

What Packaging?

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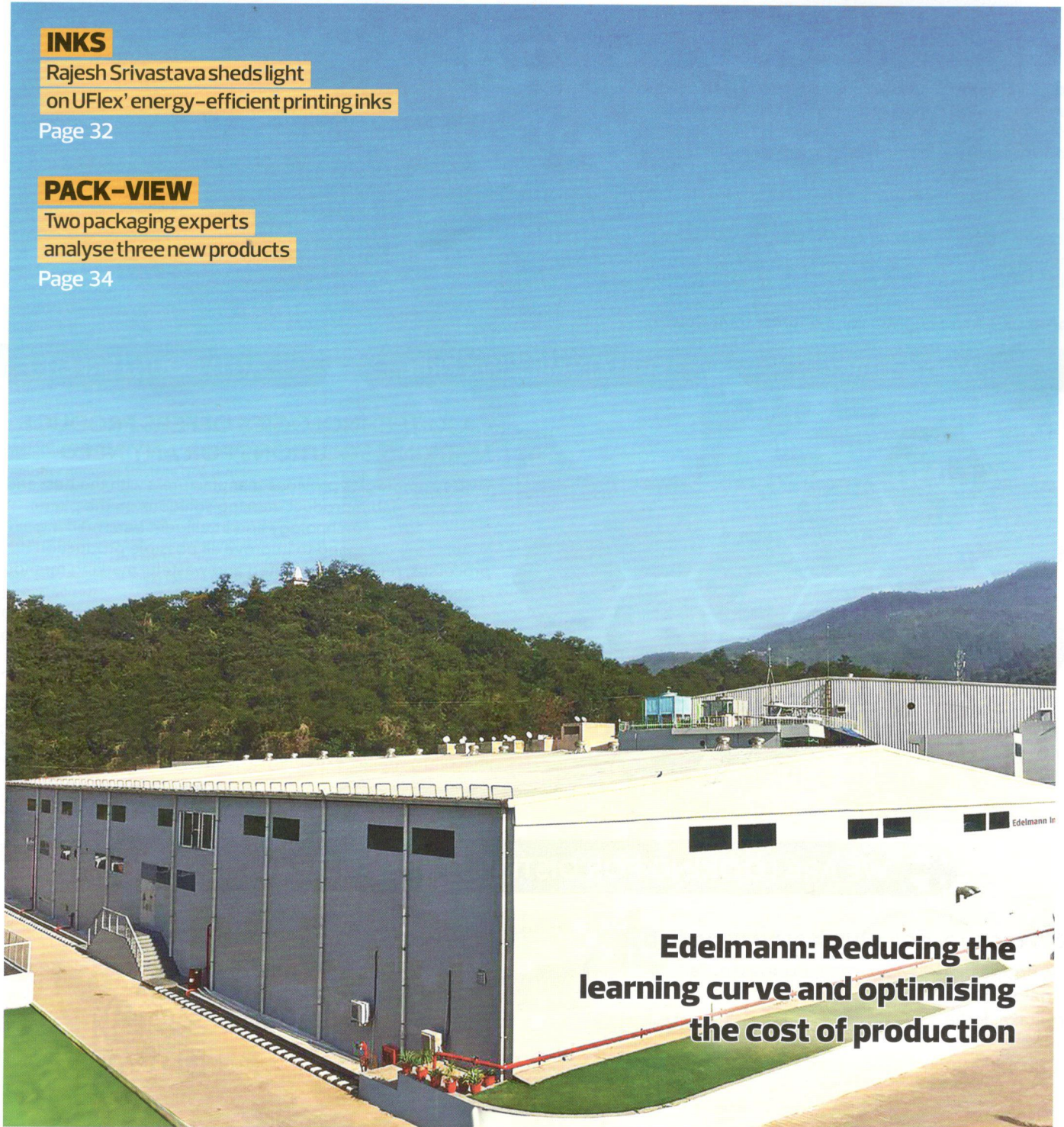
Rajesh Srivastava sheds light
on UFlex' energy-efficient printing inks

