



NEWS

Official Magazine of Indian Flexible Packaging And Folding Carton Manufacturers Association

Packaging Innovations



A complete range of laminating adhesives for flexible packaging.

With years of expertise, Brilliant offers advanced solutions for flexible packaging applications:

- ◆ Solvent-Based Adhesives
- ◆ Solvent-Free Adhesives
- ◆ Cold Seal Adhesives
- ◆ Extrusion Primers
- ◆ Customised Solutions

All our products are backed by our promise of Technology, Quality and Service with every supply.



brilliant polymers

Better Bonding through Technology, Quality & Service

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Editorial

PACKAGING INNOVATIONS

Packaging is so often dubbed as 'Silent Sales person' for the brand. Good packaging design, print quality, shape enable a product to stand out and invites attention of the consumer. Constant innovations are required in consumer packaging to stay ahead in the market place.

Let us look at the key drivers influencing the need for packaging Innovations;

- Trend towards on-the-go life style in urban and semi urban population.
- Trend towards smaller household with nuclear families.
- Increasing requirements for convenience among consumers.
- Growing requirements of brand enhancement / differentiation due to organised trade.
- Need for increasing shelf life and providing fresh products.
- Rising health awareness
- New developments in packaging materials, converting technologies, digital technologies.
- High volume requirements for mass markets with faster packaging lines--.
- Increased pressures on costs and supply-chain optimisation.
- Increasing awareness of Environmental issues like plastic recycling, sustainability.
- Rising E-commerce trade.

With the pressures from the markets and consumers, packaging development fraternity has been constantly busy innovating to remain competitive. Some of innovations are seen in following areas of applications:

- Convenience features such as easy opening, reseal-ability.
- Stand-up pouches with and without nozzles.
- Small packs, single delivery, on-the go packs
- Promotion packs, brand extensions.
- Eye catching colourful designs, enhancing brand awareness and product information.
- Ease of supply-chain and cost optimisation.
- Use of new improved materials to provide higher shelf life with new structures.
- Smart active and intelligent packaging.

Task of Packaging Development Managers is indeed getting challenging!

Vilas Dighe
Editor

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Brilliant Polymers to Launch New Innovative Solutions for Flexible Packaging & Plans to Double its Manufacturing Capacity

Mumbai - based Brilliant Polymers has emerged as one of the India's leading supplier & exporter of laminating adhesives for flexible packaging. The company produces over 10,000 tons of adhesive per annum with its state of the art manufacturing facility. Brilliant Polymers also aims to double its manufacturing capacity from the FY 2017 – 2018 by growing domestic sales & exports.

“We intend to increase our footprint of warehouses and supply points across the country and in several regional markets in order to continue to service customers with short delivery times. We work closely with our clients & provide customised solutions to suit their requirements. Our core team has decades of experience in the flexible packaging industry & being a young company we have advanced manufacturing facilities & infrastructure in India. With the new range of products planned to launch in the mid of the year, we are confident of doubling our business over the period of time” says Gaurav Talwar, Managing Director & Polymer Scientist.



Brilliant Polymers, Ambernath is ISO 9001:2008 certified & the state of the art manufacturing facility includes ten reactors to produce large batch sizes of up to 20 tons at a time. The manufacturing plant runs 24 hours a day under an automation system that ensures the quality & consistency of the products. “The production team consists of over 20 engineers & chemists who continuously monitor the manufacturing of the products. The quality control team takes care of every raw material, semi-finished goods & finished goods throughout the day. Our established networks in India ensures the delivery of the products anywhere in India on the same day or by next

morning which we are doing consistently with every delivery.”

The main reason for high growth rates and a growing customer base is our Brilliant Mantra: A strong promise of Technology, Quality and Service with every supply.

Product Range

Brilliant offers a complete range of solutions for the flexible packaging industry from standard performance to high performance applications. The products are designed to provide unique properties and afford excellent levels of performance while offering value to the customer as well. The wide product range includes solvent based and solvent free adhesives. A complete range of solutions that offer benefits of heat and chemical resistance with high initial tack and fast cure rates. End use applications include food and non-food applications, from dry snack foods up to retort applications.

New Product Launches

During 2017 Brilliant Polymers will launch several new products:

- **Solvent Free Adhesives:** Solvent Free adhesives have gained a very



large part of the market in recent times, with most packaging companies opting for solvent free adhesives for their flexible packaging lamination requirements. Until recently, packaging companies had to use various solvent free products to meet varying demands of metalized film lamination, and a different product to maintain natural COF increase in PE jobs and yet another product for high performance applications. Brilliant has cutting edge new products where a single product can satisfy all these requirements in one solution:

- ability to run at high speeds for metalized applications
- maintain COF after, lamination even in thin films,
- and ability to do standard and high performance laminations all with a single product.
- **Cold Seal Adhesives:** A range of cold seal adhesives for confectionery, ice cream, candy, chocolate and other such applications.
- **Extrusion Primers:** A range of water based and solvent based extrusion primers, to improve bonding with films and foil during the extrusion lamination process.
- **Single Component Solvent Based Adhesive**

Based Adhesive – In order to meet the demands of smaller packaging companies who prefer ready to use solutions, Brilliant will be launching a single component solvent based adhesive which does not require any mixing as there is no second component. Such a product can be used for film to film laminations for non-aggressive end uses.

All these new adhesive solutions will be made at our state of the art plant in Ambernath and will be sold



through our extensive network across India and the region.

