

# IFCA NEWS

Official Magazine of Indian Flexible Packaging And Folding Carton Manufacturers Association

## IFCA Star Awards 2017-Special Edition



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## Editorial

# Innovations and Awards

**P**ackaging Innovations are always at the heart of everyone from this industry. The celebration with an award is the acknowledgment of the spirit of innovations. All packaging materials are created out of relentless pursuit of Innovations and Technologies.

Packaging industry is unique in providing essentially needed value addition across the widest range of sectors in Indian industry, including FMCG, pharmaceuticals and healthcare, agriculture and food processing, engineering and automobile components, electrical and electronics, and many more. Continuous upgradation and continuous innovation is needed as an ever present stimulus for industrial growth. With markets in an unprecedented growth path innovations and creativity becomes key to sustenance and success.

Commitment to responsible packaging is integral to the success of every business. Innovative, responsible packaging protects the product, extends its shelf life and can reduce a significant amount of waste throughout the supply chain. As the world's population continues to grow, the demand for higher volumes of quality food and medicine is rising. Meeting these needs requires packaging that will protect the product as it moves through the supply chain to the consumer. Packaging extends the life of packaged products and ensures the product is safe and hygienic to use. The focus should be on creating innovative packaging solutions that support the customers as they seek to meet the needs of consumers while also reducing their impact on the environment.

Innovations are required to create value added differentiation. The differentiation could be in terms of barrier properties, functionalities, aesthetics, anti counterfeiting features, material and supply-chain cost optimization. This is often a collaborative process between clients, consumers, material suppliers, machinery suppliers, and packaging development team of the suppliers. The innovations succeed if all the elements are involved in the process. Pursuit of new and cutting edge technologies is required to create differentiation in innovative packaging.

IFCA association has been providing the necessary platform to bring out the spirit of innovation in the industry. IFCA Star 2017 saw many innovative entries in the areas of designs, printing, shapes, structures, materials, environmental products etc. Each entry deserved applause from the industry. All the innovative entries are part of many successful brand, which itself is the greatest award to the creators of these packaging materials.

IFCA Star Awards are given to felicitate the spirit of innovations. Success is measured by the awards, but bigger measure is the success of the respective brand in the market place.

Continuous innovations and improvements in packaging will help us see better tomorrow!

Our salutes to all the innovators who help us see better tomorrow!

**Vilas Dighe**

# IFCA STAR AWARDS - 2017 A GRAND CEREMONY



## IFCA STAR AWARD - THE SPIRIT OF PACKAGING INNOVATIONS

**P**ackaging Industry, more so, the flexible packaging and Carton packaging have made tremendous stride in the last few years. In their growth story, they have offered solutions to the many of the problems faced by the end use industries. With market in the unprecedented growth path innovations and creativity becomes the key to sustenance.

Packaging industry is unique in providing essentially needed value addition across the widest of sectors in Indian industry, including FMC G, Healthcare and Pharmaceutical, Agriculture, Food Processing, Automobile, Engineering, Electronics, Chemicals, and many more. Continuous up-gradation of standards in packaging and continuous innovation is needed as an ever present stimulus for industrial growth.

The IFCA STAR AWARD provides a platform for encouraging the needed creativity and continuous improvement. This is a prestigious award for the Flexible Packaging and Carton Packaging industries. The manufacturers of these packaging materials and the end users participate widely and showcase their innovations in this competitive event organized by IFCA.



RELEASE OF IFCA DIARY

Awards are given in various categories such as, Innovations & Creativity, New applications, Structural & Graphic Designs, Enviro products, Product development/Pack enhancement.

Panel of four independent knowledgeable experts from the industry helped IFCA to examine all the submissions and identify the winning entries for the awards.

### AWARD FUNCTION:

The winners of the prestigious IFCA Star Award were felicitated with the IFCA Star trophy on Friday December 22nd, 2017 at Hotel Orchid, Mumbai. Mr Quraish Baldiwala, Director & Head Supply-Chain at Abbott India graced the function as Chief Guest for the evening. The IFCA Star Award function was well



KEYNOTE ADDRESS FROM MR SURESH GUPTA



KEYNOTE ADDRESS FROM MR RAMESH KEJRIWAL



KEYNOTE ADDRESS FROM CHIEF GUEST MR QURAISH BALDIWALA

attended by the leading names in the flexible packaging and folding carton industry.

Mr Suresh Gupta, President IFCA, Mr Ramesh Kejriwal, Vice President, and Chief Guest Mr Quraish Baldiwal addressed the gathering with their key note addresses. While congratulating the winners of the IFCA Star Awards, they addressed the key challenges before the industry. Safe packaging for Food and Pharma industries, Sustainable packaging, plastic and

other packaging waste disposal, anti counterfeiting specially in pharma industry, packaging supply-chain, were some of the issues highlighted during their address. The Indian Economy is growing at a rapid pace and the current 2 trillion dollar economy is expected to grow to 10 trillion by 2030 and the 5 fold increase in demand for everything including packaging materials will magnify the current issues Hence the need for early focus is required. They also highlighted the need for

trained manpower which will grow multifold and industry should look at the issue of development of skilled manpower for the industry.

All keynote speakers appreciated the fact that IFCA Star Award event provides a platform for innovative minds in the industry and encourages the packaging industry through awards. This year there were about 110 entries from the industry. The President hoped that the next event will see more than 400 entries. The industry has a great potential. ■



IFCA STAR 2017 AWARD WINNERS



# Amcor India Pvt Ltd, Puducherry

**Entry: LAMINATE-VICKS 500 ADVANCED COLDS MED 10S IN**

**Category: Pack Enhancement.**

**Description:**

Medicinal strip laminate with multi-color print which is surface printed on Foil-PE Laminate.

