

Packaging

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Swaran Singh Grover, Kellogg's India at the VDMA conference (p20). He will also speak at PACK.Nxt in Mumbai, 18 Jan 24 at Lalit Hotel

Enduring Value

Empowering consumers p8

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10% PCR content in flexible packaging from 2025-26, says Amit Shah

UFlex launches alu alu laminate with holographic effects at CPHI-PMEC India

The flexible packaging division of Noida-headquartered packaging giant UFlex participated at the CPHI-PMEC India exhibition held from 28 – 30 November 2023 at Greater Noida's India Expo Centre, where it launched its recently developed cold form laminate or alu alu laminate with holographic effects aimed at the pharma industry. Priyanka Tanwar reports



Amit Shah, joint president & chief marketing officer, Flexible Packaging at UFlex (sixth from left) with his team. Photo UFlex

In an interaction with *Packaging South Asia*, Amit Shah, joint president & chief marketing officer, Flexible Packaging at UFlex, said the company, which has been in the Indian flexible packaging industry since 1985, was primarily focusing on the consumer packaged goods industry. "For a long time, the pharmaceutical segment was a space left vacant by us," he said, adding the pharma industry offers a plethora of opportunities, and so they decided to have some play in this niche segment.

"We didn't want to come up with a me-too product. We wanted a significantly differentiated product. As a company, our philosophy is to be at the forefront of innovation and to come up with products with inherent uniqueness in them. We believe that our skills, technology, and knowledge should be our primary drivers to be the market leader. For us, pharma has been a good addition to the segments we already address through our flexible packaging division," Shah said.

The cold form laminate or alu alu laminate with holographic effects is a result of the technologies available in UFlex through its security solutions business.

"The hologram in our product is sandwiched between the alu alu laminate and doesn't get deformed post formation. We want the brand owners to understand what opportunities emerge from this product. They need to understand there is a counterfeiting problem and there are products to address it. It is up to them to grab the opportunity," Shah said.

In the pharma space, UFlex wants to show its presence in the value-added segment and does not plan to enter the commodities part. "We will continue to have

newer products as there are a lot of opportunities available in this market," Shah said.

"Now that UFlex has been in the pharma space for a good five years, customers take us seriously. We have the connections to demonstrate our capabilities. We have had a good year in the pharma space and have gained a lot of the market share. We strive to become the market leader in the pharma industry in a couple of years," he said.

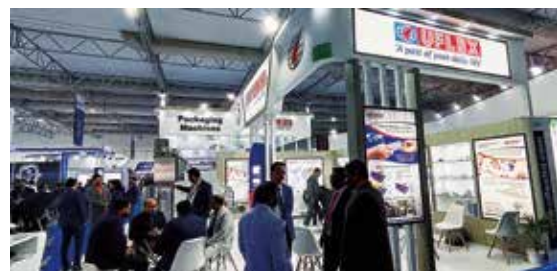
In the anti-counterfeiting industry, there is a need to stay a step ahead, Shah said. UFlex has already introduced its first product and will keep on upgrading it with newer features along with efforts to design newer products in the value-added segment. "With the proliferation of smartphones in the market, we will come up with newer products that will have a digital interface enabled by packaging."

■ Sustainability, brand protection and innovation

About four years ago, UFlex decided to have a much better-defined value proposition as the business segments in which it was participating were becoming more and more monotonous, Shah said, adding it led to pressure on the margins. "As an industry leader, we wanted to demonstrate that leadership is not purely based on volumes. Value addition in the final product has a significant role to play."

UFlex eventually crafted a value proposition defined by the three pillars of sustainability, brand protection and innovation (SBI). This value proposition has turned out to be tremendously profitable for us, Shah said. "We decided that every engagement we have with stakeholders in the customer organizations should be based on our SBI philosophy", he said.

Shah said new opportunities have emerged for UFlex with the amount of investment the company has made in terms of knowledge and technology, to come up with offerings that are ahead of time. "From 2025-26, 10% PCR (post-consumer recycled) content will come into flexible packaging. We are ready with the product that incorporates this part." ■



Top: The UFlex stand at CPHI and (bottom) the alu alu blister



■ MSPH series of VVFS machines at PMEC 2023

Mespack's turnkey and highly customized solutions

Mespack, a global leader with over 30 years of experience in the packaging sector, presented its comprehensive, customized and advanced packaging solutions designed to meet the specific needs of pharmaceutical laboratories, at PMEC 2023 in Greater Noida in November.

The company offers a wide range of sustainable solutions to pharmaceutical laboratories, allowing them to easily package products while meeting all obligatory requirements and regulations. It offers solutions from vertical to horizontal, and turnkey solutions that can be integrated with a cartoning module, equipped to group sachets before inserting them into the carton box.

"Mespack always strives to meet the unique demands of pharmaceutical packaging with cutting-edge and sustainable turnkey solutions," said Anthony D'souza, managing director, Mespack India.

■ Mespack's MSPH series

At the expo, Mespack put the spotlight on its recently launched MSPH series, a unique range of vertical form-fill-seal machinery designed exclusively for the pharmaceutical industry.



Team Nichrome at CPHI and PMEC 2023. Photo PSA

any machine. We wanted to have an open discussion with visitors about their problems and possible solutions,” he said.

■ Increasing automation in Indian packaging

Nichrome is optimistic about the future of the Indian pharma packaging industry as more and more patented drugs are going off-patent in the coming years. They are confident that their comprehensive range of solutions will be well-positioned to capitalize on this growth opportunity.

“We see a lot of capacity ramp up in the next three to five years in the pharma industry. We are trying to align ourselves to capitalize on this growth opportunity,” he said. ■

– Shardul Sharma

■ CPHI-PMEC India – Savings on laminates & aesthetics for food & pharma industries

UFlex demonstrates multi-track machines for 3-side seal & stick pack formats

UFlex’ engineering division demonstrated its 3-side seal multitrack and stick pack multitrack machines at CPHI-PMEC India held from November 28-30, 2023 in Greater Noida. The 3-side seal multitrack machine scores over the 4-side seal multitrack machines available in the market because of saving in laminate and the better speed and leak-proof sealing. According to the company, in packs with 4-side seals, the fourth side is a necessity owing to existing available designs, leading to extra usage of laminate.

The UFlex 3-side seal multitrack machine is appropriate for the spice and pharma industries as it can pack liquids, powders, and granules. The 3-side seal multitrack machine makes a hundred strokes per minute, and, depending on the number of tracks, can produce up to 800 pouches a minute. The continuous motion machine is said to be more robust long-lasting and less prone to breakdowns. At the same time, the cost per pouch is reduced.

The multitrack stick pack machine, on the other hand, is available in three models – the STP 200, with a maximum laminate width of 200 mm; the STP 400, with a maximum laminate width of 400 mm; and, the STP 600, with a maximum laminate width of 600 mm. This is a very popular format in the packaging industry currently for coffee and premixes as stick packs save laminate and provide ease of use for pouring for customers and end-users. The solution works well for the pharma industry as well. The multitrack stick pack machine produces 200 plus pouches a minute.

“We could see a great enthusiasm and positive approach to these new technologies from the clients who visited the show,” said Sanjay Sabharwal, joint president and COO-PAM Marketing, Engineering Business, UFlex.

In addition to pharma and food, the machines have been appreciated and liked by the cosmetics industry. An interaction with the team of Modi Care was good and the company has shown its interest in the machines, he said. ■

– Priyanka Tanwar



Top: Sanjay Sabharwal, joint president and COO-PAM Marketing, Engineering Business, UFlex
Bottom: The 3-side seal multitrack machine on display. Photos UFlex