R&D and Food Safety Aspects:

Brilliant Team are persistent-ly innovating and looking for new solutions for the flexible packaging industry. A team of chemists work on cutting edge solutions and with this in house R&D capability, we are able to offer customized solutions and meet the evolving needs of the market. Further, as Brilliant produces all polyester resins in-house, they are able to control exact properties of the final polyurethane adhesive solution in terms of bond, heat and chemical resistance, optical properties and all the other needs of our end customer.

Food safety aspects are extremely critical in the food packaging industry, and Brilliant adheres to the highest global standards relating to food packaging, both in terms of compositional compliance of its adhesive solutions, as well as migration compliance of the constituent components in the laminates produced.

Customer Support: Training and Technical Service:

Brilliant offers comprehensive technical support for the products. The dedicated Technical Services team is available to support customers from product selection to trials, testing, onward to commercialization of new products and applications. Often the Technical Teams conduct trainings at customer locations to share latest innovations and technologies.



Benefit from our Promise of Technology, Quality and Service

Brilliant offers a comprehensive range of products for flexible packaging applications and each product is supplied with a promise of Technology, Quality and Service. The core team has decades of experience in the flexible packaging industry and being a young company, we have the latest manufacturing facilities and infrastructure in India. Please connect with us at sales@brilliantpolymers.com or www.brilliantpolymers.com for more details

Price Increase Trends:

There has been dramatic price increase in the raw materials required for the manufacture of polyester and polyurethane based laminating adhesives for the packaging industry



and it's expected that prices of such adhesive will increase by 15 - 20% in the first half of 2017. This is partially due to increase in prices of crude oil, but moreover, due to a change in supply – demand balance for some key raw materials like TDI and MDI, two isocyanates that are critical for the manufacture of PU adhesives. The current global market for these products is short and prices have shot up in the last 3 quarters. The trend is expected to continue for the next 2 to 3 quarters and prices will stabilize at higher levels than before.

Indian Packaging Market FICCI Report

Organised retail and boom in e-commerce to fuel growth of plastic packaging, as India is expected to be among the top ten packaging consumers in the world by 2016, says a FICCI-TSMG report

The packaging industry in India is expected to reach \$ 73 billion in 2020 from \$ 32 billion in FY 15, according to a report prepared by FICCI and Tata Strategic Management Group (TSMG) on plastic industry titled 'Plastic packaging: The sustainable choice'. In the coming years, Indian packaging industry is anticipated to register 18 percent annual growth rate, with the flexible packaging and rigid packaging expected to grow annually at 25 percent and 15 percent, respectively.

The Indian packaging industry constitutes about 4 percent of the global packaging industry. The per capita packaging consumption in India is quite low at 4.3 kgs, compared to countries like Germany and Taiwan where it is 42 kgs and 19 kgs respectively. However, organised retail and boom in e-commerce, which offer huge potential for future growth of retailing, is giving a boost to the packaging sector.

Today, plastics are the material of



choice in packaging for the sectors such as FMCG, food and beverages, pharmaceuticals etc. Globally, plastics comprise of 42 percent of packaging with the combination of rigid and flexible plastics in packaging. Plastics are used heavily for packaging due to innovative visual appeal for customer attraction and convenience. Additionally, they improve the hygiene quotient and shelf-life of the products especially in food and beverages segment.

“As plastics possess versatile properties it can help us do more with less. One such property is light weight. As plastics are light in weight, they have a high product to package ratio which results in lighter weighed end product. For example, only 1.5 pounds of flexible plastics can deliver approximately 60 pounds of beverage; compared to three pounds of aluminium or 50 pounds of glass,” said the FICCI-TSMG report.

Thus, plastic packaging enables in shipping more products with less packaging material. And also brings down the fuel consumption and the overall transportation cost.

According to the FICCI-TSMG report, India is a growing market for plastics and consumes about 12.8 million metric tonnes (MMT) of plastics annually against global consumption of 285 MMT per year. The plastics and polymer consumption is growing at an average rate of 10 percent. About 30,000 processing units with 113,000 processing machines have created manufacturing capacity of 30 MMT per annum in India. This has been achieved with a 13 percent CAGR of processing capacity during last 5 years. The industry has invested \$5 billion in the machinery and it is expected to invest \$ 10 billion more for increasing the capacity during the next 5 years.

The per capita consumption of polymers in India during 2014-15 was just 10.5 kg as compared to 109 kg in USA, 45 kg in China and 32 kg in Brazil. “India is expected to be among the top ten packaging consumers in the world by 2016. The low level of per capita plastics consumption in India is indicative of the massive growth potential of the plastic industry. Given the rising consumerism and modern lifestyles, it is expected that per capita consumption will be doubled in the next five years,” said the report.

Total Packaging And Processing Exhibition

Cutting-Edge Business Exhibition Unparalleled Marketing Opportunity



Co-located Shows



FOODTEK
12th International Exhibition and Conference on
Food and Beverage Processing and Packaging **2017**



**Pharma
Pack 2017**
9th International Pharmaceutical Packaging Exhibition



SupplyChain
Exhibition on Supply Chain & Logistics Solutions
For Food, Beverage and Pharmaceutical Industry **Expo 2017**



26 - 28 September 2017

Bombay Exhibition Centre | Mumbai | India

Connect with India's Packaging and Processing Industry

- IntelPack-2017, organised first time in 1990, is India's largest and most successful packaging exhibition. Co-located with Foodtek 2017, PharmaPack 2017 and SupplyChain Expo 2017
- The show will showcase the cutting-edge technology in packaging, processing and supply chain management, thus delivering immense value to both exhibitors and trade visitors.
- Over 250 exhibitors will present the latest innovations and solutions on a floor space in excess of 12,000 sq. mtrs. attracting over 10,000 high profile attendees from India and overseas.
- India's two most powerful packaging associations, the Institute of Packaging Machinery Manufacturers Association of India (IPMMI) and Indian Flexible Packaging & Folding Carton Manufacturers Association (IFCA) are co-organisers of the show.

