



## January - March 2025

**Official Magazine of Indian Flexible Packaging And Folding Carton Manufacturers Association**

# Augmented Reality in Packaging



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IFCA NEWS, January - March 2025

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# Editorial

**T**he ancient Greek Philosopher Heraclitus, observed that the natural world is in a constant state of flux and movement, leading him to conclude that change is a fundamental aspect of reality. In one of the remaining fragments of his writings he famously stated, "Everything changes and nothing remains still; and you cannot step twice into the same stream". Heraclitus's concept is often interpreted and paraphrased as "the only constant in life is change".

This quote became famous and is often used. But what Heraclitus did not mention was that speed of change redefines the degree of what is constant! The last couple of months stand testimony to how rapid change in geopolitics, international trade and business can be. The use of social media has added a multiple to the speed of change.

What we have assumed as given for the last 7 to 8 decades is getting turned on its head. As a society we always had a catching up to do with changing technology, changing priorities, changing lifestyles and changing social norms. To this we now need to add changing worldwide equation on trade, alliances and business.

Changes we never thought would impact on our daily lives!

As a business we need to increase our speed to be prepared for change. We need to make our business agile! Business agility refers to rapid, continuous, and systematic evolutionary adaptation and entrepreneurial innovation directed at gaining and maintaining competitive advantage. In a business context, agility is the ability of an organization to rapidly adapt to market and environmental changes in productive and cost-effective ways. Business agility can be sustained by maintaining and adapting the goods and services offered to meet customer demands, adjusting to the marketplace changes in a business environment, and taking advantage of available human resources. (Wiki).

One of the main problems with organizations are that they are not flexible and love status quo. They tend to exist with a strange belief that we will not be significantly impacted by changes happening somewhere else in the world. Unless we can constantly challenge our comfort, zone and track and understand risks, we may be heading for a disaster. Classic example are the car companies in Canada and Mexico. It took possibly less than 8 weeks for them to move to a brink of collapse with the US their largest market levying duties on them. We will be reading more about them in the coming months.

In this edition of our newsletter, we have an article on Weaponization of tariffs. There are clear pointers to alterations in global trade flows. We have also covered about newer technologies like augmented reality which seem to open newer ways to interact with the final consumer.

In the last quarter ending December 2024, we successfully conducted the IFCA Star Awards. We have received the final award on the anti dumping duty on aluminum foil imports from China. The government has announced anti dumping duties in a particular range on these imports.

We earnestly request all our members and the packaging fraternity to keep us in the loop on all your problems for us to represent with the right authorities. We are committed to improve our working and further the interests of our members. It takes two for a tango and unless members step forward with ideas and support, we will not be successful.

Looking forward to a higher level of interaction with all of you!

**Chandrasekhar R**  
Editor

# Augmented Reality in Pharma

**A** decade back it would have been if one had talked about the application of augmented reality in packaging, it would have looked like sci-fi fiction. Things have changed and evolved very fast in the last ten years. AR Augmented reality (AR) is finding valuable applications in the packaging industry. In food and pharma packaging we are seeing increasing applications, offering numerous benefits for consumers, patients and healthcare professionals.

Augmented reality (AR) is being used in pharmaceutical packaging for several key reasons, enhancing patient engagement, safety, and compliance. Here are some of the main benefits:

## 1. Improved Patient Education

AR can transform static packaging information into dynamic, interactive experiences. By scanning the packaging with a smartphone, patients can access 3D animations demonstrating how to use medications correctly, especially for complex devices like inhalers or injectors. This helps reduce medication errors and improves patient adherence to prescribed treatment regimens.

Many medications come with small pamphlets which among many things talk about the side effects. Not many of us read these carefully. With AR since the packaging has become dynamic, an interactive platform can be provided where the side effects can be linked to the patient's current medical issues. This empowers patients to make informed decisions about their health.



## 2. Anti-Counterfeiting Measures

Fake medicines are a big global health issue. WHO estimates that in low- and middle-income countries approximately 10% of the medical products are substandard. In sub-Saharan Africa it ranges from 19-50%. Even in high income countries counterfeit medicines are at least 1% of all medicines sold.

AR-enabled packaging can verify product authenticity by displaying unique holograms or QR code-based security features. It helps customers and healthcare providers ensure that the medicine is genuine, reducing the risk of counterfeit drugs.

## 3. Enhanced Accessibility

AR can assist visually impaired patients by reading out drug information when scanned.

It can also translate medication details into different languages for global users.

AR in pharmaceutical packaging can significantly improve accessibility for patients with disabilities by providing interactive and assistive features.

### a. Support for Visually Impaired Patients

- Audio Descriptions: AR-enabled packaging can read aloud medication details, such as dosage, side effects, and usage instructions, when scanned with a smartphone.



- Enlargement: Patients can magnify the text using AR apps to make it easier to read.

- Braille Integration: AR can complement braille labels by providing additional information through audio or haptic feedback.

### b. Assistance for Patients with Cognitive Disabilities

-Step-by-Step Instructions: Interactive AR guides can visually demonstrate how to take medications, reducing confusion.

-Simplified Information: Instead of lengthy text, AR can display easy-to-understand animations or icons for better comprehension.

-Reminders & Alerts: AR apps can integrate with smart devices to remind patients to take their medication at the right time.

### c. Enhancing Accessibility for Hearing-Impaired Patients

-Sign Language Support: AR can display sign language translations of medication instructions.

-Text-Based Guides: Instead of relying on spoken instructions, patients can access clear visual guides.

### d. Improving Mobility & Dexterity Challenges

-Hands-Free Interaction: Voice-activated AR apps can help patients who struggle with handling medication packaging.

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- Easy-to-Open Instructions: AR can highlight the correct way to open packaging without excessive force, preventing spills or damage.

#### e. Multilingual & Adaptive Support

- Real-Time Translations: Patients who struggle with language barriers can scan AR labels to receive information in their preferred language.

- Customizable Interfaces: Patients can personalize the way they receive information, whether through text, video, or audio formats.

### 4. Interactive Compliance Tracking

Some pharma companies integrate AR with reminder systems to help patients track their medication schedules. Interactive progress tracking encourages adherence to prescriptions.

### 5. Engaging Marketing & Brand Trust

AR makes it possible to track usage and consumption, leading to better and more detailed information on demand and market. Targeted brand building becomes easier. AR features like animated brand stories or interactive quizzes can engage customers and build trust.

By facilitating brand differentiation, retention and growth of market share becomes easier.

### 6. Better Communication for Healthcare Professionals

Doctors and pharmacists can use AR to quickly access in-depth drug information and explain treatment plans to patients more effectively.

#### Case Studies of pharma companies using AR in packaging

- Bormioli Pharma, a leader in



pharmaceutical packaging, collaborated with the German design team Nothelfer to develop the "AR Rotating Menu." This innovation allows patients to scan a QR code on the medication dispenser using a smartphone, displaying an intuitive menu with detailed drug information, including active ingredients and usage recommendations. This approach aims to digitize package leaflets, improve accessibility, and promote environmental sustainability by reducing paper use.

