



## Uflex Steals the Show at IFCA STAR AWARDS 2018 with Six Wins

**February 11, 2019, Noida (India):** Uflex stole the show with six awards at the recently held IFCA STAR AWARDS 2018 with special emphasis on Innovation, Graphics, Creativity, Branding and R&D. IFCA Star Awards is a prestigious award for the Flexible Packaging & Carton Packaging industries that provides the packaging sector with a platform to showcase innovative minds in the industry and recognize their continuous efforts through development of pioneering products and technology.



The distinguished jury members who have carved a niche for themselves in the Packaging and FMCG industry helped IFCA to examine all the submissions and identify the winning entries.

### Uflex won the award for:

Sr No.	Product	Category	Description
1	<b>Purina Pro Plan-Pet food bag</b> - stand-up bag having easy open-ability	Flexible Packaging (Innovations & Creativity including Shapes, New applications, New forms)	A laminate converted to Side Gusseted 'K' Seal stand-up bag having easy open-ability with Laser Scoring and carefully designed vents to remove excess air inside the bag. This is the first 2ply laminate which has been introduced for a bulk bag of 14 Kgs.

2	<b>Rasna Fruit Juice Concentrate-Profile Pouch</b> – Shaped profile pouch with spout and handle	Flexible Packaging (Innovations & Creativity including Shapes, New applications, New forms)	The stand-up pouch made from high barrier laminate with unique shape and spout. The design feature includes spill free ease in dispensing and complete use of product.
3	<b>Beach Magic</b> - High Barrier Tube for Sunblock Lotion	Best Branding through Packaging for FMCG, Pharma and other consumer product industries.	A unique personal product in flexi tube, with high graphic reproduction in a matte surface, which provides premium aesthetics with sharp images.
4	<b>Kurkure Shahi Twist Keen</b> – Quad pack with Easy Open Solution	Structural innovations, Graphic Designs	A Premium Snack with Quad Pack Format for greater visibility in Retail Shelves and with Easy Tear through Laser scoring providing user convenience.
5	<b>Forest Essential Shampoo</b> – Premium Matte Finish with Hot stamping	Best Branding through Packaging for FMCG, Pharma and other consumer product industries.	A uniquely created flawless white tube with sharp printing and silver stamping that enhances the brand prominence and makes it premium in the shelves.
6	<b>Oshea Herbals</b> – Premium Tube for Personal product	Best Branding through Packaging for FMCG, Pharma and other consumer product industries.	A wide format 360 printing in different shades represent a range of products. The pastel shades created identifies products and have excellent consumer attraction.

**Expressing pleasure on this recognition, Uflex CMD Ashok Chaturvedi commented,** “Product development is an ever-evolving and fluid process under the banner of Uflex. I am whole-heartedly grateful to IFCA for acknowledging the efforts of Uflex in the contemporary packaging domain and encouraging our dedicated team of researchers and their creativity in building innovative products that address each customer’s requirement, helping them create a deeper connection with the customer and boost sales. I am sure that this award will give us some ammunition to continue growing and creating newer, superior products.”

### **About Uflex:**

Uflex is India’s largest multinational flexible packaging materials and Solution Company and an emerging global player. Since its inception back in 1985, Uflex has grown from strength to strength to evolve as a truly Indian Multinational with consumers spread across the world. Uflex today has state-of-the-art

packaging facilities at multiple locations in India with installed capacity of around 1,35,000 TPA and has packaging film manufacturing facilities in India, UAE, Mexico Egypt, Poland and USA.

All Uflex plants are accredited with ISO 9001, 14001, HACCP & BRC certifications. Uflex caters to markets spanning across the globe in over 140 countries like USA, Canada, South American countries, UK and other European Countries, Russia, South Africa, CIS, Asian and African nations. Integrated within its core business profile are allied businesses like Engineering, Cylinders, Holography and Chemicals which further give Uflex a superior edge above competition.

Uflex Limited is also a part of the D&B Global Database and winner of various prestigious national and international awards for its products' excellence. Uflex offers technologically superior packaging solutions for a wide variety of products such as snack foods, candy and confectionery, sugar, rice & other cereals, beverages, tea & coffee, dessert mixes, noodles, wheat flour, soaps and detergents, shampoos & conditioners, vegetable oil, spices, marinades & pastes, cheese & dairy products, frozen food, sea food, meat, anti-fog, pet food, pharmaceuticals, contraceptives, garden fertilizers and plant nutrients, motor oil and lubricants, automotive and engineering components etc.

Some of Uflex's clients on the global turf include P&G, PepsiCo, Tata Global Beverages, Mondelez, L'Oreal, Britannia, Haldiram's, Amul, Kimberly Clark, Ferrero Rocher, Perfetti, GSK, Nestle, Agrotech Foods, Coca-Cola, Wrigley, Johnson & Johnson amongst others. For more details, click on: [www.uflexltd.com](http://www.uflexltd.com)

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