Organisers



**Intel Trade Fairs &
Exposition Pvt. Ltd.**

Co-organisers



**Institute of Packaging Machinery
Manufacturers Association of India**



**Indian Flexible Packaging & Folding
Carton Manufacturers Association**

Innovations in Packaging Films-I

Uflex launches Super Barrier Polyester Film

Noida, 19 January 2017: India's largest multinational flexible packaging materials and solution company **Uflex has launched Super Barrier Polyester Film, FLEXPET™ F-PGB-12.**

This 12 micron Bi-axially Oriented Polyethylene Terephthalate (BOPET) film owing to a specially modified surface treatment (on one side) offers very high barrier to oxygen. The other side of the film can be corona treated or left untreated as per the requirements of the convertor. The Oxygen Transmission Rate (O.T.R) of this film is < 6 cm³/m²/day at 23 degrees Celsius & 0% RH. A big advantage with this film is the fact that it does not require any coating or co-extrusion of Polyvinylidene Chloride (PVDC) or Ethylene Vinyl alcohol (EVOH) for enhancing barrier properties.

An untreated BOPET normal film of 12 micron has O.T.R. as high as 135 cm³/m²/day; thereby offering much weaker barrier to O₂. A normal film quite essentially requires inline or offline PVDC/EVOH coating for enhancing the barrier properties.

The benefits of **FLEXPET™ F-PGB-12** film are multifarious:

- It offers good flexibility;
- Exhibits very good optical properties/ transparency;
- Offers good machinability and handling properties owing to high Tensile Strength at Break (TSB);
- Poses excellent barrier to gas as compared to normal BOPET film;
- Offers cost benefits w.r.t. PVDC/EVOH coated/co-extruded substrates.

Mr. J.K. Sharma, AGM, Technical Service and New Product Development (Films) talking about the USPs of **FLEXPET™ F-PGB-12** said, "This film offers a clear cost advantage

to the convertors over other PVDC/EVOH coated/ co-extruded films and is widely used in the packaging for pet foods; roasted coffee and other oxygen & barrier sensitive food products. There is a huge demand for this cost effective speciality BOPET film and we are getting good number of business enquiries."

Uflex launches Direct UV Offset Printable Polyester Film

05 December 2016: UV offset printing on non-absorptive surfaces is getting popular by the days. It gives an ultimate packaging solution for Board Lamination and Decorative Printing. The daunting challenge in this segment however remains the availability of right kind of substrate where direct printing can be done without any primer/ treatment.

Let's try to understand this, a little better. Liquids do not wet surfaces with free energies lower than their surface tension. On the con-

Commercial 2-Ply Laminate

PVDC / EVOH coated PET
Ink
Adhesive
Polymer Film

New 2-Ply Laminate With F-PGB

F-PGB
Ink
Adhesive
Polymer Film

UFLEX 'A part of your daily life'

Uflex launches Super Barrier Polyester Film, FLEXPET™ F-PGB



trary an extremely high surface free energy as compared to the surface tension of the ink will also result in poor wetting and adhesion. Therefore according to printing industry experts, for best wetting and ink adhesion on to non-absorptive surfaces the 'dyne level' or the surface free energy of the substrate should be about 10 dynes above the surface tension of the ink.

Unfortunately many polymeric substrates have too low surface energy required for good printing and ink adhesion and therefore the substrate has to be remedially modified in order to make it printable.

This modification is usually done with an adjustable corona treatment or by applying a suitable primer coating. Corona treatment is fast and relatively inexpensive, but surface dyne levels are susceptible to loss or decay during prolonged storage and upon contact with some fountain solutions. Precautions must be

taken to obtain a uniform dyne level that is not too high. Corona treatments can at times also dramatically increase troublesome static charges in the material treated. Therefore to avoid this, primer coatings that adhere to both the substrate and to the subsequently applied inks are used. This as one could well imagine is an elaborate and time consuming process that has been posing further challenges for the converters.

With this problem statement at hand, India's largest multinational flexible packaging materials and Solution Company Uflex Limited has engineered a speciality polyester film F-UVC film which is suitable for direct UV offset printing without requiring any primer/treatment. The film is available in both bare transparent and metallized variants, where the un-metallized side is used for UV offset printing and UV curing. The metallized polyester film i.e. FLEXMETPROTECTTM (F-UVC-M) is available in optical

density ranging from 1.4 to 2.2. The wide range of optical densities gives choice to customer to use the product for diverse range of applications. The metal bond between the metal and the film is 130-180 gms/25mm.

There are several benefits of Direct UV Offset Printable PET Film:

- (a) It is suitable for direct surface printing without primer/ corona treatment;
- (b) The lead time is minimum at converters' end;
- (c) Yields excellent print results, high gloss and clarity with high quality resolution for pictures and half tone jobs with good scuffing resistance;
- (d) It is suitable for high speed machines and is versatile, tear proof and crack resistant;
- (e) It offers excellent smoothness, flatness and ink adhesion.

Innovations in Packaging Films-II

Cosmo Films to showcase Premium Lamination Films at PrintPack India 2017

DELHI, 13th Jan 2017– Cosmo Films, a leading manufacturer of speciality BOPP films will be showcasing its range of premium lamination films and synthetic paper at the upcoming PrintPack India 2017 show– one of the world's leading trade fairs for graphic arts industry, scheduled to take place from 4th to 8th February 2017 at Greater Noida, Delhi NCR, India.