- Bayer's Interactive Holographic Packaging
- Australian startup Immertia partnered with Bayer to create holographic packaging that utilizes AR to display an interactive virtual interface, including a holographic person. By scanning the label with a smartphone, users can access product information in multiple

languages. Bayer's global innovations team praised the technology, noting its potential to enhance consumer engagement.

- Boehringer Ingelheim's AR-Enabled Inhaler

In 2013, Boehringer Ingelheim introduced the Spiriva Respimat inhaler with AR features. This innovation allows patients to use their smartphones or tablets to access 3D demonstrations on the correct usage of the inhaler, ensuring proper administration of the medication.

By integrating AR into packaging, pharmaceutical companies can create a more inclusive and patient-friendly experience, ensuring that individuals with disabilities have equal access to vital medication information.

There are exciting times ahead of us where integration between technology and packaging will open new opportunities for growth. ■





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# Augmented Reality in Packaging

**A**ugmented reality (AR) is a technology that superimposes digital

information—such as images, sounds, or other data—onto the real world in real time. It enhances the physical environment by adding interactive elements that users can experience through devices like smartphones, tablets, AR glasses, or special headsets.

For example, when you use your smartphone to look at a place or object through the camera, AR might display virtual objects or information on the screen, such as a game character, directions, or product detail. This interaction between the real and digital worlds creates an immersive experience.

AR is widely used in various industries, including entertainment (like games), education, retail, navigation, healthcare, and even in enhancing the functionality of everyday tasks.

With increasing use of AR in retails, packaging has become one of the industries where AR is playing an important role. AR is transforming packaging by adding digital interactivity, enhancing consumer experience, and providing brands with a new way to engage customers.

Augmented Reality (AR) is revolutionizing food packaging by transforming static labels into dynamic, interactive experiences. This innovation not only enhances consumer engagement but also provides valuable information and entertainment.

## The impact of AR is shaping the future of packaging:

### 1. Interactive Product Information

#### QR Codes & AR Markers:

Customers can scan a package with their smartphone to see product details, usage instructions, or sustainability information in an interactive format.

#### Ingredient Transparency:

Brands in food, beauty, and pharmaceuticals use AR to show the origin, benefits, and safety of ingredients in a dynamic way. This transparency fosters trust and informed purchasing decisions.

**Usage Demonstrations:** AR can showcase preparation methods or serving suggestions through step-by-step tutorials, making it easier for consumers to utilize the product effectively.

### 2. Virtual Try-Ons & Demos

**Beverages:** For products like beverages, AR can simulate different flavors or mixology options, helping consumers choose according to their preferences.

**Cosmetics & Fashion:** Brands like L'Oréal and Sephora use AR packaging to let customers try makeup, hair colors, or accessories virtually.

**Home & DIY Products:** Paint brands allow users to see how a color would look in their home before buying.

### 3. Gamification & Brand Engagement

AR-Enabled Contests &

**Rewards:** Incorporating games or challenges into packaging encourages user interaction and can lead to increased brand loyalty and repeat purchases.

Brands can offer AR-based scavenger hunts, scratch cards, or loyalty points through interactive packaging.

**Storytelling & Immersive Experiences:** Brands can narrate their history or the journey of a product from farm to table using AR, creating a deeper emotional connection with consumers. Beverage brands like 19 Crimes Wine have AR labels that bring historical figures to life when scanned.

### 4. Personalized & Customized Experiences

**Personalized Greetings & Messages:** AR allows consumers to visualize personalized messages or select product variations, enhancing the sense of individuality and satisfaction. Brands like Coca-Cola have experimented with AR campaigns where users can create personalized messages for loved ones.

**Interactive Packaging for Gifting:** Customers can add special AR messages to a gift package, viewable only by the recipient.

**Social Media Integration:** Encouraging users to share their AR experiences on social platforms amplifies brand reach and visibility.

### 5. Educational Content

**Cooking Tutorials:** AR can provide interactive cooking classes or recipe ideas, turning packaging into a culinary guide.

**Nutritional Education:**



# GOOD LOOKING

THINGS GET PICKED UP FIRST



TCPL Packaging Ltd is one of India's leading packaging companies with state-of-the-art manufacturing plants in six distinct locations across India. It is one of the few Indian companies to have achieved the prestigious BRC GS, ISO:9001:2015; ISO:14001:2015 and ISO:45001:2018 certifications.

As a leading Indian manufacturer of printed folding cartons, flexible packaging and disposable food packaging, TCPL offers a range of printing technologies combined with every conceivable finishing technology. Continuous investment guarantees high performance and greater flexibility.

TCPL offers customized printing and packaging solutions to India's leading corporate giants from diverse industries and segments such as FMCG, cigarettes, liquor, food and beverages and pharma etc. TCPL also exports significant volumes to Western Europe, the Middle East and African countries for similar requirements there.



[www.tcpl.in](http://www.tcpl.in) | [info@tcpl.in](mailto:info@tcpl.in)

Educating consumers about the health benefits of ingredients fosters a more health-conscious customer base.

## 6. Sustainability & Recycling Assistance

**Recycling Instructions:** AR can guide consumers on how to properly dispose of packaging based on local recycling rules.

**Carbon Footprint Insights:** Some brands are using AR to show the environmental impact of their packaging choices.

## Challenges & Considerations

**Consumer Adoption:** AR requires users to scan packaging with an app or smartphone camera. Consumers have to adapt and change their behavior.

**Cost:** Implementing AR technology in packaging can lead to increased costs. The brand must be able to absorb the increased costs

and the consumer must be willing to pay the increased prices.

**Privacy Concerns:** Not all customers want to be identified. Some users may be hesitant to scan packaging due to data privacy concerns.

## Future of AR in Packaging

As technology evolves, we will be seeing more closer integration between AR and packaging. The identification of the consumer, their preferences and tastes, like and dislikes will rapidly lead to packaging solutions which will be unique and personalized.

**AI-Powered AR:** Combining AR with AI will enable hyper-personalized experience based on user preferences.

**Wearable Integration:** Smart glasses and AR headsets will make interactive packaging even more seamless. Theoretically, it will be possible to monitor an individual's unstated responses when he or she looks at a product.

**Evolving E-commerce:** AR packaging will play a bigger role in enhancing digital shopping experiences.

## Brands Leading in AR Packaging

- **PepsiCo:** Created AR-enabled cans for interactive brand storytelling.
- **L'Oréal:** Uses AR for virtual makeup trials directly from product packaging.
- **Nestlé:** Added AR storytelling experiences to cereal boxes.

## Case Studies of AR in Packaging

### Chobani Flip Greek Yogurt

Chobani Flip Greek Yogurt launched a Halloween-themed augmented reality (AR) experience via special packaging, allowing consumers to scan a QR code and access a "Trick or Treat" AR game with digital and physical treats.







