

Uflex Honoured with 'Excellence in Packaging – Beverages' at The ET Polymers Awards 2019

February 13, 2019, Noida: Continuing with its string of wins, Uflex Ltd has been recognized for innovative packaging in the category of **Excellence in Packaging – Beverages (Large Enterprises)** for **Asepto Spark 'Fresca'** at **The Economic Times Polymers Awards 2019** held on Feb 12, 2019 at Mumbai.



The company has won the award for Fresca packaging, the first holographic pack of the era. **On receiving the award, Ashwani Kumar Sharma, President & CEO at Uflex Ltd, said,** "The idea of our packaging innovation was to enhance the shelf appeal which was deprived in the printed cluster. Asepto Spark and Premium range filled that void and created a new horizon of packaging for brands to look forward to."

Uflex always inspired its customers to reimagine the packaging experience with Asepto's Spark and Premium range. "We are committed to creating innovative products and solutions for our customers around the globe, as our packaging innovation offers endless possibilities. This award certainly reinforces our belief that the unique and novel holographic packaging, we created, will change the outlook of aseptic liquid packaging market," **Sharma added.**



Among many, Asepto offers various holographic patterns to foils stamping and multi-lens approach. Its strength lies in the backward integration strategy that the company has adopted to propel the innovative packaging venture. The company possesses in-house capability of offering packaging solutions for premium-category products. **Sharma further added**, "We can customize designs for customers as per their standard specifications."

Expressing gratitude on this recognition, Ashok Chaturvedi, Chairman & Managing Director, Uflex Ltd said, "Uflex's foundation has been on innovation and earning this award reflects the acceptance of our packaging innovation in the Aseptic Liquid Packaging business. It's an element of pride for all members of the Uflex family who are associated with this. Until last year, the packaging industry lacked aesthetic rejuvenation for packaging solutions, but with the revolutionary value-added features of Asepto, we are changing the face of the industry. Uflex firmly believes that, in the next decade, packaging will transform the way the point of sale zones are being looked at in the India Beverage Industry."

Fresca, India's leading Beverage Company, which has been associated with Uflex for its aseptic packaging needs, decided to also add holographic features to its products, thereby giving its new variant a distinct identity and creating a niche space on the shelves.

About Asepto:

Asepto is India's first aseptic liquid packaging material brand from the house of Uflex with a state-of-the-art manufacturing plant in the industrial hub of Sanand in Gujarat, spread over 21 acres of the sprawling 72 acre land parcel, with a production capacity of 7 billion packs per annum. We are a total system supplier offering products from packaging material to aseptic filling lines known as Asepto Smart -78. The ASEPTO product portfolio offers a wide range of pack sizes from portion to family packs with volumes of 100ml Base, 125ml Slim, 160ml Slim, 200ml Slim, 250ml Base, 1000ml Slim & 1000ml Base.

While the packaging industry can only thrive on differentiation, Asepto carries multiple roles to prove that it is ahead of the league. The Spectacular products from Asepto i.e. "Spark and Premium" bring in the real innovation that differentiates us from other beverage packaging. Making the most of our in-house holographic prowess, we are able to bring in never seen before mesmerizing novel holographic, multi-lens, foil stamping and embossing effects that can offer myriad possibilities to market the packs.

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 1,35,000 TPA and has packaging film manufacturing facilities in India, UAE, Mexico Egypt, Poland and USA.

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 Beverages, Mondelez, L'Oreal, Britannia, Haldiram's, Amul, Kimberly Clark, Ferrero Rocher, Perfetti, GSK, Nestle, Agrotech Foods, Coca-Cola, Wrigley, Johnson & Johnson amongst others. For more details, click on: www.uflexltd.com

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