

***UFlex Launches a Revolutionary Packaging Solution 'Asepto Eye' for Beverages Industry at GulFood Manufacturing 2019 in Dubai***

***Announces Uflex' Cutting-edge Aseptic Liquid Filling Machine 'Asepto Flexpress 10000'***

**October 31, 2019; Noida, U.P.:** UFlex Limited, one of the world's leading player in polymer plastic and India's largest multinational flexible packaging materials & solution company, **has launched a cutting-edge packaging solution called 'Asepto Eye' for the beverages segment** at the GulFood Manufacturing 2019 being held in Dubai from October 29-31, 2019. As the curtains rose on 'Asepto Eye', the newest offering from Asepto that gives a stylish revival to aseptic packaging, it made a strong impact on the visitors at the global exhibition acknowledged for its packaging excellence, taking forward the innovative trail that the brand Asepto professes.



'Asepto Eye' is a ripple concave lens and single lens technology that gives 3-D effects on the aseptic packs. These lenses come in various sizes & shapes and offers bespoke artwork, as per the clients' requirements.

Speaking about the launch of this innovative solution, Ashwani Sharma, CEO and President of Aseptic Liquid Packaging Business at Uflex Ltd. said, "Asepto Eye is truly revolutionary in all

respect and will change the concept of beverage packaging for years to come. The cutting-edge Asepto Eye technology having lens effect in packaging is unprecedented and offers myriad choices to manufacturers to be distinct on the shelves, and also add a premium value to their brand through our packaging." The shape of the lenses has many varieties to address diverse packaging innovations.



Aseptic Brick Packs are the most popular format amongst the ranges available in the market. **Sharing his insights, Sharma added,** "There was a demand for something radically distinctive in aseptic packaging. There were no other value-additions for aseptic packs to stand out on shelves, which made brands confined to exploring designing different packaging shapes and sizes or consider color options to seek customer attention. Therefore, our newest concept of aesthetic rejuvenation brings to the table a variety of option like foil-stamping, holography and 3D effects to communicate with end-consumers better, when the packs are on shelves. These options were never explored in aseptic packs since the packaging process is complex and everyone played safe. This launch will not only enhance the look of aseptic packs, it will also help them communicate well with purchasers."



**Sharma continued,** *"Significant in-house investments were made in backward engineering to offer the complete packaging solution in aseptic packaging. Through Asepto Eye, we are offering a packaging USP of aesthetics and unique identity to product packaging. Am pleased to note that at the GulFood Manufacturing 2019, Asepto Eye has been quite a revelation and has received appreciation from different quarters."*

The GulFood Manufacturing 2019 also witnessed the launch of **Asepto Flexpress 10000 Machine, a filling machine**, which augurs the outcome of aseptic packaging. On its debut, **Ashok Chaturvedi, Chairman & Managing Director, Uflex Ltd said,** *"Uflex has always been a forward-looking company. We have not only focussed on customer solutions through innovative next-gen of packaging 'Asepto Eye', but also announced our engineering prowess with our new machine Asepto Flexpress 10000, Servo-based drive mechanism new filling line, offering advanced integration with PLC. It also comes with operator-friendly HMI (human machine interface). Uflex is pitching this unique machine for optimum packaging in the dairy, dairy products, juices and alcohol segments."*

The advantage of 'Asepto Flexpress 10000' machine is that it offers high flexibility for all-in-one portion packs from 90 to 200 ml. Having operator-friendly HMI, this machine works on servo-based drive mechanism and is a highly flexible machine with low changeover times and has a low TCO (total cost of ownership). It offers high output with minimal machine downtime.

### **About Asepto:**

[Asepto](#) is the Liquid Packaging Brand from the House of [UFlex](#). We are the first Indian manufacturer of aseptic liquid packaging material with a state-of-the-art facility in the industrial hub of Sanand in Gujarat. Our offering is designed to deliver user convenience, easy opening and optimal shelf life to products like Juices, Non-aerated Alcoholic Beverages and highly perishable liquid consumables like Milk and other Dairy products.

Our facility is equipped with latest top of the line converting machines capable of manufacturing truly world class aseptic packs for our customers. The aseptic packaging manufacturing facility is first of its kinds with a production capacity of 7 Billion packs per annum. The plant is spread over 21 Acres of the sprawling 72 Acre land parcel that UFlex has bought at Sanand, Gujarat.

### **About UFlex:**

[UFlex](#) is one of the world's leading player in polymer plastic and India's largest multinational flexible packaging materials & solution company. 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 packaging film manufacturing facilities in India, UAE, Mexico Egypt, Poland and USA.

Integrated within its core business profile are allied businesses like Aseptic Liquid Packaging, Engineering, Cylinders, Holography and Chemicals which further gives Uflex a superior edge over competition. 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.

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. All UFlex plants are accredited with ISO 9001, 14001, HACCP & BRC certifications.

The company is a part of the D&B Global Database and winner of various prestigious national and international awards for its products' excellence including the recently won Dow's 2018 30th Awards for Packaging Innovation and the Sustainability Awards 2018.

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, Mars Wrigley, Johnson & Johnson amongst others. For more details, click on: [www.uflexltd.com](http://www.uflexltd.com)

**For further information, contact:**

Aarti Laxmanan | UFlex Limited  
Mobile No: +91 98998 13325 | E-mail: [corpcomm@uflexltd.com](mailto:corpcomm@uflexltd.com)