

# Sustainability and Plastics in Packaging



PACKAGING INDUSTRY IN INDIA HAS SEEN A STRONG PENETRATION OF PLASTICS AS COMPARED TO GLOBAL STANDARDS AND IS ALSO ONE OF THE TOP MOST GROWING MARKET SEGMENTS FOR PLASTICS IN THE COUNTRY.

**P**lastics have become integral part of our life. It would not be wrong to refer them as “life-line” since they perform tasks which no other material can perform and serve consumers with applications which no other materials can provide. Plastics and their use are sustainable because they are versatile, durable, light-weight, consume less energy and help to reduce waste.

Their versatility is not only a feature but a blessing simply because different plastics offer different properties and hence the qualities, giving manufacturers and consumers the freedom to choose the type of plastic that best suit their intended application. Packaging industry in India has seen a strong penetration of plastics as compared to global standards and is also one of the top most growing market segments for plastics in the country.



☑ Freshness and storage stability are the two key drivers for use of plastics in food packaging. Pic for representation only.



**It is very important that efficient and effective use of resources should be promoted to make plastic packaging more sustainable.**

**Samit Jain,**  
Director, Pluss Polymers

Medical sector and pharmaceutical sector, in specific, is a major beneficiary of plastic packaging. Plastic packaging protects pharmaceutical preparations by preventing contamination, restricting microbial growth and ensuring product safety through the intended shelf life of the product. Inherent properties like chemical resistance, toughness and transparency of plastics en-

hance safety and efficiency during product delivery. Plastics are the perfect materials for shipping and storing intricate medical instruments being their ability to guard against impurities. Some of the indispensable benefits of plastic packaging to modern medical care are see-through intravenous bags and break-resistant containers.

Plastic packaging offer great convenience to today's working parents and busy generation. Freshness and storage stability are the two key drivers for use of plastics in food packaging and the result is *ready to eat foods* have become immensely popular. There is also a huge potential for usage of plastics for shipping and storage industry. Strong, tear resistant and durable, plastic packaging saves space, energy and money.

Indian packaging industry is growing and this growth is expected to get doubled in the next few years primarily because of growing middle class population and increase in their spending power. Food and Pharma packaging is no doubt the key growth drivers of plastic packaging in the country but the rising emergence of the organised retail industry is also fuelling the growth of the industry. Rapid growth of our exports has also provided a substantial stimulus to the plastic packaging industry, which re-




quires superior packaging standards for the international market.

The most intriguing challenge in the prospering packaging industry is sustainable growth of the industry. Packaging has served the growing Indian economy by helping preservation of the quality and lengthening the shelf life of innumerable products. Packaging industry has also generated huge employment avenues apart from the vast value addition done to our lives. In spite of the mature nature of domestic plastic packaging industry, we still lag far behind the developed world in the R&D sphere. Moreover, increased competition from the international players is preventing domestic companies to spend time on innovation and in-house R&D. Environmental awareness among the masses has also lead to enormous expectations from the packaging industry. There is a great market potential in the country provided appropriate and at the same time, cost effective raw materials and technologies are made available locally.

Recycling of packaging plastics is one area where plastics have been questioned since they cannot be re-used for the same application post recycling. India is one of the most active plastic recycling countries in the world but its appearance in the global statistics is largely hidden mainly because the recycling market in the country is highly unorganised. Polymer technologists, howev-

er, more concern on "upcycling" of plastics than recycling. A wide variety of speciality additives have been developed to impart value addition on the recycled plastics and thus ensuring their usage for the intended application. Recycling of plastic soft-drink bottles has been done on a great scale to create products, such as recycled bottles, filament yarns for clothing, carpeting, building materials etc. Mixed plastic waste which earlier used to be a headache for recycler is now recycled on an abundant scale for producing products like outdoor furniture, shipping pallets, garden pavers etc.

To summarise, it is well evident that Indian economy is growing at a promising rate and the same is encouraging growth in all other spheres our life. Be it our changing food habits or increased personal care or better health consciousness, all the factors are fueling the growth of packaging industry in the country. But it is very important that efficient and effective use of resources should be promoted to make plastic packaging more sustainable. Indian packaging technologist should aggressively adopt the mantra of World Packaging Organisation "Better Quality Of Life Through Better Packaging For More People" and this can be done only by educating people, industry and government that in their endeavour to offer safety, quality, convenience & savings, plastic packaging ensures sustainability. 

“  
There is also a huge potential for usage of plastics for shipping and storage industry. Strong, tear resistant and durable, plastic packaging saves space, energy and money.”



## Knowledge Driven Consultation!

- Components to Turn Key Project supply
- CANBAN, JIT supply chain solutions to OEMs
- Product sourcing & development, globally
- Non-Ferrous & Ferrous alloy components
- Metal bonded plastic components
- Outsourcing of ancillary parts
- Efficient production process
- Corporate Gifting

Ask for:



**haresh nania**  
Business Consultants

# 6, "GALAXY" 1, Shivam Park, Mehulnagar Telephone Exchange Main Road,  
Jamnagar - 361 006, Gujarat, India. | E: hnarania9@gmail.com | M: +91 98257 14592

Imports | Exports | Regulations