

**OFFICIAL RELEASE**

**AIMCAL Marketing Excellence Award 2017 to Uflex for 3 Dimensional Slide to Close Zipper Bag with a Side Gusset Handle**

**Orlando (USA) 26 April 2017:** Association of International Metallizers, Coaters & Laminators (AIMCAL) conferred the Marketing Excellence Award 2017 (in food category) to **the 3 Dimensional Slide to Close (STC) Zipper Bag with a Side Gusset Handle that Uflex Limited manufactured for Samaa Basmati Rice.**

The award ceremony was held on the sidelines of AIMCAL's Annual Meeting at Orlando on 26 April as a part of International Converting Exposition (ICE) 2017.



The eminent Jury comprising a team of independent, nonaffiliated associates selected from diversified market areas particularly noted the superior aesthetics and functionalities of the packaging entry by Uflex that makes it stand out and rise above the clutter.

3 Dimensional Slide to Close Zipper Bag with a Side Gusset Handle for rice packaging has a premium matte finish. The pack is rotogravure reverse printed in High Definition with 8-10 colours using Toluene Free Poly Urethane Inks for a striking shelf appearance.

The shape of the pack has been designed for optimizing space utilization on the expensive retail shelf where every square inch counts. The side gusset comes fitted with a handle further spelling immense ease of carrying for the end-user.

5 distinct panels that comprise the entire pouch offer immense branding opportunities to the marketer on all sides. The transparent side gussets allow the end-users to see the product packed inside that further evokes immense consumer interest at the point of sale (POS) in terms of visual appeal so that they are able to make an informed choice. The side gusset handle in no way occults the branding and offers all round visibility to the package.

In an official statement issued soon after the award ceremony, Mr. Ashok Chaturvedi, Chairman and Managing Director, Uflex Limited said, ***"The real verdict about the packaging, particularly in the FMCG space always comes from the end-user. At Uflex our R&D team works in absolute tandem with the client to come up with packaging designs that evoke a 'WOW' at the point of sale (POS). An efficient packaging design enhances the overall consumer experience in turn adding value to the business of our clients globally. This is truly gratifying. I am humbled by this conferral by AIMCAL."***

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#### About Uflex

*Uflex is India's largest multinational flexible packaging materials and Solution Company and an emerging global player. Since its inception back in 1985, Uflex has grown from strength to strength to evolve as a truly Indian Multinational with consumers spread across the world. Uflex today has state-of-the-art packaging facilities at multiple locations in India with installed capacity of around 100,000 TPA and has packaging film manufacturing facilities in India, UAE, Mexico Egypt, Poland and USA with cumulative installed capacity in excess of 337,000 TPA.*

*All Uflex plants are accredited with ISO 9001, 14001, HACCP & BRC certifications. Uflex caters to markets spanning across the globe in over 140 countries like USA, Canada, South American countries, UK and other European Countries, Russia, South Africa, CIS, Asian and African nations. Integrated within its core business profile are allied businesses like Engineering, Cylinders, Holography and Chemicals which further give Uflex a superior edge above competition.*

*Uflex Limited is also a part of the D&B Global Database and winner of various prestigious national and international awards for its products' excellence. Uflex offers technologically superior packaging solutions for a wide variety of products such as snack foods, candy and confectionery, sugar, rice & other cereals, beverages, tea & coffee, dessert mixes, noodles, wheat flour, soaps and detergents, shampoos & conditioners, vegetable oil, spices, marinades & pastes, cheese & dairy products, frozen food, sea food, meat, anti-fog, pet food, pharmaceuticals, contraceptives, garden fertilizers and plant nutrients, motor oil and lubricants, automotive and engineering components etc.*

*Some of Uflex's clients on the global turf include P&G, PepsiCo; Tata Global; Mondelez, L' Oreal, Britannia, Haldiram's, Amul, Kimberly Clark, Ferro Rocher, Perfetti, GSK, Nestle, Agrotech Foods, Coca Cola, Wrigley, Johnson & Johnson among others.*

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