The premium range of lamination films comprises of the new improved velvet, black velvet, scuff free matte and digital lamination films. The portfolio has been designed keeping the needs of luxury packaging and high end graphic lamination industries in mind. Synthetic paper is a non tearable paper-like film, engineered as a solution to various marketing and printing industry needs.

Let's look at the product portfolio to be showcased in greater detail.

Velvet Lamination Films: The flagship product of the premium range, as the name indicates, is engineered to lend a rich velvet finish to the printed surface. Engineered on a special matte base film, this film is ideal for giving a premium finish to premium/luxury liquor, perfume, watches and jewellery packs/boxes. The film can also be used for laminating coffee table books, high end magazines, brochures, manuals etc.



Black Velvet Lamination Films: Recently launched 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

Scuff Free Matte Lamination Films: Unlike a traditional matte film, this film provides excellent resistance to scuff marks which could develop during production,

transportation and handling of the pack. The matte surface of the film is also ideal for post laminating procedures such as UV spot coating, hot foil stamping, embossing etc. Apart from the luxury packaging applications mentioned earlier, this film is best suited for laminating packing boxes of electronic goods like mobile phones, tablets, power banks etc.

Digital Lamination Films: Regular thermal lamination films do not give adequate bonding with digital printed surfaces containing high levels of fuser oil. The premium digital film has been specially engineered to provide excellent bonding to digital printed surfaces, along with providing excellent optics and protection. This film is available in both gloss and matte varieties.

Synthetic Paper: Synthetic paper is a paper looking plastic film with key features such as non tearability, paper like appearance, moisture resistant, good lay flatness. The film is used as a replacement of paper in applications where non-tearability and weather resistance is desired.

Today it is used primarily for printing visiting & ID cards, garment tags and marketing collaterals such as posters, banners etc and stationary items where longevity is essential such as maps, flip charts, and calendars. However, going forward all important documents for keeps such as medical reports, educational certificates & land documents and instruction manuals would start getting printed on synthetic paper. Another important emerging application of synthetic paper is children & recipe books.

Cosmo Films now offers Ultra High Barrier Films

DELHI, Jan 23, 2017– Cosmo Films, a leading manufacturer of speciality BOPP films has just introduced several additions to its range of barrier films and now has



a significant portfolio of transparent as well as metalized varieties. These solvent free coated films used for a wide range of FMCG packaging applications not only help in extending the shelf life of the contents inside, but also help with pack structure rationalization.

Let us understand some of these products in greater detail.

Metalized Barrier Films :

[a] High Moisture Barrier Films (HMB): These are metalized barrier films that are corona treated on both sides and can be used for duplex as well as for sandwich lamination in snack foods, shampoo sachets, dry milk powder and powdered drinks sachets/packs, where loss of moisture is a concern.

[b] High Speed Barrier Films with High Hot Tack (HSB): These metalized moisture and oxygen barrier films have a High Hot Tack and Low SIT which enables FFS machines to run at a higher speed, thus helping improve productivity.

[c] High Seal Strength Barrier Films (HSS): These metalized moisture and oxygen barrier films have been specially designed for packaging

applications requiring high seal strengths.

[d] Ultra High Barrier Films (UHB):

These metalized moisture and oxygen barrier films can be used to substitute aluminum foil since they offer a MVTR and OTR <0.1 cc.

Transparent Barrier Films:

[a] Aroma Barrier Films (AB): These are transparent barrier films typically used for coffee/tea, spices, chewing gum and perfume boxes overwrapping.

[b] Aroma & Oxygen Barrier Films (AOB): These transparent films have both excellent moisture and gas barrier properties and are used for packaging of cream biscuits, chocolates, chips and snacks with some dose of fatty content.

[c] Ultra High Barrier Films (UHB): These transparent films have excellent moisture, aroma and gas barrier properties with OTR<1 cc and are used to convert 3 layer laminates to 2 layers for packaging of aromatic and fat content rich products like dry fruits, nuts, spices etc. These films also offer mineral oil resistance.



Spirit of Innovation in Packaging

IFCA Star Awards - 2017

The Indian Flexible packaging and Folding Carton Association (IFCA) is a national body, addressing to the needs of flexible packaging and folding carton Industry for the last five decades. Packaging 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 packers. 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 FMCG, Healthcare and Pharmaceutical, Agriculture, Food Processing, Au-

tomobile, Engineering, Electronics, Chemicals, and many more. Continuous upgradation 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.

Judging The Awards Winners:

There will be a panel of judges comprising of knowledgeable persons from the industry. Decision

of the Jury will be final. The entrant will be responsible for ownership and declaration. The trophies/Certificates to the winner will be presented in a glittering ceremony organized by IFCA. **Number of winners will not be restricted. All the deserving entries will get the IFCA star award.**

Entries may be submitted as and when they are ready. The last date of submission will be - **30th June 2017.**

Participation:

Manufacturers of Flexible packaging, Cartons, Film suppliers, Any related materials suppliers, End users industries like Pharma, FMCG, Foods etc can participate to showcase their innovations in packaging and win the prestigious IFCA STAR AWARD.