Vicks action was earlier packed in paper-PE laminate, now it is in enhanced and updated pack with foil based structure. Product stability will be more advanced in the new pack and made with consumer attractive design comparing with other Pharma Laminate.

This is also resistant to water and many chemical components. Combining materials on the foil makes it opaque and therefore protects sensitive product from light. It also has benefits such as being good oxygen barrier, fine forming properties, and it can maintain freshness of the product for a longer period.

**Laminate Key Specialties.**

- Unique multi-color design for pharma applications.
- Premium appearance
- Easy tear-ability and low SIT
- Ultra-barrier feature.





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# Brilliant Polymers Pvt Ltd, Mumbai

**Entry : Brilliant S631 / S310, Innovative Solvent Free Adhesive System**

**Category: Innovation.**

**B**rilliant S631 / S310 is a unique innovation in solvent free adhesives for flexible packaging applications. Over the last few years, the trend has been for flexible packaging manufacturers to use one solvent free adhesive for the outer ply (for example for reverse printed film to metalized film lamination) and then to use a different solvent free adhesive for the inner ply (for example a metalized film to polyethylene film lamination). In fact, in many cases the outer ply is still laminated using solvent based adhesives!

Brilliant has been selling solvent free adhesives that can be used for laminating both metalized films as well as polyethylene jobs and meet the unique requirements in a single product while maintaining line speeds.

Brilliant S631 / S310 is the latest such innovation from Brilliant Polymers and is a innovative solution with the following properties:

- Long pot life, Easy to clean, No misting, No odour, Higher Line Speeds with speeds of 200 – 250 mpm, Negligible COF Increase After Lamination, Compliant with all relevant US FDA and EU guidelines with regard to food





# A complete range of laminating adhesives for flexible packaging.

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# Cipla Limited

**Entry: HEP CVIR**

**Category: Innovation.**

**Description:** Hepcvir Kit is a patient treatment Kit that contains the following:

- 3 bottles of Hepcvir (28s's tablets)
- Patient information-Name, Age, Gender, Weight, Type of Genotype
- Doctor name/Seal
- Patient educational information about how to take Hepcvir tablets, possible side effects and tips to manage them.
- Treatment monitoring charts to keep a record of liver enzyme and viral load test conducted during the treatment.
- Treatment adherence charts to ensure patient compliance and adherence to medication.

**Benefits:**

- A complete Kit that is Doctor and patient friendly
- Contains all the important information that a patient requires during the treatment
- Treatment monitoring chart helps the doctor to keep an entire record for his future references.
- Treatment adherence charts helps doctor to ensure that doses are not missed. The kit is simple and easy to carry by patients in every doctor visit.
- The carton is printed in CMYK color with 250 GSM cyber XL board with magnetic closures, leaflet material 120 gsm and three-color printing.





# Cosmo Films Limited

**Entry: Black Velvet Film**

**Category: Innovation**

## Background:

**E**stablished in 1981, Cosmo Films Limited today is a global leader in speciality films for packaging, lamination and labeling applications. Its films offerings include biaxially oriented polypropylene (BOPP) films, cast polypropylene (CPP) films and soon to be offered biaxially oriented polyethylene terephthalate (BOPET) films. Company is the pioneer of BOPP film manufacturing and introduced the country to its commercial applications. Today, the company is the largest exporter of BOPP films from India and is also the largest producer of thermal laminating films in the world. The listed company clocked revenues of USD 246 Million (INR 15.92 Billion) in FY 2016-17.

## Award winning entry

### Black Velvet Lamination Films:

Black Velvet lamination films offer an intense black colour along with a velvet touch to the laminated paper/paperboard or package, thereby enhancing its aesthetics. It is also perfect for post lamination processes like spot UV, foil stamping, printing etc. Besides luxury packaging applications, black velvet films are also suitable for high end promotional material and stationery such as coffee table books, magazines, brochures, manuals, posters, shopping bags, wedding cards, gift boxes, calendars, diaries etc.





**ESSEL PROPACK**

# EsseL Propack Limited

**Entry:** Artist & Student Water Color Packaging Enhanced through tube Format

**Award Category:** Innovation, pack Enhancement.

## Description:

Children water colours are traditionally packed in glass bottles. EsseL has developed plastic tubes for these water colour replacing the glass packaging. Benefits are many, such as easy handling, no glass breakages, lower supplychain costs etc. This is a revolutionary change brought about through painstaking development efforts by the EsseL Propack team.



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# The Himalayan Drug Company FZCO, Dubai.

**1. Entry: The Himalayan Baby Care Gift pack 5 in one pack.**

**Category: Structure and Graphic Design.**

### Description:

The baby Care category, the gift pack is a sizable high margin category need to be different. It needs from the pack was that it should look very premium and should show product inside. The pack meets the criteria of all five packs with very wide transparent

window. Pack is designed to stand on its own on the shelf. The pack has handle on top to carry it easily. There is one inner tray designed to hold the packs properly while in transit as well as on shelf. The pack is made out of 3 ply e-flute board which is recyclable and environmentally friendly.



**2. Entry: The Himalayan Baby Wipes.**

**Category: Innovation.**

### Description:

Textile feel pack with secure peel open lid for Baby wipes product dispensing & reclosability. The collective voice of customer for baby wet wipes pack is:

- Mildness- The textile tactile finish of pack connotes the product mildness.
- Secure product delivery- the improved pack design ensures that peel open label remain intact on the pack till it open and close and

- reclose well till the pack usage
- Easy identification / clutter breaking on shelf- The raw look graphics with inner picture of the herb which are used in product gives the easy identification and product selection in new design.



