Afflatus

YOUR PRINTING PARTNER

Water-Based Ink Innovations

PRINT INSIGHTS

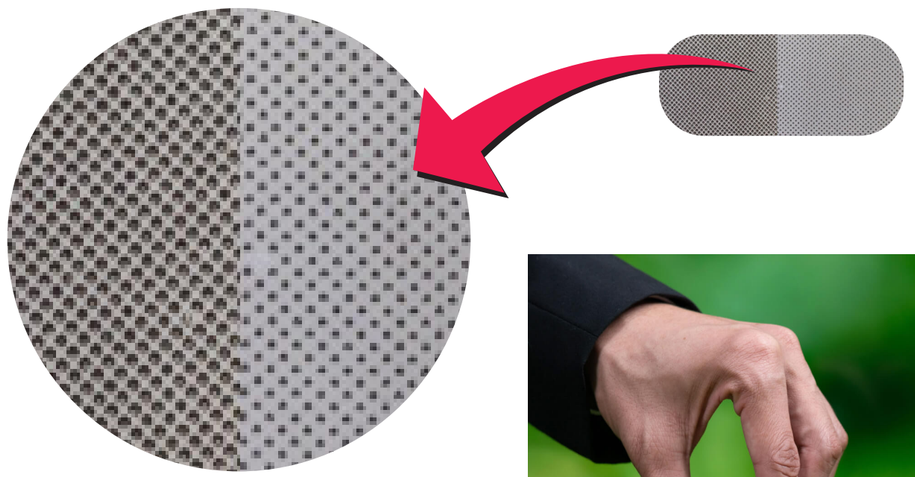
www.afflatusgravure.com



The printing industry's future lies in sustainability, and water-based inks are at the forefront of this shift. According to a study by Verified Market Research, the global water-based ink market is projected to reach USD 14.75 billion by 2031, growing at a CAGR of 4.3%. This robust growth underscores the rising focus on safety and eco-friendliness in packaging and manufacturing. Water-based inks not only ensure compliance with environmental standards but also deliver exceptional print quality that enhances product appeal. This dual advantage has driven many renowned brands across industries to adopt water-based inks, creating impactful designs while safeguarding the environment.

SOURCES: PACKAGING INDUSTRY ASSOCIATION OF INDIA (PIAI)

Here's how Afflatus Gravures is empowering businesses with this transformative innovation



images showing the excellent dot transfer by using flat bottom low depth laser cylinder

Eco-Friendly Alternative



At Afflatus Gravures, we champion sustainability. Water-based inks offer a cleaner alternative to conventional inks by eliminating harmful chemicals like PVC and phthalates. Composed of naturally occurring substances, these inks have negligible Volatile Organic Compounds (VOCs), reducing harmful emissions and contributing to a safer ecosystem.



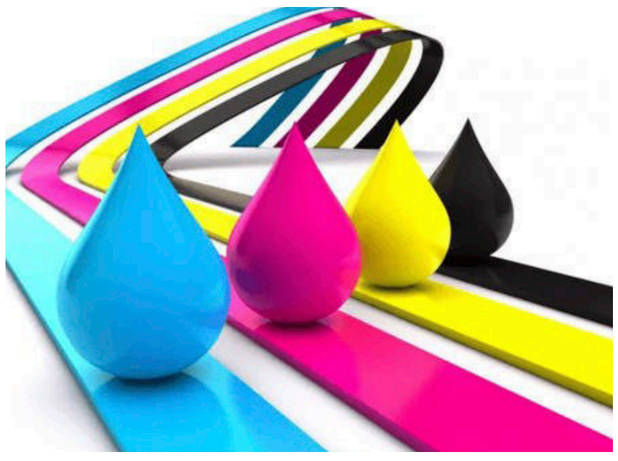
Cost Efficiency

Water-based inks help our clients reduce costs significantly by using fewer petroleum-based products and chemicals. Their non-toxic and non-volatile nature minimizes fire hazards and ensures worker safety. The result? Lower maintenance costs for both inks and equipment, making it a cost-effective solution for businesses.

Unmatched Print Quality

Our water-based ink solutions excel in delivering vibrant, high-definition prints. Their thinner composition penetrates deeper into materials, ensuring sharper detailing and more opaque, rich colors. Additionally, their abrasion resistance protects designs from heat and scratches, ensuring durability in demanding applications.

