

Press Note

UFlex Partners with IIP Delhi to Promote Recycling Awareness and Sustainable Innovations

New Delhi, January 09, 2025: UFlex, India's largest multinational flexible packaging and solutions company, has partnered with the Indian Institute of Packaging (IIP) Delhi to promote recycling, circular economy, and sustainability. As part of this collaboration, UFlex has set up the Ideation Zone on the IIP campus, which will serve as an interactive space for students, professionals, and the public to learn about sustainable practices. The Ideation Zone was inaugurated by **Mr. Jeevaraj Pillai, Director – Sustainability, UFlex Limited**, today, marking the beginning of a series of educational initiatives aimed at advancing a circular economy.



Chief Guest Mr. Jeevaraj Pillai, Director - Sustainability, President - Flexible Packaging and New Product Development, UFlex Limited, along with Dr. Tanweer Alam, Addl. Director and RO, IIP Delhi, inaugurating the Ideation Zone at IIP Delhi

The partnership between UFlex and IIP Delhi aims to bridge the gap between industry and academia, fostering a deeper understanding of the environmental impact of packaging and the role of innovative technologies in driving recycling efforts. The initiative is designed to encourage young minds to explore sustainability challenges and find solutions that can shape a greener future.

The Ideation Zone is made using recycled materials, including multi-layer plastic and aseptic packaging waste, exemplifying the practical application of circular economy principles in sustainable infrastructure, and transforming flexible plastics into a sustainable future. UFlex currently recycles nearly 30,000 MT of plastic waste across Poland, Mexico, and India.

As part of this collaboration, UFlex will engage industry leaders and sustainability experts in workshops and seminars to educate students on recycling, advanced technologies, and the role of R&D in driving sustainability within the packaging industry. These sessions will also emphasize the importance of integrating R&D into academic curricula to prepare future professionals for leadership roles in sustainable packaging innovations.



(L-R) Ms. Neeru Dhawan, Head-Corporate Communication, UFlex Limited; Mr. Manas Kumar Sarkar, Business HR Head and Sustainability Lead, Flexible Packaging Business, UFlex Limited; Dr. Tanweer Alam, Addl. Director and RO, IIP Delhi; Mr. Jeevaraj Pillai, Director - Sustainability, President - Flexible Packaging and New Product Development, UFlex Limited; Mr. Anup Ghosh- Emeritus Professor, IIP Delhi; and Mr. JP Sharma, Former VC, SKAUST Jammu

Mr. Jeevaraj Pillai, Director – Sustainability, UFlex Limited, said, *“UFlex’s partnership with IIP Delhi is a significant step in promoting the importance of recycling and sustainability. At UFlex, we recognize that education is a powerful tool in driving change within the packaging industry. Through this collaboration, we aim to inspire future packaging leaders and professionals to adopt the principles of the circular economy and sustainable innovation, helping to create a more sustainable and responsible future.”*

Dr. Tanweer Alam, Addl. Director and RO, IIP Delhi, stated, *“We are excited to partner with UFlex to provide our students with the opportunity to engage with industry experts and learn about the latest in recycling and sustainability. This collaboration aligns with our mission to equip students with the knowledge and tools needed to address the evolving demands of the packaging industry and make a lasting impact.”*

The inauguration ceremony was attended by management and leadership team of UFlex, academic team, and sustainability advocates. This event marks the beginning of a long-term commitment by both UFlex and IIP Delhi to foster education, awareness, and innovation in the realm of recycling and sustainability.



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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 liquid 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, UAE, Mexico, Egypt, USA, Poland, CIS country, 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

About IIP:

The Indian Institute of Packaging (IIP), established in 1966, is an autonomous body under the Ministry of Commerce, Government of India. Its primary goal is to enhance packaging standards in India, focusing on improving packaging quality to promote exports. IIP plays a key role in advancing the packaging industry, aligning with global best practices, and striving to make India a hub for innovations in packaging science, technology, and engineering.