

Packaging

SOUTH ASIA

The Magazine for Modern Packaging



Digital Label Printing Solutions
at PackPlus 2024 & Print Expo 2024



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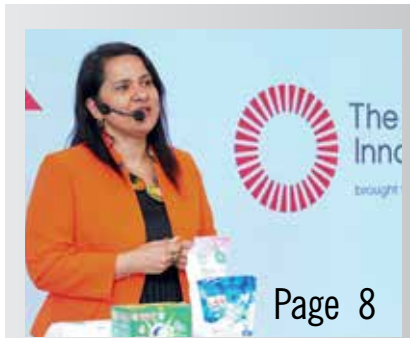
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DS Miranda and David Luttenberger of Dow Packaging Innovation Awards

India influences packaging innovation

The Dow Packaging Innovation Awards, which took place in Bangkok on 13 June 2024, offered a window into future-ready packaging solutions – not just because of the innovative manifestations but due to their transformative ability to influence the future of packaging in their respective sectors. This year, 18 leaders evaluated each entry, considering different perspectives and expertise. Asia played host to the awards for the first time with India wielding increasing influence.

Aayush Pandey

In an interaction with judges Daniella Souza Miranda, global marketing director, Dow, and David Luttenberger, global packaging director, Mintel, *Packaging South Asia* learnt about the evaluation process that consisted of three fundamental pillars. The first pillar, technological advancement, focused on integrating new technologies in packaging or throughout the value chain. Sustainability is the second pillar, emphasizing recyclability, reusability, and overall environmental impact. The third centers on user experience, examining how packaging improves consumer interaction, enhances product accessibility, and offers cost-effectiveness.

“We believe this comprehensive approach ensures the winning entries demonstrate excellence across multiple dimensions of packaging innovation,” Luttenberger said. “This move has yielded remarkable results, with submissions doubling to over 300 entries compared to the previous year. Collaboration across the value chain has been identified as a critical factor that drives the packaging industry. By standardizing goals and regulations and leveraging strengths through shared resources and expertise, this cooperative approach accelerates innovation, promotes sustainability, and improves packaging solutions.”

Luttenberger said nearly half of the innovative submissions originated from Asia, underscoring the region’s growing influence in the global packaging landscape. “Within this, and accounting for approximately one-quarter of all submissions from the region, India wields increasing influence, thanks to its fast-growing economy that spurred the demand for innovative packaging solutions in various sectors.”

According to Miranda, the decision to host this year’s edition within Asia-Pacific was easy. She said, “This region is a manufacturing powerhouse, and accounts for nearly 48.5% of global production output, unlocking immense opportunities and access to packaging innovation. Consumption here is high, and we have observed increased consumer activity among the middle class across notable Asian cities. This can accelerate innovation, creating an industry that is challenged to push boundaries where consumers gain access to purpose-fit packaging for their needs. At the same time, brand owners continue to deliver on customer experience.”

Among the prominent trends in the show was the rise in the use of advanced technology enhancing efficiency and productivity. “For instance,” Miranda says, “We see businesses leveraging GenAI and predictive learning to optimize material choices by analyzing price volatility, regional availability, and recycling infrastructure. This approach allows for accurate carbon footprint setting, reducing R&D time and carbon emissions. Furthermore, advanced data analysis is being



Daniella Souza Miranda, global marketing director, Dow.



The Fama handwash recyclable stand-up pouch developed by ITC. It overcomes conventional multi-layer plastic pouch structure without compromising functional characteristics. It comes with spout that has been developed features a recyclable structure that is conducive for single stream recycling.



UFlex' PET film can replace conventional Nylon or PVC layers used in alu-alu cold blister forming packaging, reducing the need to import materials from overseas. It is also recyclable and more environmentally friendly compared to those using PVC. Despite a change in material, the packaging maintains the same amount of barrier, protection against tampering and ease of opening – a game changer for the packaging industry.

Four Indian entries — sustainable and innovative

Finalists of 35th Packaging Innovation Awards

Four products from India by SB-Constantia Flexibles, ITC and UFlex feature among the 28 finalists of the 35th Packaging Innovation Awards. “This year, the Packaging Innovation Awards had the privilege of receiving over 300 submissions from across the world – a record-breaking number of entries that has almost doubled since the previous edition. Participants have raised the bar for winning, and it is important that we spotlight the top innovations that will drive robust, lasting change across the industry,” said Daniella Souza Miranda, global marketing director, Dow.

Innovative entries from India, however, wielded increasing influence with sustainability and circular economy at the core.

The following 28 finalists will be recognized as individual Silver, Gold, Platinum, Diamond, or Special Award winners:

- ◆ AmPrima PE Plus for Coffee by Amcor with Kjeldsberg
- ◆ BarrierFlex NutVault – Plastic Packaging Bag for Nuts by Packaging Industries Limited
- ◆ Bom Ar Spray de Ambientes by Reckitt Industrial
- ◆ Cioccoriso Perugia – Plastic Bottle for Chocolate by Nestlé Italiana Spa
- ◆ EcoLamHighPlus – Polyethylene-based Fully Recyclable Pouches for Breakfast Cereals by SB-Constantia Flexibles India
- ◆ Fiama Handwash Recyclable Standup Pouch – First in India by ITC Limited
- ◆ Figmint Paper-based Packaging for Kitchen Products by Target Corporation
- ◆ First-of-its-kind Biscuits Outer Paper Bag by ITC Limited
- ◆ Flat-shaped Multipurpose Repair Tape by 3M

employed to predict material and customer needs, contributing to the reduction of food waste and combat climate change.”

