

## PRESS RELEASE

### Uflex to exhibit its Holographic Prowess at Gulf Print & Pack Dubai 2017

22 March 2017, Dubai: India's largest multinational flexible packaging materials and solution company **Uflex Limited** is all set to display myriad anti-counterfeiting and brand protection solutions at **Gulf Print & Pack** to be held at **World Trade Centre Dubai** from 26 through 29 March 2017.

Gulf Print & Pack is the leading event for commercial and package printers in the Middle East and North Africa.



**Uflex to exhibit its Holographic Prowess at Gulf Print & Pack Dubai 2017**

On exhibit at Uflex's stand will be a big assortment of **Holographic Wide Web Films** including soft embossing; Fresnel Lens & Sterling lens embossed, hard embossing; UV embossing; High Refractive Index (HRI) and Window

De-metallized films. High refractive index film also known as zinc metalized film available in transparent variant will also be on display. This film is especially used for overlay / lamination on printed substrates. After lamination, both printed matter and the holographic effect are distinctly visible. This film finds wide use in promotional packaging, offering high degree of brand protection.

**A significant highlight of Uflex's display at the exhibition would be registered Fresnel lens film on cartons for that unique, exclusive aesthetics associated with high end premium products.** The effect produced by (F1 & F2) Fresnel Lens is pegged as one of the most advanced security features for carrier films offering authentic and secured packaging solutions. Various industries viz. automobiles, food, FMCG, Pharmaceuticals, cosmetics, etc. are making the most of this feature for protecting their brand identity from the fake and the spurious. Uflex has robust capabilities of offering films embossed with various shapes and sizes of Fresnel lens. These films will be the cynosure of Uflex's exhibit at Gulf Print & Pack 2017.

**Holograms** manufactured using various technologies like analog 2D/3D conventional; Dot matrix (up to 24,000 DPI); non-diffractive Litho (up to 1, 20,000 DPI) and E-Beam will also be seen at the stand. Holograms engineered using the expensive and highly sophisticated E-Beam technology are considered to be the most secured as per the international standards.

Visitors will also get to see increasingly popular products like **Holographic Pouches, Holographic Strips, Holographic Scratch, Holographic Wads, Holographic Shrink Sleeves; Labeling solutions** using foils, Fresnel lens and holographic effects {Printed Labels, Tamper Evident Security Labels, Anti-counterfeit Labels, Bar-Code Labels, Scratch Labels, Thermal Transfer Labels, Serial Number Labels, Holographic Labels}; **Hot and Cold Stamping Foils** at Uflex's pavilion.

Catering to the varied needs of high-fashion garment houses, Uflex happens to be the only manufacturer in India offering **OEKO-TEXT CERTIFIED Textile Value Addition Products** {Sequins Film, Hot Melt Film, Holographic Glitter Films}. Sequin films are extensively used for computerized and hand embroidery processes. Besides catering to the Indian market, the company also exports large quantities of PVC free sequin film with more than 400 shades and design options. It is next to impossible to counterfeit the exclusive and innovative designs. Uflex is equipped with world class in-house manufacturing facilities to develop best-in-class quality sequin films. For computerised embroidery, sequin films in 90-150 micron range while for hand embroidery, films of 130-250 micron thickness shall be on display at the exhibition.

**Pressure-sensitive labels** by Uflex including High-Durability Prime Labels, Drum Labels, Performance Labels, Security/Tamper Evident Labels and Promotional Labels are likely to evoke a lot of interest among visitors from across industries at the event.

**Holographic Thermal Lamination Films** also called hot lamination or thermal films will also be a major attraction at Uflex pavilion. This film has extrusion coated surface with low temperature melting resin enabling the lamination of film to paper board by heat and pressure thereby eliminating the use of any adhesive. These films are available in PET and BOPP variants and tremendously boost the shelf appeal simultaneously combating counterfeiting.

Talking about company's upcoming participation at Gulf Print and Pack, **Mr. Pankaj Bhasin, Executive Vice President, Holography Business, Uflex Limited** said, ***"Much like DRUPA 2016, we will lead the fight against counterfeiting and piracy during Gulf Print & Pack 2017 too. We have the most contemporary technology and skilled manpower by our side for offering anti-counterfeiting and brand protection solutions to a varied cross-section of industries globally. More importantly, all the wide ranging solutions are available in-house."***

Speaking about the growing global demand for anti-counterfeiting and brand protection solutions, Mr. Ashok Chaturvedi, Chairman & Managing Director, Uflex Limited said, ***"If organizations like us have access to advanced technology, so do the nefarious elements operating from dingy basements across the globe have. There is a dark underbelly of counterfeiting that costs more than 2% of the global economic output i.e. around \$1.8 trillion a year. Uflex remains steadfast and committed to come up with the most advanced and bespoke solutions to thwart any and every attempt of counterfeiting that looms over its clients globally. The time has come to hold up the mirror to counterfeiters and show them the real prowess of impregnable brand protection solutions.***

***I would particularly like to highlight that the kind of technology, machinery and expertise that Uflex has, poses an invincible barrier for the counterfeiters. I strongly believe that while dealing with a despicable lot like counterfeiters, one has to think faster than they can imagine and engineer and launch brand protection solutions much before the clients are harmed in anyway. Innovation to create value added differentiation at Uflex remains the guiding principle for coming up with top of the line anti-counterfeiting solutions while our global sales and marketing / distribution network ensures the much needed speed to market reach to outpace counterfeiters."***

***Visit Uflex at Stand number L - 45, Gulf Print and Pack; World Trade Centre, Dubai from 26 to 29 March 2017***

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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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#### For further information, please contact:

- Rajesh Agrawal; Vice President, Investor Relations & PR, Uflex Limited  
Mobile No.: 09967491495  
E-mail: [rajesh.agrawal@uflexltd.com](mailto:rajesh.agrawal@uflexltd.com)
- Rohit Sharma, Manager, Investor Relations, PR & CSR, Uflex Limited  
Mobile No.: 09910300187  
E-mail: [rohit.sharma@uflexltd.com](mailto:rohit.sharma@uflexltd.com)  
Website: [www.uflexltd.com](http://www.uflexltd.com)