### Detailed look at the Chobani Flip Halloween AR experience:

- **AR Experience:** Consumers can scan the QR code on the special edition Halloween-themed packaging to access an AR experience that allows them to “trick or treat” virtually.
- **Digital and Physical Treats:** The AR experience offers both digital and physical treats, including phone screensavers, coloring pages, button pins, keychains, stickers, hats, and even a mini fridge.
- **Halloween Themed:** The special-edition overwraps are also printed with Halloween imagery. The AR experience features Halloween-themed characters and activities, and the packaging is designed by UK artist Super Freak with bold, colorful illustrations. But the real chills and thrills start when consumers use their mobile phone to scan the QR code.
- **How to Access:** Scan the QR code on the packaging with any smartphone to enter. Scanning initiates an AR shell game featuring three doors. Players try to pick which door is hiding a treat, symbolized by an image of a Chobani Flip four-pack. The other two doors hide tricks, in the form of characters such as skeletons, witches, and monsters.
- **Flavors:** Seven Chobani Flip flavors received the seasonal packaging: Almond Coco Loco, Peanut Butter Cup, S’more S’mores, Cookie Dough, Key Lime Crumble, Cookies & Cream, and Strawberry Cheesecake.
- **AR Developed by Tool:** The AR experience was developed by creative production partner, Tool, and powered by WebAR development platform, 8th Wall/Niantic.
- **Limited Time Offer:** The special edition packaging and AR experience are available now through October 31st. ■

### Morton Salt:

*By integrating AR into their packaging, Morton Salt provided consumers with immersive content related to their products and sustainability campaigns.*

*The brand, which is owned by German mining company K+S, added a QR code to its packaging that consumers can scan with a smartphone camera to see the AR content*

*The AR experience is one element of an integrated marketing campaign that includes in-store, digital and social media activations, along with influencer programs and public relations efforts. The AR content included interactions with the brand’s Morton Salt Girl mascot and recipe recommendations. The recipes featured ingredients that people are most likely to have at home already, keeping with the brand’s effort to eliminate food waste.*

*Morton Salt created the AR experience for consumers who are spending more time making home-cooked meals and are bringing digital tools and technology into the kitchen, Denise Lauer, CMO of Morton Salt, said in the announcement.*

*Morton Salt’s planned AR experience aimed to engage consumers with its brand as the company undertakes a major rebranding effort that includes a more contemporary design while preserving elements like the Morton Salt Girl, who was introduced in 1914.*





# IFCA STAR AWARDS 2024

Mumbai Cricket Association (MCA)







# hubergroup unveils revolutionary DYNAMICA Ink Series

**New eco-friendly, colour intensive, fast setting ink series tailored for high ink coverage and density applications.**

hubergroup, a global leader in printing inks and chemical solutions, is proud to announce the launch of its DYNAMICA Ink Series. This new colour intensive, fast-setting ink series is eco-friendly, cobalt and mineral oil-free, and formulated for commercial printing. The groundbreaking new ink series is tailored to meet the evolving demands of modern commercial printing.

The DYNAMICA process series is compatible with the latest high-speed printing machines and perfectly suited for a wide range of jobs across various substrates, meeting the highest ink performance demands. It stands out with a low dot gain, high dampening tolerance, impressive versatility and excellent stackability. It enables fast work-and-turn, quick post-print finishing and offers high fountain solution tolerance and stability, ensuring consistent performance and exceptional print quality even under varying press conditions. The DYNAMICA Ink Series works on both straight and perfecting presses.

The DYNAMICA Ink Series embodies a perfect blend of advanced technology, sustainability, and unparalleled performance, setting a new benchmark in the industry.

## Inspired by our Customers, Engineered for Excellence

"The DYNAMICA Ink Series is a testament to the power of listening and engaging with our customers. By combining their invaluable insights with our expertise, we've created a

product that empowers printers to achieve remarkable print outcomes while upholding sustainability and efficiency," said Richard Gill, Product Manager Sheetfed, hubergroup.

Born from a spirit of collaboration and meaningful dialogue with hubergroup's customers, the DYNAMICA Ink Series delivers remarkable results while addressing the practical challenges faced by commercial printers in a competitive and fast-paced environment.

With high pigmentation as its basis, DYNAMICA offers unmatched color density and vibrancy, ensuring visually striking print outcomes. Its exceptional gloss adds a premium finish, making it the ideal choice for coated substrates. Engineered for speed and precision, its rapid-setting properties significantly enhance productivity, catering to high-volume operations without compromising on quality. The duct-fresh formulation ensures consistent performance, minimizing press downtime and maximizing output efficiency. The DYNAMICA Ink Series is fully compliant with ISO 2846-1 and perfectly aligned with the requirements of ISO 12647-2. Tailored for high ink coverage and density applications, this series delivers exceptional results and consistent quality for printers.

## Sustainable Innovations: Good for the World, Good for Business

Beyond performance, the DYNAMICA Ink Series emphasizes hubergroup's commitment to sustainability. A Cradle-to-Cradle material health certified series, it is completely free

from mineral oil and cobalt drier and ideally suited for IPA-free printing. All this aligns with environmentally responsible practices, supporting printers in their journey toward greener operations.

The launch of the DYNAMICA Ink Series is not just the unveiling of a new product, it is the culmination of a shared vision between hubergroup and its customers, a commitment to innovation, and an unwavering dedication to excellence in print.

hubergroup launched the DYNAMICA Ink Series at the 16th PRINT-PACK INDIA 2025. ■

## About hubergroup

hubergroup is an international printing ink and chemical specialist based in Germany with a history spanning almost 258 years. In its two divisions, the company develops innovative, sustainable products and services to provide its customers to achieve first-class results. The Print Solutions division produces printing inks, coatings and printing auxiliaries for packaging, commercial and newspaper printing. The Chemicals division produces specialty chemicals such as resins, laminating adhesives, pigments and additives at its plants in India. hubergroup employs around 3,300 people in almost 30 countries and generated annual sales of around 813 million euros in 2022.

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## PRESS RELEASE

# hubergroup Embarks on Next Growth Phase with New Owners and Strengthened Management Team



**With a focus on global customer reach and long-term value creation, hubergroup is set to accelerate its transformation under the new ownership of MAVCO Investments and Avenue Capital Group. The company will continue its ambitious trajectory, leveraging its prime position for growth in the specialty chemicals market and its established leadership in the print solutions industry.**

hubergroup, a global leader in specialty chemicals and print solutions, is pleased to announce the successful closing of its acquisition by a consortium comprising of MAVCO Investments, a private entity belonging to select members of

the Murugappa family, and funds managed by Avenue Capital Group. The sale and purchase agreement, initially announced on November 12, 2024, has now received full regulatory approval across all markets in which hubergroup operates, with the transaction officially closing on April 8, 2025.

