

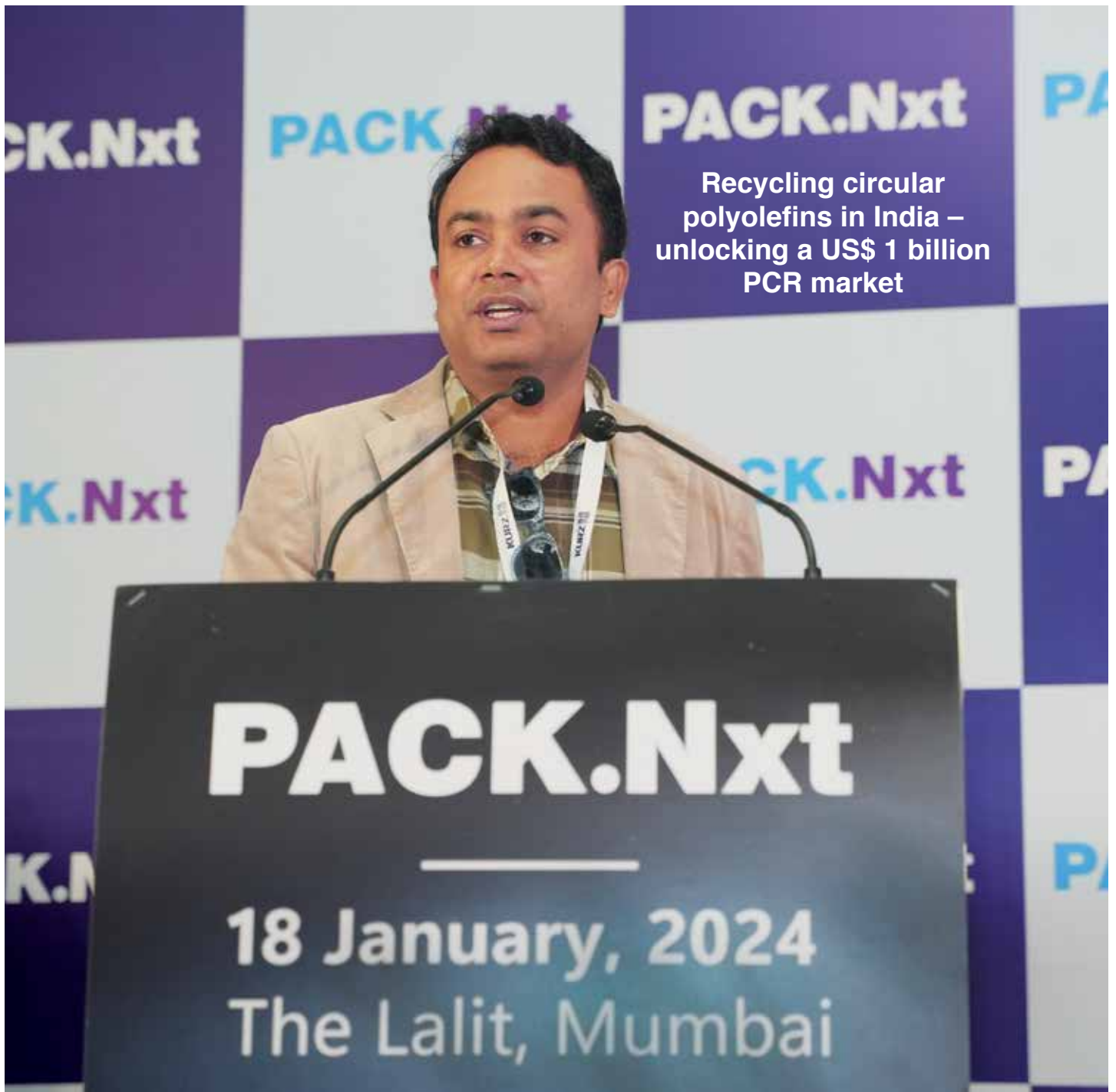
# Packaging

## SOUTH ASIA

The Magazine for Modern Packaging



10 Indian winners at WorldStar 2024 awards



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■ 'We can help brand owners meet their sustainability goals'

Vajpey reiterated that the company has already recycled nearly two billion bottles and containers and said that with the EPR regulations mandating a high percentage of recycled resins, re-doing with high-quality recyclates can be from 30 to 80%. This achievement comes from the innovative collection system where the input feedstock is already preseggregated consisting for example of highly segregated HDPE blow-molded bottles.