# Yogeshwar Plaspax Pvt. Ltd.

(at their plant M/s. Yash Karan Polymer)

**Entry: Innovative primary bulk pack of 20 kgs for automatic packaging of fungicide chemical for M/s. UPL Limited, India.**

- The new 20kg primary bulk pack is made out of reverse printed special grade multi-layered film laminated with a White Opaque Metalocene grade multi layer film
- Reverse printed laminate serves the print protection and multi-coloured halftone image possible making the brand name identifiable with good graphics and product details - A brand Ambassador
- The print protection film protects the bag from scuff and abrasion while usage. This also helps in keeping the aesthetic appeal of the

- bag-throughout the supply chain
- Use of speciality blend of high performance plastic granules made



- the polypack hold vacuum, a good performance of drop ensures safety in loading and unloading and transport hazards. - Owing it's unique structure of select film properties, it has an excellent barrier to Moisture Gases Oxygen
- A development to meet production, Market and supply chain-needs-is the USP

### Specification

- Print protected special category poly film laminated with specially extruded poly film.



# Multiflex Polybags Pvt. Ltd., Chennai

**Entry: Flexo Printed Poly Films.**

**Category: Innovations**



## Description:

**E**xtrusion Polyfilm printed with Flexography printing. The printing can be reverse print and surface print.

## Food Packaging Bags

Manufactured from 3 Layer LDPE film with high quality Multi-Color printing. Extra attachments of side Gusset bottom sealing, open flap with wicket hold punch (6mm and 8mm) along with bottom Gusset with multiple flap bag making facilities. Also available for bread packing, Kids/ Adult diaper and sanitary napkin packing. We can also provide in Roll form for online packaging on FFS machines.





# Mandagini Agencies, Mumbai.

**Category: Innovation**

## Butter Spoon

**W**ad as feed – Wad to seal the content and to feed the content. An eye opening wad to the milk product packaging industry

Apart from providing a seal that would be tamper evident, Anti-counterfeiting, and hermetic, here comes a wad that would serve also as a spoon after peel

### Characteristic features:

- Just a simple peel to get the wad that serves as a spoon
- Protective properties remain the same
- Certified Food grade approved material
- Produced in a protective environment
- Secured Sealing, Easy peeling, One time application, Customer friendly, Cost effective



# Sweet Industries India Pvt Ltd

**Entry: Soap Wrapper**

**Category: Structure & graphic**

## Description/Features

**S**ince two-layer PET is used, it increases the aroma retention properties of the soap.

### Less moisture evaporation

Cost effective, increase in yields it replaces approximately 35 mic POLY. Hence more mileage. Increases Stiffness, improves aesthetic resulting in premium appearance. More economical, since stiffener (inner wrapper) not required.







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**Huhtamaki-PPL**  
(Formerly The Paper Products Ltd.)

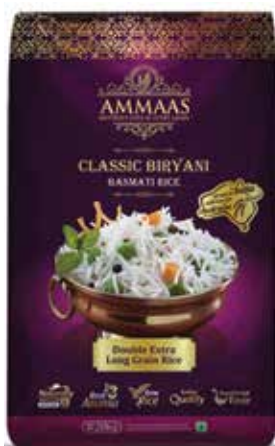
# Huhtamaki Paper Products Ltd.

## Category: Innovation

### 1. Ammaas Poly Bag

For Ammaas, PE based printed and laminated bags were developed, making it suitable for bulky or high-volume products where drop test is critical. These were produced with excellent print quality through flexo route.

The customer brief was to develop flexible bags to pack 20kg rice, provide visual appeal and display excellent drop test performance. A normal PETIPET structure would not sustain such a rigorous drop test. Hence, an alternative structure had to be created.



## Category: Innovation

### 2. Brookside Profile Shaped Pouch

The development for Brookside involved creating a profile pouches with a Euro punch. These were created for two SKUs, 33g and 100g packs.

The pouch reflects a simple profile with stand-up ability, designed to enable the product to draw attention. An additional Euro punch ensures added visibility for retail display. Through successful pre-press and key manufacturing processes excellent graphic output was achieved, which helps to drive premium cues and establish the product's positioning.

The laminate structure is especially designed to meet shelf-life requirements and also to sustain air blow during the filling operation. The resultant hybrid structure includes a high barrier metalized film along with high performance adhesive and extruded polymers.





**Huhtamaki-PPL**  
(Formerly The Paper Products Ltd.)

**Category: Innovation**

**3. Kinder Maxi - Thermoform Pack**

The thermoformable pack for Kinder Maxi is an important development by HPPL created for Ferrero China.

The brief was to create a thermoform laminate for a larger variant of their thermoformed egg-shaped product, Kinder Joy. Kinder Joy Maxi would include three smaller eggs in the pack. The bigger thermoformed laminate had very thick substrate requirements and the selection of the right substrate was also critical

in getting uniformity after thermoforming. The thickness of the films used along with the usage of higher circumference for gravure printing posed a challenge during printing and lamination. The project involved careful selection of the right substrate and adhesives to ensure high bond strength without affecting the dimensional stability.



**Category: Innovation**

**4. Kinder Schoko-Bons Shaped pouch - T16**

The Kinder Schoko-Bons shaped pouch is designed to have a unique shelf appeal. Both HPPL and the customer jointly worked out a specific shape for the pouch to pack the product. This included the designing, pouching and technical teams closely working together for

designing, making/arranging tools and converting the laminates into pouch form. The product required very high barrier along with smooth tear for consumer convenience. Hence, the laminate was configured in such a way that it provided excellent tear properties along with providing sufficient barrier. The PE recipe needed modification to achieve easy tear property.