Vellayan Subbiah, Director of MAVCO Investments, emphasized the commitment to the company's long-term success: "We believe in hubergroup's tremendous potential. By investing in innovation, infrastructure, and talent, we are launching its next growth phase – aligned with our vision as a long-term, multi-generational owner-operator."

Pankaj Goel, Head of Partnerships Asia Pacific, and Rohit Santani,

Head of India for Avenue Capital Group, added: "We are excited to partner with MAVCO to unlock hubergroup's potential in new and existing markets and deliver robust and profitable growth for years to come. MAVCO's strategic vision and operational expertise combined with hubergroup's growth potential fits well with our approach to back transformative businesses."

The new ownership team extends its sincere gratitude to Britta Hübner, who has played a pivotal role in the company's renewal and successful ownership transition as its Chief Transformation Officer. Ms. Hübner, who joined hubergroup in 2021, will be leaving the company effective with closing but will stay engaged for the time being as an external advisor, ensuring continuity in strategic guidance.



Britta Hübner, outgoing Chief Transformation Officer: “hubergroup’s transformation has been a real challenge, and I’m extremely proud that we managed it successfully. It has been a privilege to work with Taner Bicer, Premal Desai and Carsten Zölzer, my esteemed management colleagues, and such a dedicated and passionate team at hubergroup. The new ownership will enable hubergroup to launch a new chapter of success and growth, and I look forward to being part of this journey as an external advisor.”

Premal A. Desai, previously Group CFO, will transition to the role of Chief Executive Officer. He will guide all activities under the close oversight of MAVCO and Avenue Capital. A strengthened Management Board consisting of four further members reporting to CEO Premal Desai will assume strategic and operational leadership of hubergroup under the new ownership.

Taner Bicer, who has been with hubergroup for 11 years, will serve as Chief Commercial Officer for Chemicals. Carsten Zölzer, with a hubergroup tenure of 21 years, will assume the role of Chief Commercial Officer for Print Solutions. Dr. Arup Basu will join on 1 June 2025 as new Chief Operating Officer based out of India. Arup brings a wealth of experience from the chemical and manufacturing sector.

The Management Board will be completed by a new Chief Financial Officer, who will join the team in the coming months. Premal A. Desai will be acting CFO in the meantime – additionally to his role as CEO.

With strong manufacturing capabilities in India and Europe and an expanding presence in major international markets, hubergroup is in a prime position to deliver high-quality, innovative solutions to customers worldwide.

Premal Desai highlights: “As we celebrate hubergroup’s 260-year anniversary this year, the transaction marks the beginning of an ambitious new growth phase under our incoming owners. hubergroup will pursue its strategic growth ambition through its excellent competences in the specialty chemicals market and its established market leadership in print solutions. We extend our sincere gratitude to Britta Hübner and our trustee representatives Prof. Dr. Markus Stadler and Dr. Florian Dausend for all their engagement and support. Most of all, we thank all our employees worldwide whose loyalty, dedication and hard work have laid the foundation for this exciting next chapter. This is living proof of our ‘ONE huber’ spirit of passion and excellence. Guided by this spirit we look forward into a promising future with MAVCO and Avenue Capital.”



## About hubergroup

hubergroup is an international leader in specialty chemicals and print solutions based out of Germany with a history stretching back 260 years. In its two divisions, the company develops innovative, sustainable products and services to enable its customers to achieve first-class results. The Print Solutions Division produces inks, varnishes and printing auxiliaries for packaging, commercial and printing markets. The Chemicals Division produces specialty chemicals such as resins, pigments and additives at its plants in India. hubergroup employs more than 3,000 people in over 30 countries and generated annual sales of around €730 million in 2023.

## About the new owners

MAVCO is a private entity led by M.A.M Arunachalam, Vellayan Subbiah and Arun Venkatachalam of the Murugappa Family with rich and diverse experience of managing businesses across industries from India.

Avenue Capital Group is a global investment firm focused on making special situations investments across the United States, Europe and Asia. Avenue, founded in 1995 by Marc Lasry and Sonia Gardner, draws on the skills and experience of over 60 investment professionals and more than 180 employees operating from its headquarters in New York and offices in Europe, Asia and Abu Dhabi. Avenue has over \$12 billion in assets under management.

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A new weapon has emerged  
“Tariffs”!

**W**eaponising tariffs refers to the strategic use of tariffs not just for economic reasons (like protecting domestic industries) but as a geopolitical tool to pressure or punish other nations. It turns trade policies into instruments of diplomacy, coercion, or retaliation.

This has become the new reality and the earlier we come to terms with this new reality the more successful we will be in manage the impact to our business.

The new U.S. administration under President Donald Trump has redefined tariff as a tool not only to increase local manufacturing but to put pressure on its neighbours to control issues ranging from immigration to flow of drug.

The increase in U.S. tariffs will significantly reshape global trade in several ways:

- **Trade Diversion & Supply Chain Shifts**

Countries facing higher US tariffs (e.g., China) may see a decline in exports to the U.S. Businesses might shift their supply chains to other countries with lower tariffs, such as Vietnam, Mexico, or India. US based companies may seek domestic suppliers to reduce dependency on imports, potentially leading to reshoring.

- **Retaliatory Tariffs & Trade Wars**

Targeted countries may impose counter-tariffs, affecting US



## Tariffs as a “Weapon”

exports. Sectors like agriculture, manufacturing, and tech could face declining demand in foreign markets due to retaliatory tariffs.

- **Impact on Global Trade Agreements**

Higher tariffs could weaken trade deals like USMCA, WTO agreements, and partnerships with allies. Countries might negotiate new trade agreements to bypass tariffs (e.g., China increasing trade with the EU and Southeast Asia).

- **Inflation & Consumer Costs**

Higher tariffs increase import costs, which could lead to rising prices for consumer goods in the USA. Companies might pass higher costs to consumers, potentially fuelling inflation.

- **Strengthening of Regional Trade Blocs**

Countries affected by tariffs may increase intra-regional trade (e.g., China expanding trade with ASEAN

or the EU). The U.S. might focus more on North American and Indo-Pacific trade agreements.

- **Technological & Investment Shifts**

Tariffs on tech products could lead to more localized production in the USA or alternative tech hubs emerging in Asia. Foreign companies may reconsider investing in the U.S. due to market unpredictability.

In conclusion, increased U.S. tariffs would likely trigger a restructuring of global trade patterns, shifting supply chains, trade alliances, and investment flows. While they might protect domestic industries in the short term, the long-term effects could include slower global trade growth, inflationary pressures, and geopolitical tensions.

### What does this mean for India?

An increase in U.S. tariffs can impact the Indian economy in multiple ways, both positively and negatively:



## Negative Impacts:

### 1. Export Challenges:

Higher tariffs on Indian exports (such as textiles, pharmaceuticals, and auto parts) would reduce competitiveness in the U.S. market. India's IT and services sector could also face barriers if restrictions extend beyond goods.