Bringing in segregated materials is not enough, washing is needed to eliminate surface contaminants and this is done using proprietary washing techniques developed over the last seven years. A special technique can remove even thermoset paints from car bumpers. "Our technology is over-engineered to eliminate all contaminants," Vajpey said, adding, "Batch-to-batch color consistency is easy for 20 tons, but providing 2,000 tons is difficult and for this, we use de-odorization for food grade output and the best extruders.

"With our certified pan-India catchment area, we collect polyolefin rigids and films and we curate, customize, and recycle a very pure form of recyclates that are free of heavy metals and cross-material contamination. Even as we are expanding our spectrometric, colorimetric and gravimetric instruments and labs, and quadrupling our capacity by 2025, I can say to the brand owners here, we can help you meet your sustainability goals." ■



UFlex, Avery Dennison and other companies displayed their solutions at the PACK.Nxt Conference. Photo PSA

## Laser Technology for Flexible Packaging

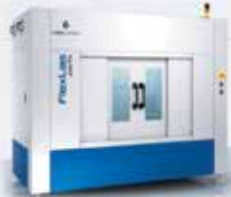


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## Anti-counterfeit solutions and consumer safety

## UFlex holography enhances pharma packaging security range

Aayush Pandey

In the past year, the holography division of UFlex, a multinational flexible packaging and solutions company headquartered in Noida, witnessed significant strides in terms of both technological advancements and market presence, especially in the pharma industry.

With a diverse range of offerings, including stamping foils, holo films, holographic labels, and security holograms, the company is focusing on pioneering holographic technologies that have garnered attention in various industries.

During a visit to the company's headquarters, *Packaging South Asia* had the opportunity to interact with Yogesh Kapur, executive vice-president for the holography business. Kapur pointed out the need for anti-counterfeiting solutions and their significance in the pharma and food industry. Anything ingested, if fake, could be dangerous, he said, adding counterfeit products are spreading like venom in markets worldwide.

Sustainability stands as a cornerstone of UFlex's business strategy, according to Kapur. UFlex introduced numerous eco-friendly products last year, aligning with the increasing emphasis on environmental responsibility. This includes the use of recyclable materials and the development of transfer products in its commitment to foster a more sustainable future.

For the pharmaceutical industry, the company has developed a holographic QR code, holographic alu-alu blister, and holography on printed blister foil. "These innovations have not only enhanced the visual appeal of holographic displays in packaging but also opened the doors to enhanced overt security and brand communication," he said.

The diverse range of products positions the company to meet the evolving demands of both the Indian and global markets, Kapur said. "Furthermore, our commitment to technological advancement ensures our ability to deliver innovative solutions that align with current market dynamics. The holography division is strategically poised to leverage emerging trends in the global market in the upcoming years."

Kapur says consumer awareness and participation can pave the way toward safer consumption. "Like any other market player, we continue to face challenges in terms of the need for increased consumer awareness regarding counterfeiting threats. We have implemented strategic initiatives that involve intensified marketing efforts to educate clients about the risks of counterfeiting and highlight the cost-effectiveness of holography solutions. This proactive approach is not only strengthening our market position but also heightening brand awareness about the crucial role of holography in safeguarding products, consumption, and preserving brand integrity."

Looking ahead, the division envisions a future that aligns with industrial and technological advancements with the upgrading of in-house master generation technology. "Our dedication to innovation, sustainability, and adaptability positions us to meet the evolving market demands and contribute to the continuous advancement of holographic technology," Kapur concludes. ■



*Yogesh Kapur, executive vice-president for the holography business at UFlex*



*UFlex has developed a holographic QR code, holographic alu-alu blister, and holography on printed blister foil for the pharma industry*