

Press Note

UFlex to Present Sustainable and Customizable Tube Solutions at Paris Packaging Week 2025

Noida, January 24, 2025: FlexiTubes—the packaging tube division of UFlex, India's largest multinational flexible packaging and solutions company, will showcase its innovative and sustainable tube offerings at **Paris Packaging Week 2025**, scheduled for **January 28-29, 2025**, in Paris, France. This event will feature packaging innovations from over 80 countries, providing a platform for businesses to explore high-quality, sustainable packaging solutions.

FlexiTubes also provides highly decorative tubes in small quantities, ranging from 10,000 to 20,000 units. This allows brands of all sizes—including smaller players—to access premium, customized packaging solutions for niche and high-end markets without the need for large production runs.



At the event, **FlexiTubes** will present an array of tubes along with sustainable offerings, including **REMIKA**, **GREENIKA**, **KRAFTIKA**, and **EARTHIKA** tubes, each designed to reduce the ecological footprint of packaging materials. These solutions support brands in meeting the growing demand for eco-friendly packaging, while maintaining high quality and strong shelf appeal. **REMIKA** tubes, for instance, are fully recyclable and offer excellent barrier properties. These tubes are an ideal replacement for aluminum foil-based tubes, specifically for oral care and shaving creams. **GREENIKA** tubes are made from 25% to 35% PCR (Post Consumer Recyclate), which significantly reduces the use of virgin resources and supports a circular economy. The caps and shoulders of these tubes are also made with recycled content, further enhancing their sustainability. Additionally, **KRAFTIKA** tubes are paper-based tubes designed with the concept of reducing plastic content right from the source.



In addition to these sustainable offerings, UFlex will also highlight its anti-counterfeit packaging solutions. These solutions utilize advanced overt and covert technologies, combining covert methods such as micro text, hidden text, UV ink printing, and holographic features to offer customized packaging that ensures authenticity and protects against counterfeiting. These solutions are particularly valuable for high-value and brand-sensitive products.

Visit the **FlexiTubes** booth at **Y180, Pavilion 1** at the Paris Expo Porte de Versailles to explore sustainable tube options and other innovative packaging solutions that elevate both sustainability and brand appeal.

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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, 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