

## UFlex Unveils its New Global Initiative 'Project Plastic Fix' Designed to Keep Plastic in the Economy, \Out of the Environment

**New York, N.Y., Sept. 24, 2019:** Amongst an exclusive gathering held at New York's Core: Club, UFlex, one of the largest polymer plastic companies in the world, launched its big plans designed to make the company part of a solution to keep plastic in the economy and out of the environment.

Aptly named '**Project Plastic Fix**', UFlex' pioneering sustainability initiative aims to clean up plastic waste and convert it into products that have an economic value, thereby creating a circular economy. In essence, 'waste becomes wealth'.



UFlex will eradicate plastic waste in four distinct ways through a mix of various methodologies it already practices, such as, **Recycling plastic waste into granules further used to make over 10,000 household and industrial products like road dividers, outdoor furniture, dustbins and many more useful articles; Reprocessing plastic waste into fuel through a process called Pyrolysis that emits zero greenhouse emission; Collecting and converting plastic bottle waste into green upto 100% PCR grade packaging film Asclepius™; and Converting plastic waste into 100% biodegradable biomass.**

UFlex induced Project Plastic Fix is the **only project in the world that shall have the technology to make plastic recyclable as well as biodegradable.**

"We are trying to achieve a world where you don't see plastic where it isn't supposed to be. As a

plastics manufacturer, we are trying to get to that goal,” said Anantshree Chaturvedi, Vice Chairman & CEO, FlexFilms International, the global manufacturing arm of UFlex. **“We believe that plastic is a problem that can be solved – it’s a global catastrophic risk that we can put behind us,** but we have to engineer ourselves out of the problem. Although it’s a challenge, there are avenues, but technology alone isn’t enough. It will take a combination of technology, plastic and people to solve this problem. Corporate choices and citizen behaviour are part of the solution.”



**Also making Project Plastic Fix unique and different is that waste collection will be done by individuals directly engaged by UFlex, thus eliminating the “middleman” that typically would see the largest benefit from these transactions.** Importantly, Project Plastic Fix contributes to poverty alleviation as the person responsible for collecting and depositing the waste, receives the maximum return. To this, Anantshree Chaturvedi commented, “Waste collection is more about economic value. When we think of waste management as an unimportant thing, it becomes a burden on all those who have to deal with it.”

The initiative is being piloted in India, Poland and Mexico, to begin with. UFlex will be looking at additional locations along the U.S. East Coast and in the United Kingdom later.

“I believe that while plastic cannot be removed from everyday living, it can be used responsibly. We can have a solution to use the plastic that the world has already manufactured and ensure that it gets recycled and reused in the economy, in a variety of ways, without affecting the ecology,”. He continued,



“Project Plastic Fix advocates the message that the problem of plastic is fixable, achievable and there will come a time when we will look back and not believe that this problem ever existed.”

Emphasizing on the issue of human behaviour that adds to plastic waste menace, Anantshree Chaturvedi concluded, “A change in the way the consumer thinks and behaves will make a lot of difference. With Project Plastic Fix, the only requirement from the consumer will be of waste sorting, while the rest can still be addressed with Uflex’ four different approaches. Just by making a small little effort of segregating our waste before disposing it, makes it a lot simpler for companies like ours to make sure all the plastic waste falls into the right place. But these changes by consumers need to be made today!”

### **About Uflex:**

*Uflex is India’s largest multinational Flexible Packaging Materials & Solution Company and a global player in Polymer Sciences. 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, Wrigley, Johnson & Johnson amongst others. For more details, click on: [www.uflexltd.com](http://www.uflexltd.com)*

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