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Two packaging experts
analyse three new products

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**Edelmann: Reducing the
learning curve and optimising
the cost of production**

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Rajesh Srivastava highlights

By Disha Chakraborty

Rajesh Srivastava, the senior vice president of UFlex chemicals business, presented an overview of innovation and current trends in sustainable and energy-efficient printing inks for safe food packaging at a conference organised by the AIPIMA

Rajesh Srivastava, senior vice president, UFlex chemicals business, told the delegates that India's packaging market is the fifth largest sector and India's GDP which was valued at USD 50.5 bn in 2019 is expected to reach USD 204.81 bn by 2025. This translates into a CAGR of 26.7% during the period of 2020–2025; and means good news for the Indian packaging sector.

Srivastava shed light on consumer trends that impact packaging. These included, "Over 60–70% of purchase decisions are made at the shelf; also 60–70% of the consumers in metros prefer packaged food; and finally research suggests that at least a third of product decision-making is based on the packaging, along with personal preference." He added, "To optimise this the inks have to be low viscosity plus provide good flow properties which is suitable for high-speed printing – and can be used for multiple substrates."

In a conversation with

WhatPackaging?, Srivastava said "Less than 10% of the entire production is deployed for in-house requirements at UFlex. The remaining 90% is supplied to third-party customers." He added, "We have been successful in creating new technologies like UV–Led inks for flexible packaging and for narrow-web label presses which we demonstrated at the Label Expo." He pointed out that UFlex is the first company to start manufacturing UV–LED inks in India.

Presently, UFlex has a total capacity of 67,000 MT at two plants located in Noida and another in Jammu. Rajesh Srivastava said, "Noida contributes around 70% of the production. He added, UFlex has a production of 24,000 tonnes per annum for water-based, solvent-based and solvent-free adhesives. The business division is focused on developing sustainable, customised products, food-safe toluene-free compliant inks, coatings, and adhesives, and on-site technical support."

