

Press Note

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

Noida, 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.

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About UFlex Limited:

UFlex is India's largest multinational flexible packaging and solutions company. Since its inception in 1985, UFlex has grown from strength to strength and has built a strong presence across all verticals of the packaging value chain - packaging films, chemicals, aseptic packaging, flexible packaging, holography, engineering, and printing cylinders.

With a 12,000+ strong multicultural workforce across global regions that works toward developing innovative, value-added, and sustainable packaging solutions, the company has earned an irreproachable reputation for defining the contours of the 'Packaging Industry' in India and overseas. It provides end-to-end solutions to numerous Fortune 500 clients across various sectors such as FMCG, consumer product goods, pharmaceuticals, building materials, automobiles, and more, in more than 150 countries.

Headquartered in Noida, the National Capital Region, India, UFlex enjoys a global reach with advanced manufacturing facilities in India, UAE, Mexico, Egypt, USA, Poland, CIS, Nigeria, and Hungary.

A winner of various marquee global awards for product excellence, innovation, and sustainability, UFlex is the first company in the world to earn recognition at the Davos Recycle Forum in 1995 for conceptualizing the recycling of mixed plastic waste. For more details, please visit: www.uflexltd.com