INDIAN FLEXIBLE PACKAGING & FOLDING CARTON MANUFACTURERS ASSOCIATION



IFCA STAR 2017

- Encouraging Innovation Through **“IFCA Star Awards”**
- Prestigious Event for Flexibles Packaging and Cartons Industry
- Preparation on for **IFCA Star 2017**
- Open to Manufacturers, End Use Industries, Members and Non-members
- Evaluation Done by Experts from Industry, Awards to Deserving Entries
- Award Distribution by September 2017, Entries Solicited by June 2017



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Packtech 2016

December 15th, 16th and 17th, 2016 saw a lot of people from packaging industry flocking to the Goregaon exhibition centre in Mumbai. The event was the PACKTECH 2016, FOODPEX and DRINKTECH shows organised by Messe Dusseldorf India (MDI). IFCA was one of the co-sponsors for the event. The theme of the event was 'SAFE FOOD'.

Messe Dusseldorf with their rich experience in organizing international exhibitions had made preparation for two years to get the event organized in Mumbai, India. No wonder it was a well organized show with perfection. The managing Director of Messe Dusseldorf had flown in to inaugurate the exhibition on the first day.

Many of the packaging companies both from Machineries and Material sectors had lined up the stalls gracefully to welcome the visitors. Stalls ranging from 9 sqm to 120 sqm were occupied by the exhibitors with elaborate display of their products and capabilities. The exhibitors were busy with visitors, which probably means the footfalls were satisfactory. The displays from the exhibitors must have given generated the awareness of their products to the visitors and also may have generated business for some.

IFCA association was allotted a stall of 9 sqm. The association used the space to promote the work being done for the members. The association displayed banners and brochures to promote the New Mem-

bership drive and the Star Award 2017 initiative. The display in stall generated many inquiries and generated awareness about the association and its activities.

Following IFCA members had participated to showcase their products:

- Huhtamaki PPL Ltd.
- Uflex Ltd.
- Tetra Pack India Pvt Ltd.
- Hubergroup India Ltd.
- Michaelman Pvt Ltd.
- DSM agencies Pvt Ltd.
- Krish Flexipack Pvt Ltd.
- Shrinath Rotopack Pvt Ltd.
- Cosmo Films Ltd.

The next event will be held in October 2018.





Food & Beverage Packaging Innovations which Revolutionized the Industry

Corporate Strategy Lead at Parle Agro

This is the part –II of my earlier post on importance of Design and Packaging in Food & Beverage (F&B) delivery business. In the earlier part I focused on how some of the F&B delivery players have used design thinking in their packaging to create and impact and engage consumers. In this part apart from design, I will cover some of the innovations in packaging which has revolutionized F&B industry in India.

I can start talking about F&B packaging from the early days of RGB bottles and Tin cans. I am sure you must have had a lemon soda from a Codd-neck bottle or what is more famously known in northern India as a Kancha Soda, Kancha being the Indian name for marble. Opening tin cans always had the surgical aura to it and we still devour to lick of

Nestle Milkmaid from the tin plate container used for packaging.

However packaging industry has come a long way from erstwhile days of hard packaging (glass and metal) to flexible packaging solutions like plastic laminates, liquid packaging cartons, ABL tubes etc. Packaging has empirically played a very important role in the Food and Beverage industry which has been a major buyer of packaging material apart from Pharma. The industry has been striving hard to meet demands of longer shelf life, ease of handling, lower costs and need for environment friendly materials.

Below are some of the innovations in the Packaging Industry which had a positive impact on growth of Consumer Packaged Goods industry in India and were revolutionary at time of introduction. I have not covered Glass and Metal

and PET based packaging in this article.

Tetra Pak

Tetra Pak packaging (liquid packaging cartons) revolutionized soft drink packaging in India. Tetra Pak was introduced to India when Parle Agro launched Frooti – a delicious mango juice drink in 1985. This was the first Tetra Pak drink Indian consumers had ever seen and for the first time ever, you could leave stores and walk the streets with a fresh mango drink in hand. The results were an astonishing success for both Tetra Pak and Parle Agro. Using Tetra Pak for packaging ensured Parle Agro could provide the mango juice in its truest form without any added preservatives.

Tetra Brick Aseptic Packaging for Frooti over the years

Tetra Pak and Parle Agro collabo-

rated again first in 2004 for introduction of Tetra Classic packaging and then in 2013 for introduction of Bottle pack. Tetra Classic is an on the go consumption pack and has helped Parle Agro to increase



its distribution reach. The bottle pack's superior 'gulp-from' or 'pour-from' experience along with a fully re-sealable screw cap makes for a refreshing, hassle-free and convenient consumer option. Both the launches were first for Industry and thus trendsetters.

Tetra Classic Aseptic and / Tetra Edge Pack (bottle pack)

In the Mango Beverage Category Frooti is the Market leader in the Tetra Pak packaging segment and a no 2 position in the category.



Acceptance of Tetra Pak has opened up new markets and a range of products are now being packed in Tetra Pak including Milk, Milk Beverages, Probiotic Beverages, Soya Drinks, Edible Oil, Tomato Puree and even Liquor.



Laminated Plastic Food Packaging

Laminated packaging has been into existence since a long time in India. Over the last decade several innovative products have been launched including bag-in-box,

breathable films, flexible bottles, zipper bags, large liner bags, resealable pouches, spouted pouches, laser cut pouches, stand up pouches, cold seal film/ pouches and retort/ aseptic pouches and are extensively used across wide range of food products.

