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Ahmedabad, Gujrat, February 10, 2012 /[India PRwire](#)/ -- According to a recent survey conducted by ASSOCHAM, the online retail industry in India is likely to be worth Rs 7,000-crore by 2015. The Census Guide 2011 by eBay which observes key trends in online buying, importing, selling and export, indicates that e-commerce is catching up real fast with Indians not only living in the metros but also the rural areas. Consumers are buying not only low involvement products but are also buying luxury high end cosmetics, jewellery, watches, fashion clothing, electronic gadgets & fitness equipment online.

For an emerging industry like the e-commerce it is critical to gain repeat customers. Repeat purchases or loyalty is determined by perceived usefulness, trust, satisfaction, and perceived value of the product. Looking at the condition of goods when received, the customer builds a perception about the product and its supplier. The customer never physically comes in contact with the seller and the final product which is delivered to his/her doorstep can make or break the customer loyalty.

The ecommerce retailer has to deliver the product, safe and secure, in the hands of the right guy in right time frame. This is where tear free security envelopes play a major role. Tamper-evident packaging ensures an envelope carrying important documents cannot be opened without damaging or tearing the envelope. An ordinary envelope can be opened and then sealed again without leaving any evidence. Tamper-evident security envelopes leave clear and indelible mark to any attempt of unauthorized opening thus is able to provide perfect optical opaqueness and ensure maximum confidentiality. Tear Free Envelope is also a very important branding tool, as it goes a long way in reinforcing the brands trust & establishing credibility over companies who use random envelopes. A standard practice in most developed countries, companies in India have been quick on adopting such tamper evident & secure envelopes for shipping their goods across to customers.

Globally, not many companies manufacture high security tamper-evident bags and envelopes, which are used to by ecommerce retailers. The infrastructure required to assure the reliability is difficult in terms of machinery, standards, people and technology. In a country like India, where damages in transit or tampered couriers are a common sight, e-retailers lose customers every time a damaged product is delivered to him. Today in India, Dynaflex manufactures products with special security closure and unique sequential number or bar coding, that makes tampering instantly and clearly visible. Claiming that Dynaflex is the "only Indian company approved to make aviation security bags used for duty free liquids, & other high security & classified applications like evidence collection, forensic use, diplomatic pouches, & exports to more than 35 countries to various governments and others". Mr. Gaurav Vora, Managing Director, Dynaflex further said, "The envelopes leave a mark if any one tries to tamper. It has been over a year since they were launched in India and the demand, especially from the e-commerce sector, has been overwhelming."

Some of India's biggest e-retailers like flipkart, yehbhi, eBay, Zoomin, Myntra, Hoopos, Infibeam and all major courier companies like DHL, Blue Dart etc are partnering with Dynaflex to make sure that they have stronger Logistics & supply chain.

Notes to Editor

About Dynaflex:

Dynaflex Pvt. Ltd. is Asia's largest manufacturer of security and tamper evident packaging envelopes & bags,

offering 360 degree packaging solutions to a host of prestigious clientele comprising over top Indian conglomerates and MNCs. Dynaflex's Dynasafe security & tamper evident range of products range from the day to day used poly mailers to courier bags to tamper evident envelopes used for national security to the most complicated security bags used in international aviation or defense services. With a highly professional staff of over 100, Dynaflex services over 45 countries across the globe. Dynaflex through its wide product range has been catering to the need of supporting the companies/agencies to achieve the desired level of security and confidentiality. Dynaflex is amongst the top 10 companies in the world that has been supplying security and tamper evident packaging products to a number of national and international companies. Due to the unique nature of the product Dynaflex is continuously been successful in adding innovative security products to its list of products.

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