Once the pouches were made, they were sent to the customer's end to run on filling-machines. The customer was pleased to see open ability and tear properties of the pouch. This development has resulted in the client now working on modifying other SKUs with similar laminate structures to have a good body and easy-tear properties.





**Huhtamaki-PPL**  
(Formerly The Paper Products Ltd.)

**Category: Innovation**

**5. Parachute anti hairfall - Shrink sleeve**

**O**ur packaging solution is a shrink sleeve printed on an unsupported monolayer, special grade shrinkable PVC film. The job features registered foil stamping and UV ink printing. This packaging option inte-



grates the benefits of 2 technologies and provides a high flexibility to the brand team to improve the package design. Shrink sleeves as a technology provides 360 degree coverage & convenience in operations while foil

stamping, which is used extensively in PS & wet glue labels, improves the overall aesthetic appeal of the product and helps in grabbing consumer attention, making the product stand-out on shelves.

**Category: Innovation**

**6. Santoor Shrink Sleeve**

**T**he Santoor shrink sleeve is printed on an unsupported monolayer, special grade PVC shrinkable film. The job features registered foil stamping with overprint (UV inks.) This packaging option integrates the benefits of 2 technologies and provides a high flexibility to the brand team to improve the package design. The sleeve provides 360-degree coverage and convenience in operations. The foil-stamping further contributes to aesthetics, making the product stand-out on retail shelves.



# Huhtamaki - PPL

(Formerly The Paper Products Ltd.)



- Flexible Packaging • Speciality Pouches
- Labelling Technologies  
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**Huhtamaki-PPL**  
(Formerly The Paper Products Ltd.)

**Category: Innovation**

**7. True South Single-Serve Pack**

The development worked out for True South Coffee is a novel concept in the packaging industry since it serves as a solution to fulfil the need for fresh/filter coffee on the go.

The package is designed as simple yet highly efficient product,



meeting unit-dosage requirements. To ensure clean handling, the pouch is profiled in a form that would avoid spillage of the decoction especially with consumers on the go. The structure of the profile pack allows for achieving good printability, aroma retention, shelf-life and an overall positive product experience with its exquisite taste.

**Category: Innovation**



**8. Wild Nature – Paper-based zipper pouch**

The instant freeze dried coffee accounts for a major segment of coffee consumption around the world, especially in colder countries. The Wild Nature paper-based zipper pouch is created for one of the pre-



mium sellers of instant freeze coffee in Russia, the Hors Group. The customer wanted an organic look for the pouch along with providing rich and premium cues. This was achieved with a paper-based packaging solution. The pouch thus reflected an environment-friendly product that served to attract mainly the eco-con-

scious customer. New technology to integrate the paper-based laminate with the zipper, without cracking the foil provided a new breakthrough. Foil served as the ultimate barrier to protect the hygroscopic contents of the package from moisture and oxygen, resulting in optimal shelf-life of the product.



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# ITC Printing and Packaging Business

## WINNERS OF 19 IFCA STAR AWARDS.

ITC packaging group submitted many innovative packaging entries in the areas of Cartons and Flexibles. With a great innovative techniques used on their packaging portfolio, they won whopping Nineteen IFCA Star 2017 Award! A great feat indeed and congratulations to the ITC management and the teams who worked on these innovations.

Some of their innovative entries are shown below:

### 1. IMPERIAL BLACK WHISKY CARTON

An elegant carton presented for the Pernod Ricard brand, this carton is one example of packaging reengineering. This carton was totally revamped by ITC in terms of the board used, gravure base coating, embossing and surface finishing as compared to reference provided by the customer. Key points to compare old package of Peter Scot and the one developed by ITC. • Normal structure changed to 3ply to give dimensional stability and sturdiness • Foil changed to gold printed with gravure technology • Effects changed from only gloss to textured gloss and spot highlights The carton has a high contrast in graphics range from Black to a stunning gold. The carton is splashed with shimmer effect in the surface and the logo areas have been given gold touch-ups to give a premium luxurious look and feel to the brand. The carton strength and sturdiness is a result of the use of micro fluted 3ply board. The final touch-up to the carton is by encrusted registered embossing.



### 2. MCD LIMITED EDITION PACK

Destined for an award, this carton for MCD Limited Edition Pack is a bit of magic. This series were released in four different variants-original, Deluxe, Reverse and superior. A little bit of play with the varnish on silver metalized board has given remarkable results. The design in the front panel has been crafted in such a way that it gives a festive feel. The printing is accomplished with UV inks on metallic film laminated board. The turning point of this pack texture finish through screen printing using a perfect combination of pigments in particular ratio to give a new contribution to value addition i.e. Glow in Dark feature which makes the pack special.







### 3. ROYAL CHALLENGE IPL PACK

What makes this product unique is the single pass operation that employs 8 colour registered printing on Metallised PET Laminated board followed by inline drip off finish enabling the carton to complete its printing within single pass with zero compromise on the carton's appearance.

Primary stand out feature of this canister is sturdiness achieved with single board structure of high grammage. Another point of appreciation is the color contrast achieved through vibrant color combination of Red and Gold Lacquer on Black background. Last but not the least, embossing elements spreading out across various panels makes the pack complete. Combination of text, numerals and unique structures highlighted in the form of embossing patterns on the same carton makes it nothing less than award winning development



### 4. SUNFEAST DARK FANTASY LUXURIA

Engineered for yet another launch from ITC Foods in premium cookies segment, the pack boasts of stand-out vertical print design and tamper-evidence. Use of virgin grade board, veneered with metallized polyester film, the carton has areas of gloomy and lustre effect. The pack also is entrenched with zipper tear and easy locking mechanism to provide tamper security and reclosability. Large portion of the carton is lathered with super-dim matte varnish, gold colored logos in four panels, along with the motif, blends perfectly to the chocolate perception.