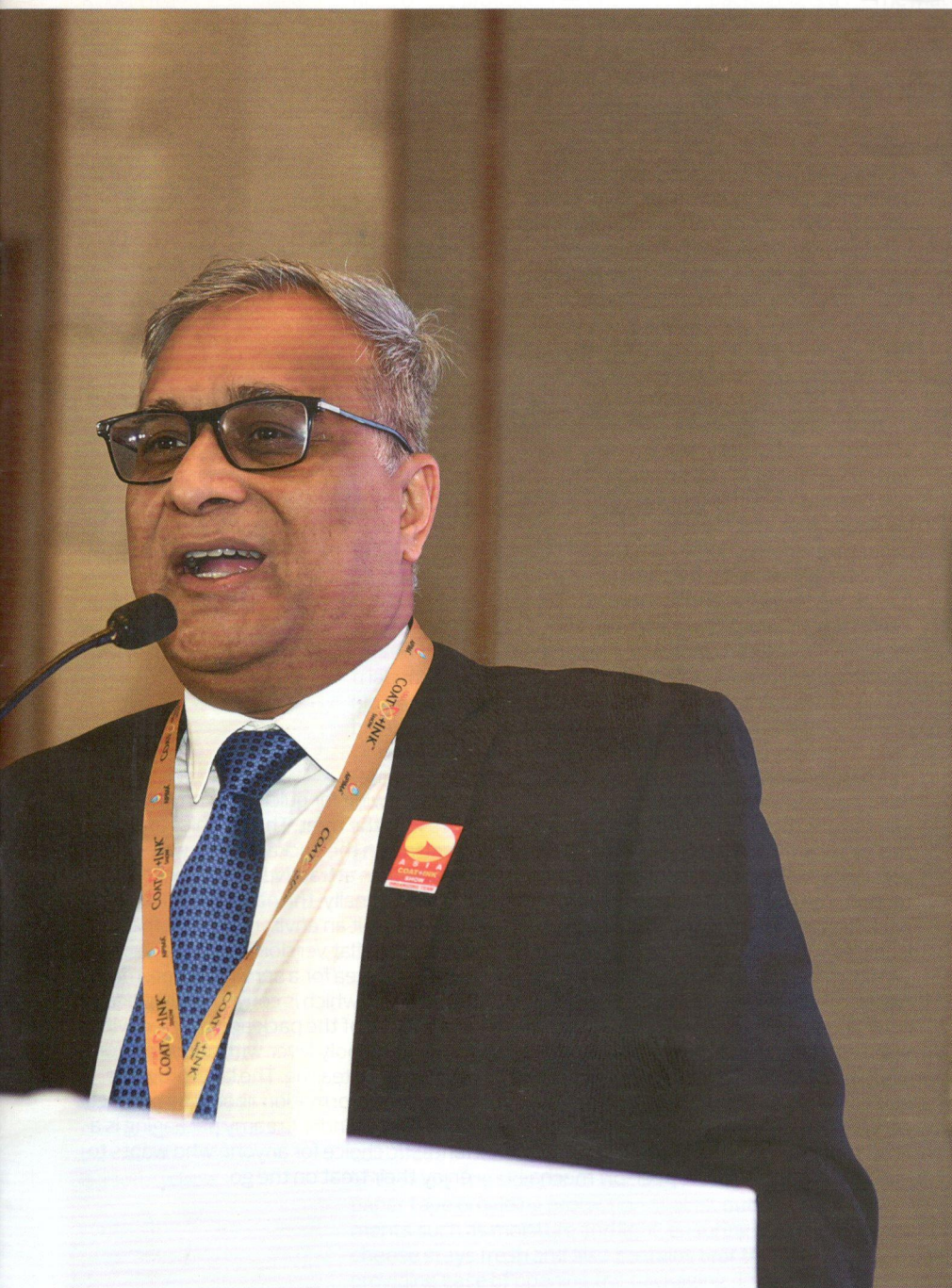
UFlex manufactures inks like UV inks, UV LED inks, which prints on any texture. Also UFlex produces solvent-based, solvent-free, and water-based adhesives. Owing to growing awareness, consumers want sustainability because of health hazards. He said, "Sustainability in key aspects beyond packaging and products is a vital trend in the Indian packaging industry". He mentioned how solventless adhesives by UFlex Chemicals are designed for various packaging applications. He said, "Our products enhance the packaging aesthetics while reducing the cost of printing inks and carbon footprint."

Rajesh Srivastava said, "Brand owners throw a big challenge, they want a material for shelf life of six to seven months. As UFlex, we need to be atten-



Rajesh Srivastava, senior vice president, Uflex chemicals business

UFlex's inks packaging drive



tive to reshaping packaging; offer space saving packaging as well as smart packaging." He mentioned how eCommerce has become the main form of consumerism after Covid-19; and so packaging has to offer much more.

He concluded, in view of the recent legislation by the government authorities, "We are happy to inform you UFlex Chemicals is geared up to service the consumer's needs for safe food applications. He said, UFlex offers a complete range of inks for general to high-end applications. He pointed how UFlex Chemicals brings close to three decades of experience in market-leading innovation, customised solutions, a range of sustainable products, and one of the best research facilities in the industry.

Rajesh Srivastava said, "The Chemicals business division of UFlex is one of India's largest multinationals in flexible packaging materials and solutions. Today, UFlex's Chemicals business division is a leading provider of flexible packaging inks, water-based, solvent-less, and solvent-based adhesives, and specialty UV & LED coatings for sheetfed offset, letterpress, and narrow web applications to customers around the world."

The research facilities of the Chemicals business are NABL (ISO/IEC 17025:2017) accredited and recognised by The Department of Science and Technology, Government of India. The Noida and Jammu manufacturing facilities are accredited with industry certifications for quality management, environment management, energy management, occupational health and safety, and risk management: ISO 9001:2015, ISO 14001:2015, ISO 45001:2018, ISO 50001:2018, and ISO 31000:2018. ■