

Working towards an eco-friendly and greener future

Pankaj Poddar, CEO, Cosmo Films, on how they are changing the packaging landscape by creating sustainable and intelligent packaging solutions

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Why do you think it's time to step up sustainable packaging?

Over the past few years, there is a growing awareness amongst brands and consumers to have sustainable and greener packaging solutions, without compromising the look, feel of the product and the flavours inside. This is where we play an important role in the reduction of carbon footprint, which is way lower during production and transportation when compared to the other alternatives available. Poor waste management infrastructure in most parts of the world has also led to the widespread noise about the environmental implications of plastic packaging, which has heightened consumer awareness on the issue.

How are you contributing to this?

We've been working closely with several FMCG brands and helping them develop easy-to-recycle packaging laminates for their products without compromising on the different functionalities. We have helped brands develop recyclable packaging for products like noodles, soaps, shampoos sachets, ketchup in squeezable format, tea pouches etc, by making packaging construction mono-material/homogeneous in nature. This enables single step



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CEO, Cosmo Films

recycling and is cost effective. Our product, Synthetic Paper, is a recyclable replacement of paper in applications requiring non-tearability and longevity.

It can have far reaching impact in solving the twin challenges of tree cutting and the extensive use of water during the manufacturing process.

Do you think this mono-material packaging will be recognised by the industry?

Without a doubt. In fact, today, mono-material packaging is well accepted as the most pragmatic recyclable option globally. It offers a better value, which works well for the recycler and, in turn, provides an impetus to the recycling industry as a whole.

How important is R&D in the packaging industry?

We lay a lot of emphasis on R&D and our team consists of professionals from renowned universities from India, USA and Europe. Currently, we hold nine patents for our products; with six in India and three in the US with several more in the pipeline. We've invested close to US \$2 million in a span of two years in our new state of the art R&D facility at Waluj, Aurangabad, and are committed to investing more to offer sustainable solutions for a better tomorrow.