### 5. ROYAL STAG LIMITED EDITION PACK

Structurally complete and equally commendable print makes this miniature carton an eye-catching pack. The carton is printed on a metallized substrate using UV inks and coated with matt varnish. The carton's strength is provided by virgin board. The crash lock bottom carton profile makes the filling of product easier. The carton has predominant use of black/gold shades to give a niche look. The pack is also printed on the reverse side with black and gold inks providing a good branding proposition. The brand and other element embossing/debossing shares the value-addition along with the dull matte finish.





## 6. ROYAL STAG BARREL SELECT

An outstanding pack from market-leading players in this segment, the printing on metallized surface itself makes a pack look stunning. The surface of virgin board is laminated by metalized film which provides a rich base for printing. Larger portion of the pack is covered with textured shimmery varnish and use of other pantones with gloss effect make for treat in terms of the color contrast. The strength of the carton is multiplied by providing Fusion board technology. The crash lock bottom carton profile makes the filling of product easier. The carton has predominant use of white/gold shades to give a niche look. The brand and other element embossing and spot gloss share the value-addition along with the neutral finish.



## 7. MOTO G4 PLUS – MOBILE BOX

Development of Moto G4 carton was a challenge for ITC to enter into the competitive world of Mobile box manufacturing segment. This is a two piece structure which stands complete by the combination of Outer and Inner component. The process of box making involves combination of various base substrates to bring strength to this pack along with value additions. It begins with transfer of brand graphics through conventional process on bright base board having a tint of bluish tone. This is followed by lamination of Soft Touch poly film on the surface to provide smooth feel. Main challenge in this development was to achieve spot UV of the brand logo post lamination operation by maintaining perfect registration in between printing and spot UV while these two are separate passes. Micro fluting of this printed substrate post the above value additions completes the package with respect to finish, rigidity and strength thereby fulfilling all the requirements of electronic gadget that would be retained in this box.



## 8. SIGNATURE CONSTELLATION WHISKY CARTON

A revived look to the family of Signature whisky has been given through this pack. The packaging has been given a pleasant green look to convey the superior quality of the product. An outstanding pack from market-leading players in this segment, the printing on metallized surface itself makes this pack look stunning. Larger portion of the pack is covered with fine textured shimmery varnish. The embossing on the brand elements makes it stand out on a green background. Fabricated with metallized virgin board and printed with UV inks, the carton gives a premium and sophisticated look and feel. The pack is also printed on the reverse side with Green ink providing a good branding proposition.



## 9. ANTIQUITY BLUE

An outstanding pack from market-leading players in this segment. The printing on metallized surface itself makes it look stunning. The surface of virgin board is laminated by metalized film which provides a rich base for printing. Larger portion of the pack is covered with Soft touch film and use of other pantones with gloss effect make for treat in terms of the color contrast. The final crown in the shelf is the fact that the formation of the carton requires no glue and this structure has good strength and provides good support to the base in which the product will be placed.





**10. IMPERIAL BLUE HOLY PACK**

What do we do during Holi? Drench our loved ones in a myriad of colours. And this year PERNOD RICARD did just that. A gift to the customers –this pack is a celebration to the joyous festival of colours. Splashed with bright colours of “gula rang” in the design, this carton is one you’ll instantly fall for. Printed using a combination of state of the art offset technology; this carton retains its premium sophistication with logo area gold printed with Special inks on a dark blue background-in the signature imperial blue style. Embossing has been done on the brand area as a brand proposition. And this is how Imperial Blue celebrated Holi this season



**11. CHIVAS BALLANTINES**

This carton is an example of the perfect combination of aesthetics and utility. Splashed with bright sparks of golden colour, the idea was to give this pack a Dazzling look. Background graphics on the pack easily stands out from the rest of the liquor packages in this segment. The pack delivers a special feature of providing a flap on the top of carton which gets folded on the inner side thereby avoiding white show through of the board edge on the front top panel. 3D embossing of bottle graphic in the front panel makes it more eye catching and gains all the extra attention on shelf.



**Other entries of ITC which won the awards as follows:**

- 12. RNgage Pocket Spray - Category: Innovation
- 13. Fondue paper bag - Category: Innovation
- 14. Tata Tea Standup pouch with zipper - Category: Structure and graphics
- 15. Star walker Gold label - Category: Structure and graphics
- 16. ITC Sunbean Gourmet Pouch - Category: Structure and graphics
- 17. Ashirwaad Svasti Pure Cow Ghee - Category: Structure and graphics
- 18. Sunfeast Delishus Expression paper Bag - Category: Structure and graphics
- 19 Smirnoff Global Design - Category: Structure and graphics





# Oriental Press Limited

**1. Entry: Dabur  
Glucose D Jar label.**

**Category: Structure  
and Graphic**

**Description:**

15u BOPP/ 18u MET BOPP films printed with gravure printing.



**2. Entry: Dabur  
Hajmola Pack Two  
variant**

**Category: Product  
Development**

**Description:**

30-micron BOPP printed with Gravure printing process.



**3. Entry: Ammy ultra  
thin Sanitary Napkins  
Pad.**

**Category: Structure  
and Graphic**

**Description:**

20-micron MATT BOPP/ 12 micron MET/ PET/ 25 micron special poly printed with Gravure-printing process





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PARKSONS PACKAGING LTD.