### 2. Trade Diversion Risks:

U.S. companies may shift sourcing from India to countries with more favorable tariff structures, affecting Indian manufacturers. Key industries like steel, chemicals, and electronics could face supply chain disruptions.

### 3. Investment Uncertainty:

If trade tensions escalate, U.S. companies might delay or reduce investments in India due to increased policy unpredictability. Indian startups and businesses relying on U.S. funding could see a slowdown in capital inflows.

## 4. Impact on Inflation & Input Costs:

If India relies on U.S. imports that become more expensive due to tariffs, domestic production costs could rise. This could lead to inflationary pressures on consumer goods and industrial products.

## Positive Impacts:

### 1. Trade Diversion in India's Favor:

If the U.S. imposes tariffs on China or other major suppliers, Indian exports could become more attractive as alternative sourcing options. Sectors like electronics, pharmaceuticals, and textiles could benefit.

### 2. Boost to Domestic Manufacturing:

Higher global trade barriers could push India to strengthen its "Make in India" initiative, promoting domestic production. Companies may seek

local suppliers rather than relying on imports.

## 3. Increased Foreign Investments:

If the U.S. restricts trade with China, multinational companies may look at India as an alternative manufacturing base. India could attract investments in electronics, semiconductors, and auto components.

The impact of U.S. tariffs on India will depend on how they are targeted. If India faces higher tariffs directly, its exports could suffer. However, if the tariffs are primarily aimed at China or other competitors, India may gain from trade diversion. Strengthening domestic manufacturing and trade agreements with other markets (EU, ASEAN) would be crucial for mitigating risks. ■



## Indian Flexible Packaging & Folding Carton Manufacturers Association

**INKS | ADHESIVES | FILMS | FLEXIBLE PACKAGING  
FOLDING CARTONS | POLYMERS | MACHINERY**

IFCA is an all India association of manufacturers of flexible packaging materials, Cartons manufacturers and allied industries.

The association was founded in 1965, and since then the association gives voice to the converting industry.

IFCA works in active collaboration with its members to advance the industry interests.

**IFCA Star Awards Packaging Exhibitions  
Seminars Plastic Waste Management  
Quarterly News Letters Member - BIS**



**All India Association of Manufacturers of  
Flexible Packaging, Folding Cartons and Allied Industries**

[www.ifca.net.in](http://www.ifca.net.in)

# Coping with Volatility



**T**he last few years have possibly seen an increasing volatility touching all spheres of daily life. It started with the pandemic, which introduced anxiety, fear and disrupted social interactions as we knew it. We found that improving cleanliness and hygiene brings many benefits, and we adopted remote working as a new standard practice. This was followed by significant recasting of the geo-political framework in Europe, Middle east and parts of Sahel Africa. This led to wars between countries and non-state actors. Warfare itself changed with the introduction of new technologies and drones.

The war in Europe redefined the supply chain for wheat and vegetable oil. The slowdown in China had many worried that the worst is still to come, leading to shifts in supply chain to other countries in SE Asia and India. The central banks of many countries weaponized interest rates to rein in inflation leading to dampening of growth.

With the election of President Donald Trump, we now entering a phase of disruptions which will recast American governmental and global institutions and global trade. Volatility appears to be becoming the new standard. The term VUCA, which stands for Volatility, Uncertainty, Complexity, and Ambiguity, describes the nature of the world we live in.

Change is becoming rapid and unpredictable, making forecasting a complex process.

Coping with current volatility, whether in financial markets, personal life, or global events, requires a combination of strategic planning, emotional resilience, and adaptability. What is required is a proactive and adaptable mindset. Here are some practical steps to help you navigate uncertainty:

## 1. Stay Informed but Avoid Overload

- **Stay Updated:** Keep yourself informed about the factors causing volatility (e.g., economic trends, geopolitical events, or personal circumstances).
- **Limit Exposure:** Avoid excessive consumption of news or social media, which can amplify stress and anxiety. Set specific times to check updates.

## 2. Focus on What You Can Control

- **Identify Controllables:** Focus on actions within your control, such as budgeting, skill-building, or maintaining a healthy routine.
- **Let Go of the Rest\*:** Accept that some factors are beyond your control and avoid wasting energy on them.

## 3. Build Financial Resilience

- **Diversify Investments:** If dealing with financial volatility, diversify your portfolio to spread risk.
- **Emergency Fund:** Maintain a savings buffer for unexpected expenses or income disruptions.
- **Avoid Impulsive Decisions:** Stick to a long-term plan rather than reacting to short-term market swings.

## 4. Strengthen Emotional Resilience

- **Practice Mindfulness:** Techniques like meditation, deep breathing, or journaling can help manage stress.
- **Stay Positive:** Focus on gratitude and small wins to maintain a positive outlook.
- **Seek Support:** Talk to friends, family, or a professional if you feel overwhelmed.

## 5. Adapt and Be Flexible

- **Embrace Change:** Volatility often requires adjusting plans or expectations. Be open to new opportunities or alternative paths.

- **Learn Continuously:** Use the situation as a chance to learn new skills or gain knowledge that can help you adapt.

## 6. Maintain a Healthy Routine

- **Physical Health:** Exercise regularly, eat well, and get enough sleep to build resilience.
- **Mental Health:** Engage in hobbies or activities that bring joy and relaxation.

## 7. Plan for the Long Term

- **Set Goals:** Define clear, achievable goals to stay focused during uncertain times.
- **Scenario Planning:** Prepare for different outcomes by creating contingency plans.

## 8. Seek Professional Guidance

- **Financial Advisors:** Consult experts for tailored advice on managing financial volatility.
- **Therapists or Coaches:** Seek help for emotional or mental well-being if needed.

## 9. Stay Connected

- **Build a Support Network:** Surround yourself with supportive people who can offer advice or encouragement.
- **Collaborate:** Work with others to find solutions or share resources.

## 10. Reflect and Grow

- **Learn from Challenges:** Use volatility as an opportunity to grow stronger and more resilient.
- **Reassess Priorities:** Periodically evaluate what truly matters to you and align your actions accordingly.

By combining these strategies, you can better manage volatility and emerge stronger from challenging situations. Remember, volatility is often temporary, and maintaining a balanced approach can help you navigate it effectively. ■



# **P** Orient press limited

An ISO 9001 : 2015 Company

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Commercial, Security Printing, Books & Stationery, Flexible Packaging & Printed Carton

## OUR EXPERTISE

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# M&A Updates

**I**n 2025, the packaging industry is expected to witness significant merger and acquisition (M&A) activity, driven by several key trends and factors:

## 1. Sustainability and Circular Economy:

As environmental regulations tighten and consumer demand for sustainable packaging grows, companies are likely to acquire or merge with firms that have strong capabilities in eco-friendly materials and recycling technologies. This includes innovations in biodegradable plastics, paper-based solutions, and reusable packaging systems.

