

Press Note

**Mr. Ashok Chaturvedi, CMD, UFlex Limited, releases a report:
“Proposed National Standard for Scientific Estimation of Recycled
Content” at an industry event**

New Delhi, May 10, 2024: Mr. Ashok Chaturvedi, Chairman and Managing Director, UFlex Limited, today released a report on “Proposed National Standard for Scientific Estimation of Recycled Content” for EPR reporting at an event organized and hosted by Plastic Packaging Research and Development Centre (PPRDC).

Speaking on the occasion **Mr. Ashok Chaturvedi, Chairman and Managing Director, UFlex Limited**, said, *"At UFlex, sustainability is the cornerstone of our corporate strategy and as a global leader in packaging, we have made significant investments in recycling technologies to keep plastic in the economy and out of the environment. Currently, we recycle close to 30,000 MT of Multi-Layer Plastic (MLP) waste annually across India, Poland, and Mexico, and the goal is to reach 100,000 MT of recycling annually by building additional global recycling facilities globally.*



We laud the Indian government’s plastic waste management (PWM) and extended producer responsibility (EPR) regulations that will transform the waste management ecosystem in India and



accelerate the pivot to sustainable development and circular economy. However, there is a need to measure recycled content in packaging accurately and avoid

inconsistencies in EPR reporting. The study report by PPRDC, supported by CIPET and BIS, is a step in the right direction that proposes the development of a standardized measurement of recycled PE content in packaging by producers, importers, and brand owners to deliver on their individual and industry EPR objectives”.

The School for Advanced Research in Petrochemicals (SARP) – Laboratory for Advanced Research in Polymeric Materials (LARPM) at the Central Institute of Petrochemicals Engineering & Technology (CIPET) in Bhubaneswar, conducted a study recently which explains a method of determining rPE content in packaging materials. The study recommends FTIR spectroscopy and DSC-based thermo-analytical techniques to develop a National Standard or operating/audit process to assess and regulate the recycled content of PCR plastic packaging. This helps discourage practices like green-washing and waste fraud that diminish circularity and erode public trust in plastic recycling.



This study report builds on previous findings of SARP-LARPM, CIPET, in collaboration with the Foundation for Innovation & Technology Transfer, IIT-Delhi, for the method of determination and estimation of mechanically recycled PET content in packaging materials. Earlier, these institutes recommended using a UV-Vis Spectrophotometer to accurately predict the recycled content in v-PET/rPET composites.

In addition to the launch of the study report, government and industry representatives discussed a wide range of topics including the scope and status of EPR implementation in India and the challenges faced by producers, brand owners, and importers in complying with EPR guidelines, amongst others.

Notable industry speakers included Mr. Deepak Mishra, Joint Secretary, Department of Chemicals and Petrochemicals (PC), Government of India, Ms. Meenal Passi, Head - Petroleum, Coal and Related Products Department (PCD), Bureau of Indian Standards (BIS), Prof. (Dr.) Shishir Sinha, Director General, Central Institute of Petrochemicals Engineering and Technology (CIPET), Dr. Smita Mohanty, Principal Director, Central Institute of Petrochemicals Engineering and Technology (CIPET): School for Advanced Research in Petrochemicals (SARP) - Laboratory for Advanced Research in Polymeric Materials (LARPM), and others.

PPRDC (www.pprdc.in) is a non-profit research and development centre established by the Multilayer Plastics Films Sanitation Trust. The event agenda included a briefing by representatives from key industry bodies and PPRDC executives on the proposal for the adoption of a national standard for regulating PCR in packaging and best practices for building a circular economy.

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About UFlex Limited:

UFlex is India's largest multinational flexible packaging and solutions company. Since its inception in 1985, UFlex has grown from strength to strength and has built a strong presence across all verticals of the packaging value chain — packaging films, chemicals, aseptic packaging, flexible packaging, holography, engineering, and printing cylinders.

With a 10,000+ strong multicultural workforce across global regions that works toward developing innovative, value-added, and sustainable packaging solutions, the company has earned an irreproachable reputation for defining the contours of the 'Packaging Industry in India and overseas.

It provides end-to-end solutions to numerous Fortune 500 clients across various sectors such as FMCG, consumer product goods, pharmaceuticals, building materials, automobiles, and more, in more than 150 countries. Headquartered in Noida, the National Capital Region, India, UFlex enjoys a global reach with advanced manufacturing facilities in India, the UAE, Mexico, Egypt, the USA, Poland, Russia, Nigeria, and Hungary.

A winner of various marquee global awards for product excellence, innovation, and sustainability, UFlex is the first company in the world to earn recognition at the Davos Recycle Forum in 1995 for conceptualizing the recycling of mixed plastic waste. For more details, please visit: www.uflexltd.com