1. Matte Finish

Recent technological advancements have allowed creating different finishes in the outer layer of the plastic laminate. Printing techniques have allowed creating hues as per your imagination. In case of Cornitos Nacho Crisps (Greendot Health Foods Ltd) matte finish of the packaging has helped



to create an international look and allowed the pack to stand out amidst a clutter of extruded snacks and potato chips. Apparently Greendot decided to do a design change of its packaging in 2012 after facing a challenge of stagnated sales over a year. The change in packaging caused costs to go up by 30% which the company tackled by increasing MRP of the pack. Design changed coupled with correct placement (next to imported counterparts such as Doritos and El Sabros) has worked well for them and the company has 70% + market share in the nachos category. Their success has prompted PepsiCo to relaunch Doritos in India who incidentally has too decided to come up with matte finishing.

Another product where matte packaging has provided edge is the recently launched candy from DS group under brand name Pulse. The green mango flavored candy with a masala twist has reached Rs 100 crore within just eight months of its launch, equaling the record of Coca-Cola's diet drink Coke Zero. The matte finish helped the candy to stand out amongst the crowd of hard boiled candies and the taste did the rest.



2. Stand up flexible pouch with a Spout

Spout as an invention is the best thing that has ever happened to flexible packaging. Spout packs ensured that flexible packaging can also be extended to liquid products. The spout not only helped to aid pouring but also introduced the option of re-sealing the pouch. This feature helped spout pouch to replace products which are to be consumed over a period of time e.g. Tomato Ketchup, Soft Drink. In F&B space I can think of two products which changed dramatically the perception about spout packaging.

a. The Chotu Pack or the Pichkoo Pack

In 2007, Unilever Introduced Kissan tomato ketchup in a 90 gm SKU priced at Rs 15 in a spout pack and named it as Kissan Chotu coupled with an animation of a small kid devouring on fresh tomatoes. At the same time Nestle introduced a similar SKU for its Maggie brand ketchup and called it Maggie Pichkoo. Peppy named coupled with



convenience offered by the packs helped to replace decade old glass bottle in Ketchup industry resulting



into a win-win for both the industry (increasing glass costs and damage returns) and for consumer (lower price points).

The pack has been extended to several products like chutneys, pasta sauce, purees, olive oil, sandwich dressing, fresh cream and even baby food.

b. The PaperBoat packaging

In early 2011 Hector beverages launched their first product Tzinga an energy drink. Limited variants and increasing distribution costs for Tzinga forced Hector to innovate further. In 2013 they launched their second brand PaperBoat. Initially launched in two variants, PaperBoat has over 10 running flavours and resort to appoint drinking for introducing seasonal flavours like Thandai, Neer More etc. Apart from the product taste, Hector has used Paper Boat's packaging design very strategically to create an emotional connect with consumers. As per the design agency Elephant design that helped Hector beverages to create PaperBoat design – "flexi pouch gives a feeling of squeezing a fruit in hand and the pack design reflects simplicity, purity and helps to create a feeling of nostalgia regarding childhood". The result has been an astonishing success for Hector Beverages and PaperBoat sales have reached a figure of ~ Rs 35-40 Cr in 3rd year of inception.

The success has prompted a major beverage player Dabur to launch Hajmola Yoodley which is very similar to PaperBoat in terms of

packaging and flavours. Few regional players like Mango Dash has too opted for a spout pack for its price point SKU.

I believe the potential of plastic laminate flexible packaging has not been exploited to its fullest extent. Let me support this by introducing you few flexible packaging options which are very innovative and engaging.



Ampac has commercialized its Pull Tab-T-shirt pouch for beverages. The premade straw hole on the pouch body is covered by a tear-away pull-tab label that is applied by automatic label dispensers. A stopper on the label prevents it from detaching completely, and it can be reclosed.

As the straw doesn't puncture the laminate, it can be made with larger diameters up to 8mm and thus can be used for beverages from waters to thicker smoothies. Sizes range from 90ml to 200ml. The film is a PET/foil/PE structure and the pouch can be used for fruit juice, smoothies, stabilized milk, and other non-alcoholic and non-carbonated beverages. I agree that the shape will make it more expensive than a similar vol rectangular pack, but the increasing in packaging cost can clearly be offset against the customer engagement the pack will be able to generate.



Elecster has developed special PE-multilayer packaging material suitable for aseptic milk production. These properties are providing good sealing and puncture resistance for the milk pouch. When combined with oxygen barrier packaging material like EVOH the shelf life can be introduced to up to 90 days and does not require any refrigeration. Elecster along with ISF and Parakh Agro has introduced this packaging to Amul who has launched milk under brand name Amul Moti. This pack can play a pivotal role for increasing distribution of milk in developing countries like India where distribution efficiency and refrigeration infrastructure is a great challenge.

Disclaimer:

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The Price of Protection

Is it an expense or an investment when you look for additional packaging protection?



Boxes column stacked with grip sheet without film

Packaging your product in a manner that it arrives at your customer's doorstep intact is very critical for your business. That being said it is also equally important to find the optimal solution for packaging that will help keep costs in check and also prove to be economically viable in the long run. Come rain or shine, turbulent transportation conditions, improper handling of goods; the cost of damaged goods is always borne by you. When we package goods, 90% of the time the packaging material does not get returned to the manufacturer. In that case many want to



Grip sheets placed in every layer

have protective packaging solutions that are cost effective.

Think about it, if you are transporting goods to your customers, whether you use double fluted boxes, with bubble wraps or 44 ECT strength boxes, expensive material packed in bags which are slippery, if the labour handling the loading internally is a bit careless or you encounter rough transporting conditions, then you might end up with a chipped, cracked, or broken package and hence a damaged product. This would result in debit notes, insurance follow ups, customer trust loss, replacement expenses, time loss and business reputation loss.