## 2. Digital Transformation and Smart Packaging:

The integration of digital technologies such as IoT, AI, and blockchain into packaging solutions is becoming increasingly important. Companies may seek M&A opportunities to enhance their capabilities in smart packaging, which includes features like QR codes, NFC tags, and sensors that provide real-time data on product conditions.

## 3. E-commerce Growth:

The continued expansion of e-commerce continues to drive demand for packaging solutions that are durable, lightweight, and cost-effective. Packaging companies may look to acquire

firms specializing in e-commerce packaging to capitalize on this growing market segment.

## 4. Consolidation in the Industry:

The packaging industry is highly fragmented, with many small and medium-sized enterprises (SMEs) operating alongside large multinational corporations. In 2025, we can expect further consolidation as larger companies acquire smaller players to expand their market share, diversify their product offerings, and achieve economies of scale.

## 5. Geographic Expansion:

Companies may pursue M&A strategies to enter new geographic markets or strengthen their presence in existing ones. This is particularly relevant in emerging markets where packaging demand is growing rapidly due to urbanization and increasing consumer spending. This could also be driven by changing trade flows as countries become more protective and raise tariffs.

## 6. Private Equity Involvement:

Private equity firms are likely to continue playing a significant role in the packaging industry's M&A landscape. They may acquire packaging companies with the aim of driving operational improvements, investing in innovation, and eventually selling them at a profit.

## 7. Regulatory and Compliance Pressures:

As governments around the world implement stricter regulations on packaging waste and recycling, companies may seek M&A opportunities to ensure compliance and avoid potential penalties. This includes acquiring firms with expertise in regulatory compliance and sustainable practices.

## 8. Technological Advancements:

Advances in materials science, such as the development of new polymers and coatings, are likely to drive M&A activity as companies look to stay ahead of the competition. Additionally, companies may acquire firms with proprietary technologies that offer competitive advantages in terms of performance, cost, or sustainability.

## 9. Consumer Preferences and Brand Differentiation:

As consumer preferences continue to evolve, packaging companies may pursue M&A to enhance their ability to offer customized and innovative packaging solutions that help brands differentiate themselves on the shelf.

## 10. Supply Chain Resilience:

The COVID-19 pandemic highlighted the importance of resilient supply chains. In 2025, packaging companies may engage in M&A



to strengthen their supply chain capabilities, reduce dependencies on single sources, and ensure continuity of supply.

Overall, the M&A landscape in the packaging industry in 2025 is expected to be dynamic, with companies strategically positioning themselves to address emerging trends, capitalize on new opportunities, and navigate the challenges of a rapidly evolving market.

## Recent M&A Deals:

- Toppan, a Japan-based company with locations in North America, entered into an agreement to acquire a majority stake in Italy-based Irplast, a manufacturer of films for various packaging applications. The transaction is set to close in April. Toppan also recently entered an agreement to acquire Sonoco's Thermoformed and Flexibles Packaging business.
- Private equity firm Nonantum Capital Partners acquired Indiana-based MSI Express from the firm HCI Equity Partners. MSI is a contract manufacturer and packaging company with 15 locations in six states.
- Indiana-based D-A Lubricant acquired Colorado-based Crystal Packaging, a provider of contract packaging for sectors such as cleaning products and automotive fluids.
- Conner Industries acquired fellow Texas-based company Kirkland Sales, a custom foam fabricator. Conner, which provides industrial wood crates, pallets and other products, says the acquisition is complementary as it expands into the military and industrial markets.
- Oben Group, a Peru-based company with locations in North America, entered an agreement

to acquire Brazil-based Vitopel, a film producer for flexible packaging. The deal is pending regulatory approval.

- ValorFlex Packaging, a newly formed company, acquired Jet Packaging, also based in Tennessee. Jet is a flexible packaging company specializing in lamination and flexographic printing.
- Mondi acquired Schumacher Packaging's Western European Assets in October 2024. Mondi, a global leader in sustainable packaging and paper, announced its agreement to acquire the German, Benelux, and UK operations of Schumacher Packaging for €634 million. This acquisition encompasses seven corrugated converting plants, two solid board mills, and four solid board converting plants, enhancing Mondi's corrugated packaging footprint in Western Europe and adding over 1 billion square meters of capacity. The deal is expected to close in the first half of 2025.
- In November 2024, Carton Pack S.p.A., an Italian packaging producer, acquired the UK-based Clifton Packaging Group Limited, known for its innovative flexible food packaging solutions. This move strengthens Carton Pack's position in the flexible packaging sector, particularly in the snacks and protein end-markets, and establishes a robust presence in the UK market. The acquisition aligns with Carton Pack's strategy to become a leading European food packaging specialist.
- In November 2024, Spain's Saica Group acquired significant operations in Poland from Germany's Schumacher Packaging. The acquisition includes two corrugated cardboard plants in Bydgoszcz and Wrocław, two paper mills

in Grudziadz and Myszków, and three service centers, employing over 1,500 people. This move enhances Saica's production capacity in recycled paper and corrugated cardboard, aligning with the industry's trend towards consolidation.

- In 2024, Manipal Technologies Ltd (MTL) and Utility Printpack merged their packaging businesses to form Manipal Utility Packaging Solutions (MUPL). This India-based entity operates manufacturing facilities in Manipal, Ahmedabad, and Chennai, as well as in Kenya and Nigeria. The merger aims to leverage combined strengths to target markets in Africa, Asia, and the Middle East, offering an expanded range of innovative packaging solutions.
- In 2024, Goglio, through its Brazilian subsidiary, completed its acquisition of 51% majority stake in Mega Embalagens, a Brazilian company supplying flexible packaging for various sectors, including food, hygiene, and pet food. Founded in 1993 and based in Salvador do Sul, Mega Embalagens employs around 400 people and sells its products in more than 15 countries. This strategic move aimed to create synergies in the coffee and pet food markets, leveraging Goglio's global presence and Mega Embalagens' strong domestic and international footprint.
- Chilean flexible packaging firm Alusa acquired its Colombian counterpart Empaques Flexa, formerly part of the Carvajal group. This move aimed to consolidate Alusa's position in the South American market by expanding its footprint into Colombia, complementing its operations in Chile, Peru, and Argentina. ■

# UFlex Advocates for PLI Support to Strengthen India's Packaging Industry at PHDCCI Forum



**N**ew Delhi, February 4, 2025: UFlex Limited, India's largest multinational flexible packaging and solutions company, participated in a conference on '**Advances in Packaging**' held at PHDCCI House, New Delhi, on February 4, 2025. The event, organized by the PHD Chamber of Commerce and Industry (PHDCCI), brought together industry leaders, government officials, and stakeholders to discuss the future of the packaging sector. During the inaugural session, Mr. Amit Shah, Joint President – Flexible Packaging business, UFlex Limited, delivered a keynote address on "Challenges & Opportunities in the Future of Packaging in India".

