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## Uflex targets pharma sector with brand protection solutions

30 November 2017

The flexible packaging major Uflex's showcased its expertise in brand protection and security packaging solutions at CPhI exhibition in Mumbai.

Speaking to *WhatPackaging?*, Amit Ray, Uflex's head of packaging, said, "This is Uflex's first CPhI show. The idea is to target the pharma companies. Uflex has been a global flexible packaging player; however, the foray into pharma packaging has been recent. So, we want to showcase our wide portfolio to the market. This includes a range of alu-alu laminates, child-resistant child laminates, easy-tear strip pack laminates, tubes etc."



*Amit Ray, Uflex's head of packaging*

Ray added, “In India, counterfeiting is rampant. We have a wide range of brand protection solutions developed by our holography division and tubes division. Plus we also make tailor-made machines for pharma.”



Uflex's tubes division showcased innovations in lamitubes for cosmetics and pharma applications. Abhimanyu Singh, assistant manager - international sales, tubes vertical, said, “The innovative tubes include holographic metallic tubes with a range of anti-counterfeiting features embedded into them. We have Abbot, Dabur, Godrej, Patanjali using these tubes products. We are able to supply tubes in matte and gloss finishes and 360-degree printing for seamless design. One of the top products is a tube with holographic security strip on the side seam.”

Uflex also demonstrated MT-1200, a high-speed 12-track pouch packing machine for powder, paste and liquid products. It throughputs at 1,200 sachets per minute. Mukesh Mohan Agarwal, general manager - packaging machines at Uflex, said, “The machine is aimed at major pharma players who handle high volumes. This is the first time we have exhibited this high-speed machine.” CG Ramesh, general manager, holography business at Uflex, said, “We have launched PVC holographic films for blister packaging. Besides this, we are showcasing Fresnel lens films. The idea is to help brand owners with new anti-counterfeiting solutions and enhance the levels of securities with a combination of multiple features like security holograms, unigrams, wide-web holographic films etc.”



Agarwal informed *WhatPackaging?* that the company is currently developing a blister machine, which will be readied before the next CPhI show.