The Future is Water-Based



Europe leads the way, with approximately 90% of goods already printed using water-based technologies. As global markets catch up, Afflatus Gravures is ready to help brands transition seamlessly. Our water-based printing solutions not only align with environmental goals but also elevate brand value by ensuring superior quality and sustainable practices.
By adopting water-based inks, businesses can achieve an edge in quality, reduce their environmental footprint, and foster a loyal customer base. With Afflatus Gravures, the future of sustainable and superior printing is within reach.

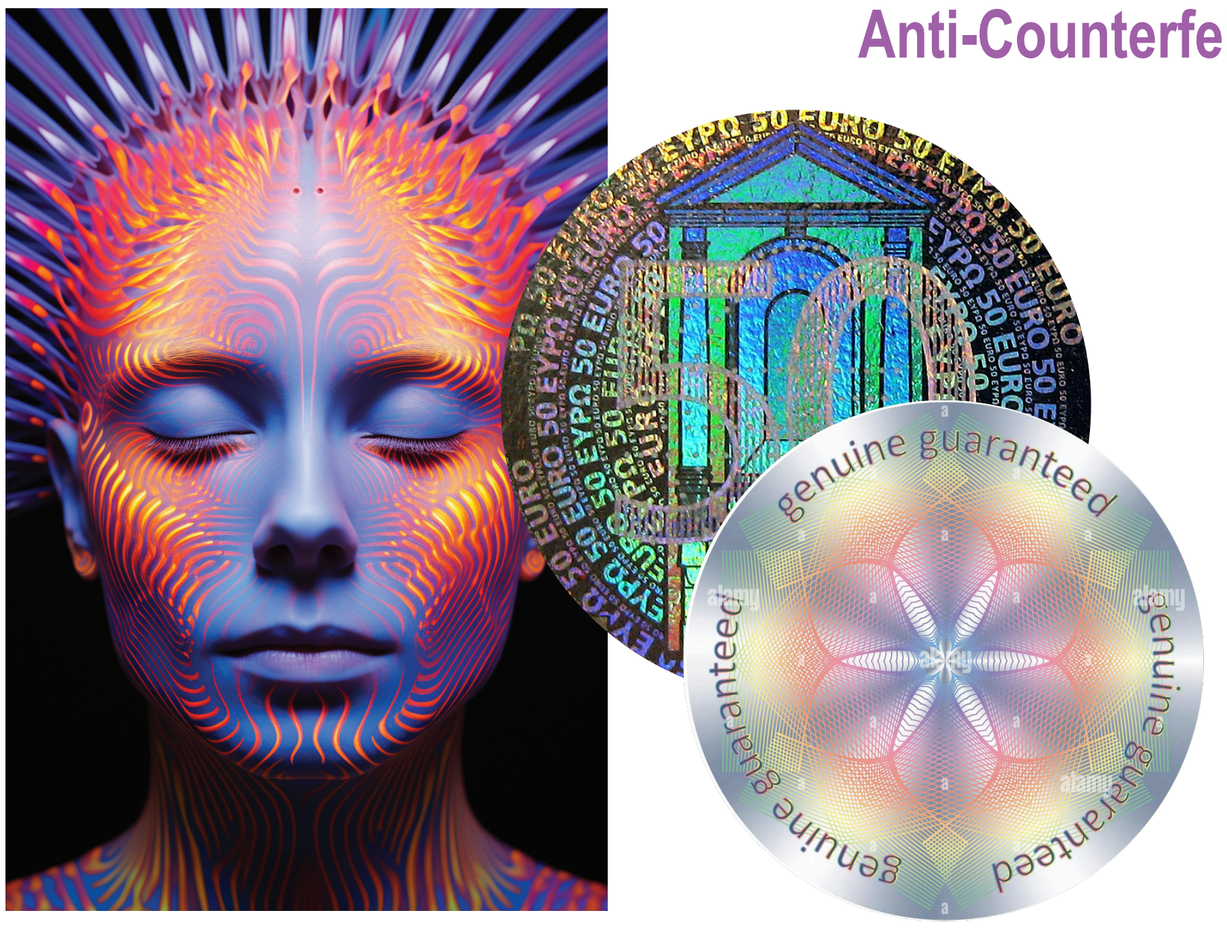
Challenges for Pharma Companies

1.Patient Safety Risks: Counterfeit medicines can harm patients due to incorrect or harmful ingredients.
2.Brand Damage: Counterfeits erode consumer trust and tarnish reputations.
3.Economic Losses: Lost revenues and increased legal costs due to fake products.
4.Supply Chain Vulnerabilities: Complex, global supply chains make it harder to trace and secure products.
5.Regulatory Compliance: Keeping up with evolving anti-counterfeiting regulations.
6.Sophisticated Counterfeit Techniques: Advanced technologies make replication easier for counterfeiters.