Both the judges agree that sustainability continues to be a core principle in packaging design, integrated from the start of the development process. This start-of-the-cycle focus is important as there is also a strong emphasis on providing a holistic consumer experience, ensuring sustainability does not compromise aesthetics. This balance is important as the industry rises to the challenge of addressing environmental concerns and consumer demand for eco-friendly packaging solutions.

Advancements in material innovation have led to significant improvements in mono materials, enhancing consumer experience and ease of disposal. These materials are now being used across multiple industries, increasing interest in collection, reprocessing, and production into reusable post-consumer-recycled (PCR) packaging. “There is undoubtedly a direct correlation between the rise of consumerism and environmental impact, and whilst not wholly stemming from the production and consumption of packaging, there are opportunities for the packaging industry to contribute positively to slowing down this impact altogether,” Miranda said.

Luttenberger adds, “A packaging that uses mono material polymer material is a curbside recyclable, high-barrier stand-up pouch for granola. This innovative solution incorporates a very thin layer of EVOH (ethylene vinyl alcohol) within a 100% polyethylene structure. The design allows consumers to easily transform the empty, flat packaging into a 3D shape suitable for their recycling bin, ensuring it is ready for processing through existing recycling systems. Initially made from three layers — polypropylene material, metalized polyester material for the high barrier, and a polyethylene material on the inside for sealability and the body of the pack, the brand successfully replaced these materials with a mono structure of specialized polyethylene.”

Miranda, with another reference, said, “In India, a chocolate manufacturer partnered with a flexible packaging manufacturer to introduce recyclable PE pouches, known as EcoLamHighPlus, for its chocolate product. The pouches use a mono-material PE laminate, replacing the multi-polymer packaging previously used. Designed to be fully recyclable in the PE stream, this packaging not only maintains the iconic packaging associated with chocolates, allowing the



The EcoLamHighPlus barrier packaging solution is designed for the circular economy while protecting product integrity to ensure longer shelf life. Using mono-polyethylene (PE) laminates is a challenge in the packaging industry, but SB-Constantia Flexibles, India, has created a sustainable solution that replaces the multipolymer packaging conventionally used by consumer brands while maintaining 18 months of product shelf-life. It also has an aesthetic appeal with a matt finish.



ITC's innovative paper packaging for Sunfeast Farmlite Digestive. Produced using brown kraft paper, it presents a biodegradable alternative to traditional plastic packaging materials without compromising product integrity and transit durability. The introduction of the paper packaging has led to a significant reduction in product breakages during transit from factory to retail by more than 70%.

- ◆ Graphene-enhanced Packaging – Gerdau Graphene's Sustainable Innovation by Gerdau Graphene
- ◆ Heat-shrink Labels from Recycled Light-blocking PET Bottles by Inner Mongolia Yili Industrial Group
- ◆ Hetbahn with Bio-Circular Packaging by CJ CheilJedang Corp
- ◆ Ice-cream Packaging Box to Create a DIY "Pino Gacha" by Morinaga Milk Industry with Toppan Inc.
- ◆ Inikin Brew-on-demand Tea Beverage Packaging with Freshness Retaining Cap by Inner Mongolia Yili Industrial Group (Yili Group)
- ◆ Macada – Paper Box for Macadamia by Starprint Public Company Limited
- ◆ Magmark SS by Magnomer
- ◆ Neo Dropper Autoload Design by Aptar (China) Investment
- ◆ Paper-based Bag for Dry Batteries by Panasonic Energy with Toppan Infomedia
- ◆ Paper Based Packaging for Spreads by Upfield
- ◆ PET Film for Cold Blister Forming by UFlex Limited Film Division
- ◆ PharmaGuard Recyclable Blister Packaging for Pharmaceutical Products by Sudpack Medica AG
- ◆ Reciplus – Cafe Sello Rojo Mono-Material Coffee Packaging by Alico SAS BIC
- ◆ Reusable Transport Packaging for Large Household Appliances by Free Pack Net Holding Sagl
- ◆ Star Drop – Squeeze Bottle for Liquid Cosmetic Products by Aptar (China) Investment
- ◆ 'Tube Pouch' Plastic Tube Container for Food and Cosmetics by Toppan Inc.
- ◆ Versafiller Paper-based Honeycomb Structure by P&G China
- ◆ 100% Recyclable Stand-up Pouch for Detergent Liquid by Henkel Guatemala (Henkel La Luz, S.A.)
- ◆ 26 mm Lightweight Water Closure Beverage Cap by Alltrista

– Aayush Pandey

manufacturer to retain brand appeal via the packaging design but also enables customers to tear open the packaging easily. Being able to satisfy both functional and aesthetic requirements of the product, this innovation demonstrates how recyclability can be achieved while maintaining form, function, and consumer experience."

Winners of the Dow Packaging Innovation Awards that took place in Bangkok on 13 June will be unveiled at Tokyo Pack on 24 October. ■

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 428, Mettupalayam Road,
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f X @ /sodaltechco

