

Uflex's Waterless Internet Flower Packaging Adjudged Diamond Finalist Winner at Dow's 2018 30th Awards for Packaging Innovation



12 September 2018, Noida (Uttar Pradesh): *Waterless Internet Flower Packaging*, a remarkable breakthrough in packaging of Flowers by Uflex, has been announced as *Diamond Finalist Winner* at the *2018 30th Awards for Packaging Innovation* by The Dow Chemical Company (Dow). This award recognizes the packaging industry's top achievement in innovative packaging design, material, technologies and processes.

Waterless Internet Flower Packaging, developed by Uflex, has been becoming increasingly popular among global flower companies for the myriad benefits that it brings to the table. It works on the principle of Active Modified Atmospheric Packaging (AMAP) through **Flexfresh™**, a special patented polymeric film, offering shelf-life extension solution for fresh fruits, vegetables and flowers. The special film is the first 100% biodegradable film that maintains the hydration of flowers during transpiration, thus creating a closed loop system. Flowers are put to slow respiration mode by reducing the oxygen availability preventing excess oxidation and dehydration. The film keeps the flowers breathing in hydrated oxygen and releases excess humidity keeping them touch dry. The flowers thus can go without water for a significant number of days as the humidity is fed back and continues to breathe in the modified atmosphere.



1. Flowers Ready to be Packed

2. Flowers Flow Packed

3. Flowers Ready for Shipping

On winning the Dow 2018 30th Awards for Packaging Innovation, N Siva Shankaran, Vice President, Flexfresh at Uflex Ltd. said, “Our entry complied with all three critical judging parameters of the award - technological advancement, sustainability and enhanced user experience. By offering the longest shelf life coupled with the sustainable solution, we foresee that Flexfresh is serving to be a boon for flower companies across the globe. The uniqueness of this film is that it is adapted to the living conditions of the flowers. We are introducing similar concepts in other markets and you will see them across geographies soon.”

Uflex is now offering a film which has worked across the world for range of fresh produce. We are working on several projects with leading supermarkets and producers, in a wide range of Fruits, Vegetables and Flowers. Flexfresh is now available across different continents and major produce areas. Europe has been using these bags for Asparagus, Bell Peppers, Brussels Sprouts, Broccoli, Blueberries, Cauliflower, Cherries, Cucumbers, Flowers, French Beans, Green Onion, Green Peas, Kiwi Berries, Herbs, Leeks, Salads, Strawberries, Stone Fruits, Sugar Snap, etc. We have also developed solutions for tropical products such as Banana, Chillies, Dragon Fruit, Gourds, Guava, Limes, Litchi, Mangoes, Mangosteen, Okra, Papaya, Passion Fruits, Pineapple, Pomegranates, Rambutan, Sapodilla, etc. Flexfresh brings in significant competitive edge to Supermarkets around the world for providing sustainable solutions to their fresh produce packaging. Uflex is currently testing its new improved Flexfresh with high clarity which could replace conventional bags/pouches in supermarket shelves. This change would facilitate supermarkets to achieve their sustainable goals in the short term.

Delighted at the recognition accorded to Uflex, the company’s Chairman & Managing Director Ashok Chaturvedi added, “Uflex has taken the lead as more supermarkets come under pressure to eliminate plastics from their counters. In a bid to cater to ever changing consumer demands coupled with eco-friendly solutions, this technology is a major shot in the arm for e-commerce companies that enables florists and retailers to stock up large inventory thereby leading to enormous savings. A third-party validation by a Dutch Flower Quality Evaluation Company earlier had also revealed that our technology allowed them to serve their consumers better, thereby reducing wastage and passing on the benefits to their customers”.

Dow’s 2018 30th Awards for Packaging Innovation successfully continues the DuPont Awards for Packaging Innovation program, which is the industry’s longest running independently judged packaging awards program. The judging panel featured experts with diverse backgrounds, providing global perspectives across design, engineering, retail, converting and academia. The judges evaluated more than 200 entries from companies in 30 countries.

“Dow received hundreds of very strong submissions that collectively demonstrate a deep global commitment to serving consumer needs and addressing worldwide challenges. Waterless Internet Flower Packaging by Uflex is helping to drive the packaging industry forward”, **said Diego Donoso, Business President for Dow Packaging & Specialty Plastics.**

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 is also listed in D&B Global Database and a 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 etc. Please visit our website www.uflexltd.com for detailed information on the company.

About Dow Packaging and Specialty Plastics

Dow Packaging and Specialty Plastics, a business unit of DowDuPont Materials Science, combines core strengths of R&D, worldwide reach, broad product lines and industry expertise to deliver sustainable solutions for plastics and adhesives markets. The business focuses on high growth market segments in flexible and rigid food packaging, secondary and tertiary packaging, personal hygiene and medical products, and adhesive applications. Dow Packaging and Specialty Plastics is one of the largest polyethylene producers in the world, and are a leading innovator and collaborator across the value chain. For more information on Dow's 2018 30th Awards for Packaging Innovation, please visit www.dowpackagingawards.com.

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