How Afflatus Gravures Helps:

Afflatus Gravures can help pharmaceutical companies address their counterfeiting challenges through innovative printing and packaging solutions designed to enhance product security and authenticity. Here's how



Anti-Counterfeiting Packaging Solutions

• High-Definition Gravure Printing:
Ensures intricate designs, micro-texts and complex patterns that are difficult to replicate.

•Laser-Engraved Security Features:
Integration of invisible markings, QR codes or serialized patterns directly onto packaging for enhanced traceability.

•Technical Elements:
Embossing dies and cylinders can be customized to incorporate designs,which are highly effective in deterring counterfeiting.



Serialization and Track-and-Trace Systems

- With Afflatus's advanced ITR photopolymer flexo sleeves and laser-engraved cylinders, you can print the very small size of text, unique identifiers such as serial numbers,barcodes or QR codes on their products.
- These identifiers allow end-to-end tracking across the supply chain, ensuring transparency and traceability.

Customizable Design Services

Through our design house, WeCreate, Afflatus can develop unique and brand-specific packaging designs that incorporate anti-counterfeiting features seamlessly.
Customized designs make it harder for counterfeiters to replicate the packaging.



ECO friendly Printing Solutions

Use of sustainable printing technologies such as water-based inks and reduced ink consumption through laser engraving aligns with regulatory requirements and enhances brand reputation.

Expertise in Pharma Industry Requirements



- With over 20+ years of experience, Afflatus understands the stringent regulatory and quality demands of the pharmaceutical sector.
- Tailored solutions to meet specific anti-counterfeiting needs while maintaining compliance with global standards.

  By leveraging these solutions, Afflatus Gravures helps pharmaceutical companies safeguard their products, protect their brands and build trust among consumers and stakeholders.

Simplified Overview of Indian Packaging Laws and Regulations for 2024

Staying compliant with packaging laws in India is essential for businesses to ensure legal shipping and consumer protection. Here's a concise guide to key regulations and their implications for 2024.

Indian Packaging Laws at a Glance

Indian packaging regulations emphasize safety, eco-friendliness, and accurate labeling to protect consumers and promote sustainability. Compliance involves adhering to:
Central Pollution Control Board (CPCB) Guidelines: Focused on managing plastic waste, including packaging materials like courier bags and bubble wrap, to promote sustainability.
Bureau of Indian Standards (BIS): Establishes material-specific packaging standards to ensure durability and quality, such as adhesive strength in packing tapes.

Key Packaging Materials and Compliance

Carton Boxes: Widely used across industries, these meet regulatory standards for safe and legal shipping.

Stretch Film: Ideal for FMCG and e-commerce, certified food-safe for secure packaging.

Edge Protectors: Designed for heavier or fragile goods, ensuring damage prevention during transport.

Eco-friendly Carry Bags: Made from recycled materials, these align with government sustainability initiatives.



New Packaging Regulations (Effective April 2023)



FSSAI Guidelines

The updated regulations mandate detailed information on packaged products to enhance transparency

Net Quantity: Clear labeling of weight and price per gram/milliliter if under the recommended amount.
Country of Origin: Disclosure of the manufacturing country.
Manufacture Date: Clearly stated production date.

The Food Safety and Standards Authority of India (FSSAI) is introducing Front-of-Pack Nutrition Labeling (FOPL), including a star-rating system, to help consumers make healthier food choices.
Importance of Compliance
Accurate and transparent packaging information builds consumer trust and prevents legal issues.
Misleading details can harm businesses and deceive buyers.

The Expanding Indian Packaging Market

India's packaging sector is booming, projected to grow from $50.5 billion in 2019 to $204.81 billion by 2025. This surge is driven by the growing demand for packaged food, extended shelf life, and reliable packaging solutions.

conclusion

(Sources: Verified Market Research)

Adhering to Indian packaging laws is crucial for businesses to avoid penalties and operate sustainably.
Compliance ensures consumer trust and reflects a commitment to quality and eco-friendly practices.

Certifications: A Mark of Excellence

Our pursuit of quality and excellence is validated by the numerous certifications we've received, ensuring we meet the highest international standards

ISO 9001:2015 Quality Management System CERTIFIED
Information Security Management ISO 27001 Certified
Sedex
OHSAS 18001:2007
ISO 14001:2015

+91-120-6759600 - info@afflatusgravure.com - https://www.afflatusgravure.com