

Press Note

UFlex's FlexiTubes to Showcase Sustainable Tube Packaging for the Beauty Industry at Cosmopack North America 2025

Noida, Delhi NCR, July 14, 2025: UFlex's FlexiTubes—the packaging tube business of UFlex, India's largest multinational flexible packaging and solutions company—will showcase its innovative and sustainable tube packaging solutions for the beauty industry at Cosmopack North America 2025, being held from July 15–17, 2025, at the Mandalay Bay Convention Center in Las Vegas, USA.

UFlex will showcase its advanced tube packaging that enhances the consumer experience and supports sustainability goals. At the show, the company will present its latest portfolio of sustainable tube formats—offering enhanced aesthetics, strong barrier properties, anti-counterfeit features, and environmentally responsible innovations.

FlexiTubes empowers beauty brands to create premium shelf presence through high-definition graphics enabled by rotogravure reverse printing. Brands have different processed finish options, including matte, gloss, dual matte-gloss, holographic metallic, and matte metallic. Reinforcing UFlex's commitment to sustainability, FlexiTubes are engineered to reduce plastic use and environmental impact while maintaining product performance. These tubes offer robust MVTR (Moisture Vapor Transmission Rate) and OTR (Oxygen Transmission Rate) properties, along with customized barrier solutions tailored to individual product needs.



One of the key offerings is GREENIKA, a tube made using USFDA-approved Post-Consumer Recyclate (PCR), along with other sustainable solutions such as paper-based tubes, fully recyclable formats, and biodegradable options. UFlex was recently certified by the USFDA for its recycling process, allowing the company to use recycled polyethylene (rPE) in packaging applications. What sets these tubes apart



is that the raw material used in the PCR tubes is sourced internally through UFlex's integrated recycling and manufacturing infrastructure, ensuring consistent quality, supply reliability, and a reduced environmental footprint.

Visit UFlex FlexiTubes at Stall No. 33179 at the Mandalay Bay Convention Center to explore a wide range of sustainable packaging options, including Greenika, as well as the Earthika, Kraftika, and Remika lines—each designed to enhance both sustainability and brand value.

Cosmopack North America is the only event in the Americas exclusively dedicated to the entire beauty supply chain, which brings together the best in raw materials and ingredients, private label and contract manufacturing, primary and secondary packaging, machinery, and other solutions for the beauty industry.

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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 12,000+ 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, 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