If you could look at long term investment into additional associative stability products that reduce the risk of damage during storage, handling, loading and transportation, wouldn't that be the perfect solution?

In addition to protection for your products inside the package, there are several options available today that take care of the outside protection - from protective anti-slip sheets (Grip Sheets) that keep your boxes in place, air bags that can give a tight fit to packaging during transportation. Even when you are storing grains in bags, several times due to slippage and mishandling, the bags get damaged and result in loss or spoilage of the grains.

These can be unitised with cost effective anti-skid adhesive (Grip Fix) that prevents slipping and allow for neat stacking and transportation instead of clumsy handling that result in unwarranted stress

When adding up the numbers for additional protection, always remember that the number from loss of business reputation is a lot higher. Packaging protection is an invest-



Bags stacked in interlock pattern after applying Grip Fix



ment of sorts as it prevents unnecessary business loss and increases market reputation for on time and proper product delivery. Whether you are a manufacturer, a courier firm or goods transportation company, delivering goods in perfect condition is of utmost importance.

Every company today is quality conscious and highly mindful about safety of goods. While transporting comes with its own set of challenges, you can always safeguard yourself with packaging protection that is made for firms who are cognizant

about quality, customer relationship and profits in the long run. Packaging protection is an inexpensive type of insurance that is a worthwhile long term investment.

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INDIAN FOOD PROCESSING INDUSTRY

Indian food processing sector has potential to attract \$ 33 billion of investment and generate employment of 9 million persons days by FY 2024, according to an Assocham-Grant Thornton joint study.

The food processing is a key contributor to employment generation in India. The policymakers have identified food processing as a key sector in encouraging labour movement from agriculture to manufacturing. By 2024, food processing sector is expected to employ 9 million people in India and expected to generate about 8,000 direct and 80,000 indirect jobs in the state, stated the study.

According to the study, Indian food processing industry is pegged close to \$ 121 billion to \$ 130 billion. With the second largest arable land in the world, it is the largest producer of milk, pulses, sugarcane and tea in the world and the second largest producer of wheat, rice, fruits and vegetables.

UNILEVER

Unilever has announced its commitment to ensure that all of its plastic packaging is fully reusable, recyclable or compostable by 2025 as it called on the entire fast-moving consumer goods (FMCG) industry to accelerate progress towards the circular economy.

According to the Ellen MacArthur Foundation (EMF), just 14 percent of the plastic packaging used globally makes its way to recycling plants, while 40 percent ends up in landfill and a third in fragile ecosystems. By 2050, it is estimated there will be more plastic than fish in the world's oceans. While architect and circular economy leader William McDonough says the cradle to cradle redesign of packaging is one of the great global design challenges of our time - similar to scaling renewable energy to address climate change. (18th Jan 2017, Business Standard)

TCPL

TCPL Packaging starts new offset printing line at Silvassa

The new machine has an annual capacity to convert 9000 T of paperboard, *Offset printing line at TCPL Packaging's Silvassa plant*

Folding cartons manufacturer TCPL Packaging Ltd, India's largest standalone converter of paperboard, has commissioned a new 7-colour offset printing machine along with requisite post-printing equipment at its existing plant in Silvassa.

"The machine has commenced production with effect from December 7, 2016 and it has an annual capacity to convert 9000 T of paperboard. The printing line has been imported from

Germany and is equipped with several unique and innovative features which will help in adding value to the products printed on it," said TCPL Packaging in a BSE filing on Friday.

COSMO FILMS

DELHI, Feb 8, 2017- Cosmo Films, a leading manufacturer of biaxially oriented polypropylene (BOPP) films which go in for packaging, lamination & labeling applications; has announced start up of its tenth, 10.4 metre BOPP line. With installation of this new line, the company will increase its annual capacity by 40%, taking it to 1.96 lakh MT. Company's current annual capacity stands at 1.36 lakh MT.

The new line whose announcement was made in October 2015 has been commissioned ahead of its schedule and has been installed at company's existing facility at Karjan, near Vadodara, India which already houses BOPP lines, extrusion coating & chemical coating lines and a metalizer. The commissioned line is the most advanced line available in the market today in terms of its width and output and is the first 10.4 metre line to be installed in the country. The line is equipped to deliver both superior quality products with minimized scratches, oil or additive spots & high surface energy as well as consistent quality due to automatic changeovers. The line is also capable of producing films as thick as 80 microns to cater to segments like textiles which require thicker films.

JINDAL POLY FILMS

Jindal Poly Films Ltd, one of the leading manufacturers of polyester (PET) and polypropylene films, is planning to invest about Rs 1000 crore over the next two years to increase its biaxially oriented polypropylene (BOPP) capacity by 161,000 tonne per annum (TPA). The company is also planning to increase its metalising and coating capacities.

Jindal Poly Films will set up three additional BOPP lines - one each in Nashik (Maharashtra), US and Europe - to raise the capacity from the current 425,000 TPA to 586,000 TPA by 2018. While new BOPP line in Nashik is scheduled for commissioning in H1 FY2017, the European and US lines are expected to go on stream by H1 FY2018.

BOPP films, which have higher moisture retention properties and are easy to recycle, are used in applications such as textile, tape, FMCG packaging, and other plastic films. (Business Standard, June 2016)

SRF LTD.

SRF Ltd is planning to build a bi-axially oriented polypropylene (BOPP) film line and metaliser at Indore to meet the growing demand for packaging films from its customers.

"The board of directors of SRF Ltd on May 10, 2016 has approved setting up of a bi-axially oriented polypropylene (BOPP) film line and metaliser in existing packaging film business domestic tariff area campus at Indore at an estimated cost of Rs 269 crores," said SRF in a BSE filing.