The session was attended by prominent dignitaries including **Mr. Ajit Gupta, Chair, PHDCCI Packaging Committee and MD, Ajit Industries Pvt Ltd.; Mr. Sanjay Gupta, Senior Vice President (Corporate Packaging Procurement and Packaging Development), D S Group; Mr. Sagar Singh, Joint Director, Bureau of Indian Standards (BIS), Government of India on 'Regulatory Framework & Standardization on Packaging & Printing Inks in India; and Dr. Tanweer Alam, Additional Director & RO, Indian Institute of Packaging (IIP), Delhi.**

In the session, Mr. Shah highlighted the significant role of



government policies in fostering the growth of India's packaging industry and its contribution to economic development, food security, and sustainability. He suggested that extending the Production Linked Incentive (PLI) Scheme, which has already proven beneficial for the food processing sector, to the packaging industry could fuel the growth of the packaging sector. Given the packaging sector's crucial role in complementing food processing and exports, Mr. Shah expressed that such an extension could help unlock opportunities for growth and innovation in the industry.

**Mr. Amit Shah, Joint President – Flexible Packaging business, UFlex Limited,** stated, *"The packaging industry is no longer just a secondary process; it is an essential enabler of food safety, product shelf life, and sustainability. With the right government support, particularly through the extension*

*of the PLI scheme in the packaging sector, we can unlock tremendous growth potential, drive innovation, and improve India's global competitiveness."*

He also addressed key areas where government policies could drive the industry forward, including export incentives for packaging materials, regulatory support for the use of recycled content in packaging, and fostering the development of manufacturing hubs to create new job opportunities.

In conclusion, Mr. Shah emphasized that for the packaging industry to reach its full potential, it is essential to have a collaborative approach that involves government policies, industry stakeholders, and consumers. He called for continued innovation and regulatory support to help India lead the way in sustainable and competitive packaging solutions.

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**PRESS RELEASE**

# UFlex's FlexiTubes to lead the way in sustainable beauty packaging at COSMOPROF Italy 2025



**N**oida, March 19, 2025: FlexiTubes, the packaging tube division of UFlex—India's largest multinational flexible packaging and solutions company—will present its innovative and sustainable tube solutions designed for all sectors of the beauty industry at COSMOPROF Italy 2025. This premier B2B event, dedicated to the dynamic beauty industry, is scheduled to take place in Bologna, Italy, from March 20-22, 2025.

As the demand for sustainable and customized packaging grows across the beauty sector, UFlex's FlexiTubes has positioned itself as a leader, providing comprehensive packaging solutions that enhance product

appeal and elevate the consumer experience. At COSMOPROF Italy 2025, FlexiTubes will showcase range of eco-friendly and innovative tube options, offering advanced aesthetics, superior barrier properties, anti-counterfeit features, and sustainability-focused innovations.

Designed to cater to diverse needs within the beauty industry, FlexiTubes provides 360-degree tube solutions with high-definition graphics achieved through rotogravure reverse printing, available in matte, gloss, dual matte-gloss, holographic metallic, and matte metallic finishes for a premium look. These packaging solutions also emphasize sustainability with reduced plastic usage and a minimal environmental footprint, without compromising on the essential MVTR (Moisture Vapor Transmission Rate) and OTR (Oxygen Transmission Rate) properties. FlexiTubes offers

customized barrier solutions to meet the specific requirements of each beauty product.

UFlex's FlexiTubes will feature an array of eco-friendly options, including paper-based tubes, fully recyclable tubes, biodegradable tubes, and tubes made from PCR (Post Consumer Recyclate). These solutions demonstrate UFlex's ongoing commitment to sustainability and promoting a circular economy across the beauty industry.

Join us at the FlexiTubes booth, D 17 in Hall No. 20 at the Fair District in Bologna, Italy, to explore an extensive selection of sustainable tube packaging solutions. Discover innovative options like Earthika, Greenika, Kraftika, Remika, and more, all designed to enhance both environmental responsibility and brand impact. ■

# UFlex Secures USFDA Approval for Recycled PE in Food Packaging

**- First Indian MNC Certified to Use Post-Consumer Recycled PE in Food Packaging**  
**- Announces INR 317 Crore Investment in New Recycling Plants in Noida**



**D**elhi-NCR, March 12, 2025: UFlex Ltd., India's largest multi-national flexible packaging and solutions company, has achieved a significant milestone by becoming the first Indian company to receive approval from the United States Food and Drug Administration (USFDA) for its recycling process. This approval allows UFlex to use recycled polyethylene (rPE) in food packaging, marking a major step in reducing plastic waste and supporting global brands in meeting their sustainability goals.

UFlex's recycling process is categorized as super-clean recycling, with the ability to de-ink postconsumer recycled (PCR) materials by more than 95%, making it one of the most advanced processes worldwide. This certification adheres to international standards and contributes to the global shift toward a circular economy, reinforcing UFlex's commitment to sustainability and innovation.

To further strengthen its recycling infrastructure, UFlex is investing INR 317 crores (USD 38 million) in advanced recycling technologies. This includes the establishment of two new recycling plants at its Noida facility in India, with a combined annual capacity to process 39,600 metric tons of plastic waste.

These plants will significantly boost the production of rPET and rPE materials for use in food packaging, aligning with India's growing emphasis on sustainability and its evolving legislative framework.

*"In line with our commitment to support the Government of India's Extended Producer Responsibility (EPR) legislation, we are proud to announce this significant investment to strengthen our recycling capabilities. The Indian government has set ambitious targets for the collection, recycling, re-use, and use of recycled content in plastic packaging to promote sustainable packaging. Our enhanced recycling operations will empower brand owners to meet their EPR commitments and set a global benchmark for sustainable packaging,"* said, **Mr Jeevaraj Gopal Pillai, Whole Time Director, Director - Sustainability, President - Flexible Packaging and New Product Development, UFlex Limited.**

He further stated, *"Innovation and sustainability have always been at the heart of our journey. Three decades ago, when recycling was still an emerging concept, we envisioned a future where waste could be transformed into value. Our early investments in recycling multi-layered plastic waste, once thought to be impossible to recycle, proved that innovation could drive meaningful change."*

He added, *"With the first-ever USFDA approval for an Indian company in food-contact recycling, we are proud of how far we have come. This milestone is not only a proud moment for UFlex but also for India, as it highlights our country's growing leadership in sustainable innovation and underscores its potential to make significant contribution to the global sustainability agenda. Additionally, we have applied for USFDA certification to recycle polypropylene (PP), which will position UFlex as the first*

*company in the flexible packaging industry with the technology and capacity to recycle all three materials—PET, PE, and PP—for use in food packaging. We are excited to collaborate with global brands to help them meet the growing consumer demand for sustainable products while reducing plastic pollution."*

At present, there are no specific guidelines for the use of recycled polyethylene (rPE) content in food packaging. However, there is a mandatory requirement under the Extended Producer Responsibility (EPR) regulations to incorporate recycled content in packaging. UFlex, in collaboration with industry players, is actively engaging with government bodies such as FSSAI and BIS to help develop the necessary guidelines for the safe and sustainable use of rPE content in food packaging in India. This collaborative effort aims to ensure that the industry adheres to the highest standards in food packaging while contributing to a circular economy.