# Parksons Packaging Ltd.

**1. Entry: Re-Nen perfect color chocolate.**

**Category: Innovation.**

**Description:** Re-Nen perfect color Chocolate Decadence 6.88.



**2. Entry: Cadbury Dairy Milk Silk 20 Premium**

**Category: Innovation.**

**Description:** It is a Cadbury Dairy Milk Silk 20 premium miniatures chocolates 200 Gms pack with a enhanced look.



Scholle IPN

# Scholle IPN India Packaging Pvt Ltd.

**Entry: Scholle aesthetic Bag.**

**Category: Innovation.**

**Description/features:**

**B**ag in Drum Packing consisting of High Barrier Aseptic bag

Suitable for Packing of Mangoes/bananas/Guava & Tomato pulp concentrate

Aseptic packaging without preservatives Extended shelf life





# Safepack Industries Ltd, Pune

**Entry: Eco friendly emulsion cup stock.**

**Category: Enviro products**

## Description/Features:

**T**ruly compostable and ecofriendly product

Complies with food safety requirements for direct food contact.

It addresses the problems of environmental hazard caused by poly coated Cup stock boards & offers solution that degrades in soil without affecting eco system.

Compared to the traditional polycoated substrates, it provides opportunity to down gauge coat weights, leading to source reduction and potential cost savings.

Offers comparatively good moisture vapor transmission rates & heat seal performance.

Excellent printing effect on non-coated side of board surface.





# Paharpur 3P

**Entry:** Savlon Handwash Profile Spouted Standup Pouch

**Category:** Excellence in design & Innovation



## Brief Description:

**P**ersonal Care Products Business expanded its foray into the health space with the acquisition of the Savlon brand in 2015 with product portfolio ranging from Soaps, Antiseptic, and Handwash products.

The new range of Savlon Handwash with Silver Nano particles comes in 3 exciting variants & propositions giving protection against 1 million germs. It is approved by Skin Health Alliance, UK.

## Talking about the design...

- The 185ml shaped stand-up spouted pouch is one of kind in the personal care segment. Profile/shaped pouch with Spout

for this particular SKU is a real differentiator compared to similar competition in the market.

- Spouted profile pouch has been designed keeping in mind consumer convenience to use it. Spout not only helps consumer to pour the product inside the bottle with minimum wastage and spillage but also it helps consumer to dispense measured quantity.
- As a cost effective option, this pack helps the brand/product reach to the market.
- This development replaces HDPE bottle with pump format thus significantly reduces carbon foot print and increases branding space for better visibility.
- This stand-up pouch also helps in better utilization of space during transportation.







# The growth of sustainable packaging in India advances January 31, 2018.

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**PROTOTYPE** innovative structures

**RAPIDLY DEVELOP** superior packaging

A dedicated space for film producers, converters, and brand owners to accelerate the concept-to-commercialization cycle of sustainable packaging solutions.



Pilot Coater Laminator



Development & Application Labs



Technology & Marketing Office



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# TPCL Packaging Limited

## 1. Entry: Code Deo Pack

**Category: Product development/Pack enhancement**

**Description:** The Carton was printed on Sapphire 370 gsm + back side printing single color as per perfume bottle color + cold Foil + MATTE UV + Embossing + security features + Also false bottom to withhold the bottle from inside. This was the first order of cold Foil received by TCPL.



## 2. Entry: Rooibos20 Tea bags outer & Tray.

**Category: Product development/Pack enhancement**

**Description:** Outer tray was developed to hold 20 tea bags & the outer a slider sleeve pack which has a window to show case product to the consumer. Both the outer and tray are printed on both sides so that it gives an aesthetic look to the carton. Outer is with texture UV + Spot UV + Emboss + Back side printing.



## 3. Entry: Revter 10ml injection carton.

**Category: Product development/Pack enhancement**

**Description:** Carton designed with penta panel + Foil stamping to give branding of the company name. Job printed as Offset with tactile UV with sand finish look.





# Uflex Ltd, Noida

## 1. Entry: **TOO YUM – Profile Pouch with superior aesthetics**

### Category: Product development/Pack enhancement.

**Originality of Design:** Snack Food packaging has to be impulsive for improving the FMOT of the pack. The profile pouch with registered Gloss/Matt combination does exactly that to draw consumers to try out the product.

**Visual Appeal:** The superior reproduction of graphics in Gloss/ Matte combination enralls the consumers. The Profile shape of the pouch

adds to the attraction of the pack making it an instant pick from the shelves.

Convenience to users, retailers, consumers etc.: The pack communicates the uniqueness of the product in a very subtle way and enhances the trial and engagement with consumers. Retailers would see greater trials enhancing the sales of the newly launched low calorie product.



## 2. Entry: **Tilda Basmati – Easy carry & re-closable bulk bag**

### Category: Carton/Pouch-Newer forms/Innovations & Creativity-New applications

**Originality of Design:** Premium Basmati Rice consumers look for aesthetically appealing packs and also provide convenience. This pack has been developed with three critical functionalities viz., Premium Positioning, Easy to Carry and Re-closability to maintain the freshness and preservation of the product after the first use.

**Visual Appeal:** A silky Matte effect has been designed with Metallic finish to position the product in the premium category. The Slider Zipper enhances the consumer convenience as the product can be dispensed easily. The Easy Carry Handle ensures that the consumer is able to carry the bag comfortably without any risk. The Side gusseted bag with Pinch Bottom Sealing ensures that the pouches can remain displayed in the retail shelves.

Convenience to users, retailers, consumers etc.: Ease of Carrying the bag, Slider Zipper with Membrane and Pinch Bottom bag to give ultimate display in the shelves create an overall impressive convenience to Users, Retailers and Consumers. The 3 Dimensional Slide to Close Zipper Bag with a Side Gusset Handle is a special flexible enclosure engineered by Uflex Limited addressing the pain point of end users of lifting heavy packs either through a tasseled thread or D - punched handles that have

been used earlier. The side handle spells immense convenience for the consumers by shifting the center of gravity of the load.