The capacity of the proposed plant will be 35,000 MT. The company intends to finish the capacity expansion activity in 23 months. With this, SRF is aiming to become one-stop solution provider for packaging film customers. (Business Standard, 16th May, 2016)

HUHTAMAKI PPL

Huhtamaki PPL Limited (formerly The Paper Products Ltd), a part of the Finland-based Huhtamaki group that provides consumer and specialty packaging solutions, plans to invest about Rs 65 crores for expansion and modernisation projects for its flexible packaging and labels businesses in the North East region. While the company will set up a flexible packaging plant in Assam, its subsidiary, Webtech Labels Pvt Ltd, will build a production facility for labels in Sikkim.

"Huhtamaki PPL Ltd is setting up a new flexible packaging manufacturing unit in Assam which is likely to be commissioned during the first half of 2017, to better service its customers based in North East India," said the company.

Similarly, Webtech Labels' new label manufacturing plant in Sikkim is expected to come on-stream during the first half of 2017. Meanwhile, Huhtamaki PPL has also decided to relocate the main label manufacturing unit of Webtech Labels, located at Mahape (Navi Mumbai) that primarily caters to pharma companies, to a new state of the art facility in the Greater Mumbai region by the end of 2017. Webtech Labels, which is in business of printing self-adhesive labels in roll form, is one of the largest manufacturers of labels in the country with a production capacity of over 5 million labels per day. (Business Standard, 24th October 2016)

UFLEX

Noida, 11 January 2017: The wait is finally over! India's largest multinational flexible packaging materials and Solution Company Uflex has unveiled 'ASEPTOTM' its Aseptic Liquid Packaging Brand. Uflex's Aseptic Liquid Packaging manufacturing plant that will be commercially operational by April 2017 perfectly echoes Government of India's Make In India ethos.

ASEPTOTM is derived from the word aseptic which means sterile. Aseptic packaging ensures that food remains free from bacteria and other harmful microorganisms for a period of at least 8 months under room temperature.

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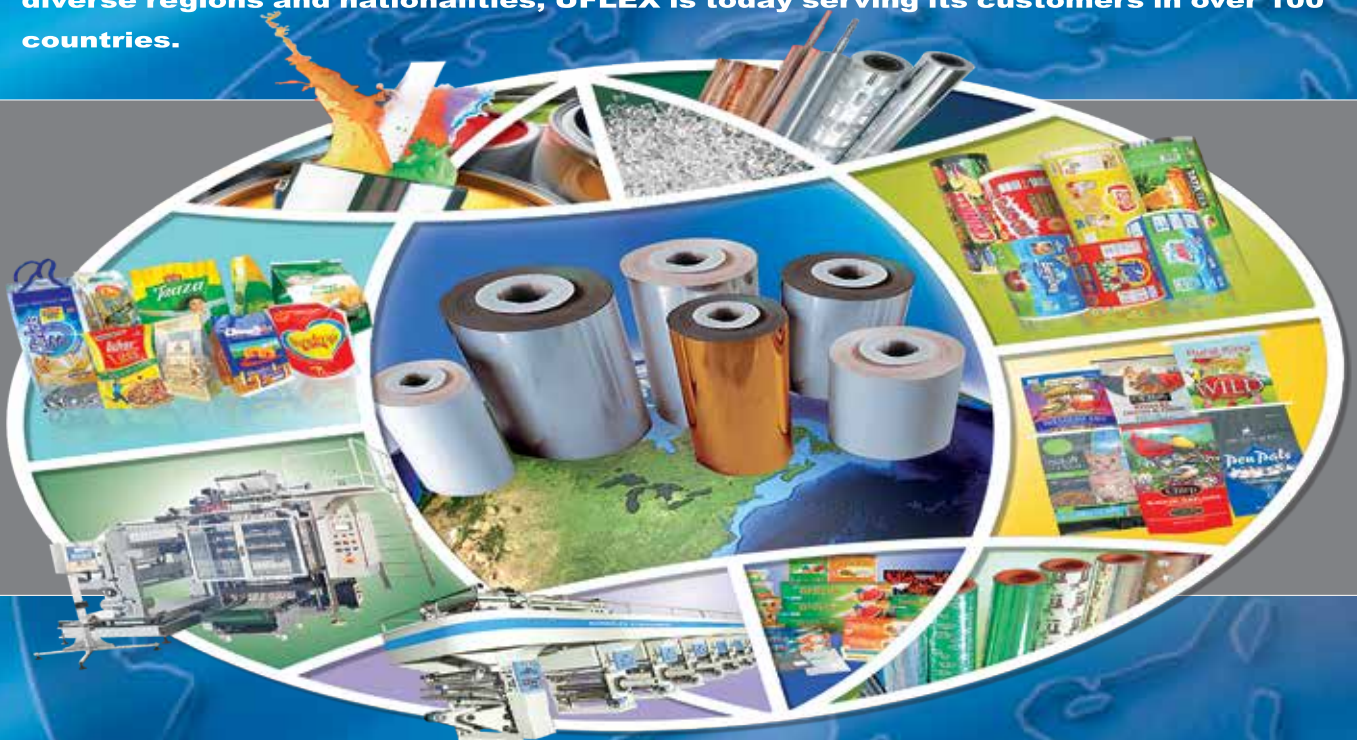
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Dusseldorf Exhibition Centre, Dusseldorf,
Germany.
Tel: 49 (0) 211/4560-01
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05th to 07th May 2017
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