barrier resistance of 3.5 gm/m² / day and an outstanding WVTR of 1.6gm/ m² /day in duplex structure making it a much improved and higher barrier version of the previous avatar of the film. This mono-material film developed with coating on one side and corona treatment on the other side stands high on sustainability quotient due to it being recyclable. It is suitable for sandwich application and surface printing, especially for matte varnish, and offers reverse printing with BOPP and CPP grades. ■

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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.

With a 10,000+ strong multi-cultural workforce that works to develop innovative, value-added and sustainable packaging solutions, the company has earned an irreproachable reputation defining the contours of the ‘Packaging Industry’ in India and overseas, by providing end-to-end solutions to numerous Fortune 500 clients across various sectors such as FMCG, Consumer Product Goods, Pharmaceuticals, Building Materials, Automobile and more, in over 150 countries. 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

INITIATIVE ‘PROJECT PLASTIC FIX’: OUR APPROACH TO SUSTAINABLE PACKAGING



UFlex’ global sustainability initiative ‘Project Plastic Fix’, is designed to form solutions that focuses on solutions to keep plastic in the economy and out of the environment. We aim to manage plastic waste stock and flow through our 4R approach to transform ‘Waste to Wealth’- Reduce | Reuse | Recycle | Return.

Reduce | Asclepius™: Upto 100% Post-Consumer Recycled-Content (PCR) Bopet Barrier Film

UFlex Group has been a trendsetter when it comes

to sustainable innovation and commitment towards the ‘Circular Economy’. It was the ‘first company in the world to recycle mixed plastic waste’ for which it earned recognition at the prestigious Davos Recycle Forum in 1995, way ahead of other

companies from developed economies.

Our global film manufacturing arm Flex Films, as part of its commitment towards greener environment, offers an entire range of

post-consumer grade PCR Films having upto 100% post-consumer recycled PET content under the brand name Asclepius™. This film’s technology is a family of plain, treated, coated, high barrier and heat-sealable BOPET films

based on 100% PCR polymer content. This film represents a 75% reduction in carbon footprint versus virgin BOPET grades yet exhibits the same attributes as its twin substrate.

With Flex' pioneering technology, an extremely high level of PCR content in the film is being met, as is needed with the accelerating greening demand of the global economy. The 100% PCR BOPET film or PCR film has also received the prestigious 'Kingfisher' Certification from SCS Global Services that certifies that Flex Films' PCR grade films contain minimum 100% post-consumer recycled PET content. This certification corroborates to its customers and to the flexible films' market, the integrity of its supply chain and claims regarding PCR based film technology. AIMCAL Annual Awards 2019 recognized the film with 'Excellence in Sustainability' due to the technology and cost these films offer to the market, followed by a win at WorldStar Packaging Awards 2021 for Food Packaging.

These PCR films come with enhanced sustainability and low carbon footprint and customers have been using these films in a range of packaging and labelling applications in order to help global CPG brands achieve high sustainability goals.

At UFlex Ltd., we have pushed recycling limits with Ascepius Film and have been contributing to reduction of plastic waste on earth, one unit at a time, and create a closed loop ecosystem.

Our range of PCR grade film echoes our aim to reduce virgin plastic use

at source and replace it with recycled content. At UFlex, we have pushed sustainability limits with Asclepius™ and have been contributing to reduction of plastic waste on earth, one unit at a time, and creating a closed loop ecosystem

Recycle | MLP Waste Into Granules: Making Lives Better For Humankind

Recycling of plastic waste is the need of the hour. UFlex recognized the need to recycle plastic waste more than two decades back and established recycling units in its plants that convert multi-layer mixed plastic waste into granules. An added feature of the recycled material (granules) is that it is re-used to manufacture industrial and household products like roads, outdoor furniture, paver tiles, dustbins and many more such household and industrial items.

To tackle the challenge of recycling multi-layer mixed plastic waste, UFlex created ReLAM 250, a high-end multi-layer recycling

machine meeting European standards, which turns mixed plastic waste into granulated product without the need for separation of layers.

Another major move by UFlex to create wealth out of waste is the introduction of packaging films by upcycling MLP waste into PCR PE films. UFlex won Packaging Gateway Excellence Awards 2020 in 'Environmental Impact' for driving the circular economy with its path-breaking technology to recycle MLP packaging waste homogeneously. With all these efforts in place, UFlex is helping create a circular plastic economy and make lives better for humankind.

Reuse | Pyrolysis Plant: Converting Its Waste Plastic Into Fuel

UFlex' Pyrolysis is a resource recovery process that converts MLP waste into forms of energy helping the environment clear the plastic waste. At its Noida Packaging plant, UFlex converts discarded plastic waste material

that's generated every day from printing, unused trim, laminates, tubes and other unprocessed material into Liquid Fuel, Hydrocarbon Gas and Carbon Black which substitutes use of energy in machinery.

Return | 100% Super Earth Friendly Biodegradable Packaging

An enzyme-based technology, Flexzyme breaks down uncollected flexible packaging waste completely into harmless components like water, biomass and carbon when it comes into contact with soil. The biomass is nothing short of a fertilizer in the natural environment and the technology leaves no polluting impact on the earth while addressing worries attached to uncollected plastic waste. The technology is undergoing trial with some consumer brands currently. ■

To Know More About Project Plastic Fix, Visit Website www.projectplasticfix.com



UFlex to Instal India's First & World's Fastest U-shaped Paper Straw Manufacturing Line for Asepto



India's Largest Multinational Flexible Packaging & Solution Company

UFlex Other Businesses: Packaging Films | Flexible Packaging | Chemicals | Engineering | Printing Cylinders | Holography

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