

PRESS RELEASE

Uflex manufactures first Glitter Printing Rotogravure Cylinder in India

Noida, 05 March 2018: There has been a recent addition in the list of very many firsts that Uflex has introduced in the flexible packaging industry.

Uflex is the first Indian company to manufacture Glitter Printing Rotogravure Cylinder on its state-of-the-art direct laser engraving line. Pigments of glitter inks are substantially bigger in size as compared to conventional gravure inks therefore rotogravure printing on substrates using glitter inks has always been a challenge for convertors.



Talking about the newly developed glitter printing rotogravure cylinder Mr. P.K. Agarwal, Joint President Cylinders Business at Uflex Limited said, ***"It is extremely difficult for a cylinder with electro-mechanically engraved conventional gravure cells to pick up pigments of the glitter ink and transfer them on to the substrate, therefore in-case of this specialized cylinder, we developed bigger sized customized pits (cells) that trap the high solid content of the glitter ink. The customization of cell geometry of the rotogravure cylinder on our direct laser engraving line is the real innovation here. Pigments of the glitter ink have a tendency to get stuck inside the pits/ cells of the cylinder (cell filling). When the printing surface is sandwiched between the impression roller and the gravure cylinder, the high solid contents of the glitter ink get transferred from recessed cells to the substrate with the help of capillary action and the tangential force of the roller."***

Explaining further about the process Mr. Agarwal said, ***"Glitter inks unlike other conventional gravure inks do not possess self-curing properties. Therefore to enable quick and effective curing of the glitter ink we developed a Light Emitting Diode (LED) curing system and installed it on the proofing/ printing machines at Uflex. The high solid content of the glitter ink on the printing surface/ substrate imparts superior tactile effect along with the shimmer tremendously enhancing the shelf impact of the pack thereby catching the attention of the customer at the already inundated Point-of-Sale (POS). It took us about one month to develop the glitter printing rotogravure cylinder. Our Chemicals Business simultaneously developed the glitter ink. There is great demand for this type of printing from the convertors of flexible packaging for high impulse buying consumer goods particularly in the food and confectionery segment, for which we are fully braced."***

The specialty glitter ink has been manufactured for flexible substrates like paper and heat sensitive films and can be cured using LED lamps applied in-line with gravure printing process using solvent or water based ink system.

Uflex manufactures different variants like metallic glitter & polymeric glitter inks among others. Conventional metallic shades are available only in Gold, Silver and Copper, whereas polymeric glitter inks are available in several colours.

Commenting about the special glitter ink, Mr. Rajesh Bhasin, Joint President, Chemicals Business at Uflex Limited, said, ***"This was one of the toughest challenges posed to us by our client, wherein we were asked to develop glitter ink for a variety of flexible substrates including heat sensitive films. This ink was required to perform at high speeds and cure quickly on a gravure press. I am so very pleased that our scientists delivered a truly innovative product, which met the client's expectations on all parameters within a record time."***

Expressing delight over the innovative glitter printing solution, Mr. Ashok Chaturvedi, Chairman & Managing Director, Uflex Limited said, ***"Addressing a need-gap congruently is the real contribution that the manufacturing industry can ever deliver. I am happy to state that living up to the ethos of being one stop solution for meeting all flexible packaging requirements, our Cylinders and Chemicals Businesses demonstrated perfect synergy and engineered the most contemporary and innovative glitter printing solution in record time delighting our clients."***

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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