**3. Name of Entry: Paras Ghee – Cast ‘n’ Cure Pouch for Daily Commodities**

**Category/ies of entry: Product development/Pack enhancement**

**Originality of Design:** The FFS material made of conventional multilayer film, now comes with added advantage of Heat Resistant surface with Anti Counterfeit technology, without additional layers incorporated to it.

**Visual Appeal:** The holographic transfer technology through Cast’n’Cure brings together an ultimate anti counterfeit solution together with better aesthetics. The Cast’n’Cure while retaining the Holographic image, also provides for a very high Gloss pack with Rainbow effect coming through the Holographic layer.

Convenience to users, retailers, consumers etc.: The Holographic effect draws consumers and ensures that there are no duplicates. The Cast’N’Cure surface provides grease resistance and heat resistance to the surface ensuring total convenience to the entire chain.



**4. Name of Entry: Paras Ghee – Profile pouch for liquid with sonically sealed spout with Anti Counterfeiting Features**

**Category: Product development/Pack enhancement.**

**Originality of Design:** Conventionally ghee has been marketed in poly-pouched pillow packs, cartons or tin cans. Poly pouches are surface printed and pose a chronic problem of ink smearing during handling in the supply chain. Uflex Limited has recently launched first of its kind ‘Profile Pouch for Liquids with Sonically Sealed Spout’ in India and offered it to Paras Dairy for packing its ghee (clarified butter).

The major differentiator in this pack lies in its dispensing mechanism. Conventionally, spouts are heat seal welded to the pouches often resulting in leakage and polymer degeneration, but in this case at Uflex, sound waves at a very high frequency are generated and passed

between the spout surface and the laminate. These high frequency waves vibrate the molecules of both PE layer of the laminate and that of the spout surface enabling a strong leak-proof seal.

**Visual Appeal:** The laminate is reverse printed in high definition (HD) using the rotogravure technology eliminating any possibility of ink smearing / bleeding as encountered in the surface printed poly pouched pillow packs. This renders a high finish to the spout pouch with visually stimulating and outstanding aesthetics. A specially designed bottom gusset has been provisioned for allowing the pouch to stand up on the retail shelf tre-

mendously enhancing its visibility in an already inundated supermarket. The additional feature in the pack is the Holographic lens transferred through Cast’n’Cure process giving the ultimate “Seal of Authenticity” to the entire chain.



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**5. Name of Entry: Kohinoor Extra Long Basmati Rice – Anti Skid, High Aesthetic Pack**

**Category: Carton/Pouch-Newer forms/Innovations & Creativity-New applications**

**Originality of Design:** The anti-skid pack for Kohinoor Basmati Rice is a 3 Dimensional Pack comprising a three layered Matte BOPP/ MET PET/Poly structure with premium matte finish. The side gussets are made of PET/PET/Transparent Poly. The end-users can see the rice packed inside through the transparent side panels making the pack more engaging. Since the pack has 5 panels with branding possibilities on all the sides, the 360 degree vis-

ibility of the brand is a major advantage.

**Visual Appeal:** The superior matte finish to the top-most BOPP layer further imparts a ravishing look to the pack placed on the retail shelf as well as on the kitchen rack. The High Definition (HD) reverse rotogravure printing on the top BOPP substrate adds to the aesthetic quotient of the pack.



# SIES School of Packaging

**SPECIAL IFCA STAR AWARD TO STUDENTS FOR INNOVATIVE ENTRIES.**

(A scientific and Industrial Research Organisation (SIRO) by Department of Scientific & Industrial Research, Min.of Science & Technology, Govt.of India. & an ISO 9001 – 2008 Certified Institution and Centre with national & international affiliation – Rutgers University, USA & Cal Poly State University, USA)

- Career development in packaging profession
- Post graduate programme in packaging science & technology (2 year full time) (including 6 months industrial training)(eligibility: bsc/btech/bpharm/b.E)
- Graduate diploma in packaging technology- part time & distance education



- In lab training, industry specific programmes, and group training.
- Projects / consultancy services
- Research – design – development in packaging
- Quality assurance and testing services:
- Data interface



# Umax Packaging, Jodhpur. (A Unit of Uma Group)

**UMAX- the packaging professionals based in the city of Jodhpur won a total of 04 IFCA STAR AWARDS at a felicitation ceremony held at Mumbai on 22nd December, 2017.**

These awards are being conferred by the 'The Indian Flexible Packaging And Folding Carton Manufacturers Association' (IFCA) (formerly Paper, Film & Foil Converters' association (PFFCA) has since 1965 been pursuing through its multi-farious activities to address to the needs of the industry and its members in particular. The IFCA awards have been introduced for excellence in package design-functional and graphics, ecofriendly, new materials and technology concepts.

The award contest established in 1965 is firmly entrenched and most popular & premier event for India's packaging fraternity.

It is the innovation by UMAX PACKAGING that has won several accolades over the years and the current ones are:

### 1) Picolo Pouch:

It is a profile pouch in a cup shape .This pouch has a fancy aesthetic look, a handle like coffee mug with a see through bottom and is attractive printing to catch attention of the modern customer.



### 2) Water Base Ink:

This Laminate is made with water base ink and has no use of chemicals which is a great way



forward in developing Eco-Friendly products. This will further improve the environment and reduce the risk of any fire related issues/risks.

### 3) Tactile Laminate:

This is laminate made with tactile printing which is highly secure for the customer as no one can copy the specifically developed tactile effect. The laminate is easy to tear due to mechanical scoring. This also gives rich feel to the premium customers.