Currently, UFlex has recycling plants in India, Poland, Egypt, and Mexico, processing post-consumer multi-layered mixed plastic (MLP), multi-layer aseptic packaging (MLAP), and polyethylene terephthalate (PET) waste. It is the only Indian company working on innovative solutions for flexible MLP and PCR applications both in India and globally.

Through the conversion of post-consumer waste into high-quality, food-safe materials, UFlex is driving innovation while reinforcing its commitment to a circular economy. ■



# UFlex Partners with IIP Delhi to Promote Recycling Awareness and Sustainable Innovations



**N**ew Delhi, January 09, 2025: UFlex, India's largest multinational flexible packaging and solutions company, has partnered with the Indian Institute of Packaging (IIP) Delhi to promote recycling, circular economy, and sustainability. As part of this collaboration, UFlex has set up the Ideation Zone on the IIP campus, which will serve as an interactive space for students, professionals, and the public to learn about sustainable practices. The Ideation Zone was inaugurated by **Mr. Jeevaraj Pillai, Director – Sustainability, UFlex Limited**, today, marking the beginning of a series of educational initiatives aimed at advancing a circular economy.

The partnership between UFlex and IIP Delhi aims to bridge the gap between industry and academia, fostering a deeper understanding of the environmental impact of packaging and the role of innovative technologies in driving recycling efforts. The initiative is designed to encourage young minds to explore sustainability challenges and find solutions that can shape a greener future.

The Ideation Zone is made using recycled materials, including multi-layer plastic and aseptic packaging waste, exemplifying the practical application of circular economy principles in sustainable infrastructure, and transforming flexible plastics into a sustainable future. UFlex currently recycles nearly



Chief Guest Mr. Jeevaraj Pillai, Director - Sustainability, President - Flexible Packaging and New Product Development, UFlex Limited, along with Dr. Tanweer Alam, Addl. Director and RO, IIP Delhi, inaugurating the Ideation Zone at IIP Delhi

30,000 MT of plastic waste across Poland, Mexico, and India.

As part of this collaboration, UFlex will engage industry leaders and sustainability experts in workshops and seminars to educate students on recycling, advanced technologies, and the role of R&D in driving sustainability within the packaging industry. These sessions will also emphasize the importance of integrating R&D into academic curricula to prepare future professionals for leadership roles in sustainable packaging innovations.

**Mr. Jeevaraj Pillai, Director – Sustainability, UFlex Limited**, said, “UFlex’s partnership with IIP Delhi is a significant step in promoting the importance of recycling and sustainability. At UFlex, we recognize that education is a powerful tool in driving change within the packaging industry. Through this collaboration, we aim to inspire future packaging leaders and

professionals to adopt the principles of the circular economy and sustainable innovation, helping to create a more sustainable and responsible future.”

**Dr. Tanweer Alam, Addl. Director and RO, IIP Delhi**, stated, “We are excited to partner with UFlex to provide our students with the opportunity to engage with industry experts and learn about the latest in recycling and sustainability. This collaboration aligns with our mission to equip students with the knowledge and tools needed to address the evolving demands of the packaging industry and make a lasting impact.”

The inauguration ceremony was attended by management and leadership team of UFlex, academic team, and sustainability advocates. This event marks the beginning of a long-term commitment by both UFlex and IIP Delhi to foster education, awareness, and innovation in the realm of recycling and sustainability. ■

# FSSAI Stakeholders Meet

## 16th April 2025 MMRDC BKC – Mumbai

**Chaired by Hon'ble Minister of State (independent Charge)  
Mr Prataprao Jadhav Health and Family Welfare**

**Coordinated by Dr Alka Rao Advisor (Science and Standards & Regulation) FSSAI**

**Venue: MMRDA BKC Mumbai 16th April 2025**



1. The theme of the stakeholder's meet was the launch of R-Pet in India by the Hon'ble Minister Sri Prataprao Jadhav with a brochure. The scanned copy of the brochure enclosed herewith. He advised the scientific community to look around naturally occurring material like jute with some chemical modification to serve the purpose of functional barrier packaging.
2. There was question and answer session and in the first half hon'ble minister also joined to listen to these concerns
3. The questions raised can be mainly categorized as follows:

(i) Conflict of name and symbols for R-Pet (FSSAI, BIS and MoEFCC) where some stakeholders requested for an uniform symbols to avoid confusion in the industry. FSSAI inserted a word FCM (Food Contact Material) for R-Pet to the symbol of Pet (1).

The standalone (1) symbol for Pet is sort of universal which is as defined by Society of Plastic Industry (SPI) USA and adopted by PWM and BIS standard.

May please check the scanned copy of the FSSAI brochure as enclosed, for new symbol .

The significance is that the symbol is to be used for R-Pet based products

(ii) How the audit will be conducted to decide on the recycle content in the final product and who will be authorised to conduct the audit.

(iii) As per PWM, rigid packaging needs to have 30% PCR content



in the year 2025-2026. But there is lack of capacity for R-Pet (FCM) in the recycling sector to fulfil the requirement. So, can it be coordinated with MoEFCC to reduce the content from 30% to 10%?

(iv) No food grade approval from PP and PE as yet whereas the PWM stipulates its incorporation in the finished packaging material from 2025? How this can be handled?

FSSAI listed down all these points and will come back on this

The Metal Packaging association and Glass Packaging Association raised strong objection to use of Plastics and discussion on Plastics, in front of the Minister and later on with the adviser. The Minister said that the objective of the discussion is not to promote one category over the other but to bring out the best in each category. Dr Alka FSSAI Advisory said with a smile, that we generally do not discuss the areas which are well set but we discuss subjects for improvements, which we consider as having issues.

I also had offline interaction with FASSI food packaging panel chairman Dr Katiyar (IIT Guwahati) and Dr Alka Rao Advisor FSSAI. Dr. Alka Rao in her speech, in front of the Minister mentioned that Industry association played a major part in developing this standard in BIS.

Best Regards

Atin Chaudhuri



# IFCA STAR AWARDS 2025



**SAVE  
THE  
DATE**

**09  
October  
2025**



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

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# UPCOMING EVENTS



PIECC (Pune International Exhibition & Convention Centre), Moshi, Pune.



**July 31 - 2 August 2025**

India's biggest event for Packaging, Converting and Supply Chain, Pragati Maidan, New Delhi



**20-21-22 August 2025**

International Exhibition on Packaging Material and Technology, BEC, Mumbai



**03 - 05 September 2025**

India Expo Centre,  
Greater Noida  
[propakindia.com](http://propakindia.com)



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