### 4) Pepsico Kurkure Triangle With Metallic Effect:

We made this laminate with registered metallic effect which made it high Aesthetic. Barrier and puncher property of this laminate is high due to bon usage. The Edge of product is sharp so bon will give extra puncher



resistance to avoid tear issues. Printing substrate is Low SIT film

Earlier during the month of October 2017, UMAX had also won 03 INDIA STAR AWARDS held by the Indian Institute of Packaging (IIP), an apex body in the field of packaging and working under the administrative control of the Ministry of Commerce and Industry, Government of India.

Mr Shripal Lodha Chairman and Managing Director of Uma Group of Companies stated on the win that "More than being a global player, I always perceived my company as a unit that could make a difference with its quality and competitive products. It is with this belief that I started the Uma Group in the year 1987, a company that is in the production of Flexible packaging materials and serving the top clients such as Pepsico, Nestle, DS-Group, Amul, Hero Honda, Tata Salt, Bikaji, Haldirams etc. Currently we have 04 production units and several marketing offices employing around 2000 people all over India with our Head office at Jodhpur, Rajasthan".



# IFCA Star Awards 2017: Comments from Industry Captains



## **Rajaram Maheshwari**

*Director, Orient Press, Mumbai*

**W**e have totally enjoyed the IFCA Star Award function on 22nd Dec. 2017 as it was a well organised grand function as compared to the previous year's function. Moreover, the speech of the Chief Guest was very informative and encouraging and the other eminent speakers also addressed the audience on various matters related to the packaging industry. I am thrilled to witness such huge gathering at this function, which itself speaks on the importance of such function. I take this opportunity to congratulate the organising committee and other members, who worked hard for the success of this function.



## **Jay Nair**

*Business Head Flexible Laminates – India, Middle East & Africa. Henkel*

**I**nnovations in packaging are mainly driven by desire of companies/ corporates to respond to their customers' needs for differentiation, there is also a very clear need to look at ways to reduce costs and we are clearly seeing companies looking at the environmental impact as well. In the awards presented this year, I clearly saw these needs being addressed in multiple ways. Packaging innovation is a continuous journey and I am looking forward to the next edition of the awards to see what further Innovations we get to see.



## **B B Sen**

*President, AIPIMA (All India packaging Ink Manufacturers Association)*

**I**t was a learning experience to attend Ifca presentation night. The subject on Innovating packaging brought an interesting array of opinion by the Industry stalwarts as well as Chief Guest in their lectures specifying various parameters besides retaining product properties. Of particular importance is Bio-degradability and environmental parameters. It is necessary to create a common platform with user Industries for usage and disposal of the packaging and Ifca, as an association can play a much bigger role in creating awareness among citizens on the same. A plan could be made with a separate cell in the association to form a platform with the largest companies with a definitive plan for way forward. On behalf of our association AIPIMA, the flagship association for Printing Ink Manufactures in India I would like to confirm that we can join this movement whenever necessary and we are ready to contribute whatever we can. My suggestion would be start with joint seminar on awareness.



## **Gaurav Talwar**

*Managing Director, Brilliant Polymers Pvt Ltd.*

**F**irst of all, we would like to thank the Jury members for selecting Brilliant Polymers as the 'Best Innovation in adhesive industry' and honoring us with this award. Well, this was a very proud moment for entire Brilliant team as it took years of hard work to reach this platform. It was a very great moment for Brilliant team to receive an award for the innovation solvent free adhesive S631/S310. This award is a receipt of how Brilliant Polymers is performing in the market with its latest innovations & how the product has won the belief of all the customers. Further we would like to thank IFCA for recognizing our talent & presenting us with a very special award.





# IFCA Star Award 2017

## Adjudication process of the samples

The sample adjudication was done on 8th August coinciding with the IFCA AGM at Chembur Gymkhana. The process was facilitated by four independent experts from the industry:

- Mr Anil Namugade
- Mr Ajit Tawde
- Mr Ganesh Angne
- Mr Sudhir Samant.





Dear Members and Associates,

Packaging Innovations are always at the heart of everyone from this industry. The celebration of the award event is the acknowledgment of the spirit of innovations.

IFCA Star 2017 Award function on 22nd December was a memorable event for the Flexible Packaging and Folding Carton manufacturing industry. A large number of the stalwarts from the industry gathered together to felicitate 59 award winners from 21 companies.

Our congratulations to all the winners for the well deserved awards for their innovative packs. Our thanks to all the participants in the award contest for the whole hearted participation.

Special mention of the four adjudicators, Mr Sudhir Samant, Mr Ajit Tawde, Mr Anil Namagude, Mr Ganesh Angane for helping us to identify the winning entries. It was indeed a painstaking job and needed a great expertise in the field of packaging. We thank them for helping the Association.

The Chief Guest Mr Quraish Baldiwala, Director Supply-chain on Abbott India spared his valuable time to be with us to give away the awards to the winners. Thank you Mr Quraish.

The Executive Committee of IFCA supported the event whole heartedly. President Mr Suresh Gupta, Vice President Mr Ramesh Kejriwal, Vice President Mr R R Maheswari, Treasurer Mr R Chandrasekhar were with us to guide and support the event. We thank all the E C members who could make it to the function and felicitate the winners.

Reliance Industries, Hubergrop India and Koelnmesse supported the event with their sponsorship and we value their support.

Lastly, thanks to all the members of IFCA and the Associates for the great support.

We from IFCA Secretariat thank all of you from the bottom of our hearts and look forward to your support in future as well.



Vilas Dighe



V Narayanan



Milind Wagle



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