

## INTERVIEW

# 'Right packaging has direct impact on success of the product'

The most pertinent question, which every e-commerce player has to deal with is that how they can choose the right packaging for the delivery of online orders, says Gaurav Vora, Director, Dynaflex Private Limited.

**The company's USP is application specific products. What is the broad range of products on offer?**

Our USP is application specific products, which include STEBs (secure tamper evident bags), E-commerce packaging and bubble envelopes. Currently our broad range of products includes courier bags, security envelopes, bubble security envelopes, tamper evident envelopes, poly woven bags (non-void), poly woven bags (void closure) packing list, re-closable document pouches.

**Dynasafe stands for protective packaging. Does this add a premium on pricing?**

These are not much expensive, but if one considers the safety aspect, the small price difference is insignificant. Since quality is inscribed in our DNA, our products are truly value for money.

**Are all your products manufactured in-house or outsourced? What are the facilities?**

Yes, we have all the facilities in-house. We saw this coming a few years back so did our planning in advance which helped us to be a one-stop-shop for packaging for all our customers. Apart from things we manufacture, we also outsource some items and supply these well in time. So our customers need not deal with huge quantity of envelopes.

**The trend today is solutions rather than products. How does Dynasafe cater to solutions?**

Given the in-house R&D activities, innovation, world-class infrastructure, our products are value for money, which is why we are the preferred suppliers for industry solutions for large-scale buyers.



Gaurav Vora

**Online portals and e-tailers are revolutionising not just sales but packaging as well. Your comments?**

Since Indian customers are now well-versed with buying online, we have launched our web-portal [www.packing-supply.in](http://www.packing-supply.in), which is a one-stop-shop for packaging materials, where all kinds of packing material can be brought from 100 pieces onwards. This addresses the needs of lakhs of SMEs who need quality packaging materials in very small quantity in time.

Already in India, the expansion of e-commerce is at par with anywhere in the world and this has happened in last few years and it's the just tip of the iceberg. There is no doubt that online portals and e-tailers are revolutionising sales but the challenge is to find a partner who can support them in their growth. As a result of being a serious supplier in the e-commerce industry, we have also been under pressure to expand our capacity every 6 months.

The most pertinent question, which every e-commerce player has to deal

with is that how they can choose the right packaging for the delivery of online orders. There are a number of factors to bear in mind, such as protection, and then it's important to consider that what kind of packaging is required for which sort of products. The right packaging has a direct impact on whether deliveries are successful or not, which is an essential factor in online transactions.

As a customer what kind of an experience do you have when you receive a parcel packed in smart, damage free packaging, and looks fresh as opposed to a parcel which is taped shabbily, looks like an injured patient. It is obvious that the wow moment during offline retail sales has shifted to the moment when the customer receives his shipment, which is his wow moment. The package today has the same value as window display as e-commerce companies pay specific attention to choosing the right material quality, branding and security level to build customer loyalty and repeat customer business. In this way, online portals and e-tailers are revolutionizing not just sales but packaging as well.

**India is a huge market. How strong/effective is the service?**

India today is a huge market. We have a dedicated sales and support team to provide extended support to our esteemed customers/clients.

**How cost effective is Dynasafe products compared with the competition?**

We have always maintained a high quality benchmark for us. We never ever compromise on the same or nor do we intend to do the same in the near future. Due to huge economies of scale equipped with world class manufacturing, our products are well priced for

## INTERVIEW

the market giving us an edge over the competition.

### ***What is the company's brief history?***

Dynaflex was incorporated in the year 1985 and is promoted by a group of technocrats having rich lineage and expertise of over three decades in polymer printing and logistics materials. The company is pioneer in the field of non-laminated flexible packaging, carry bags, security and tamper evident envelopes and specialty packaging. The organisation happens to be one of the few manufacturers of security and tamper evident envelopes and bags in the world. An ISO 9001 registered company and one of the few companies approved worldwide for ICAO (International Civil Aviation Organisation) for making of aviation security bags and among the first in India.

With huge capacities adhering to high standards of manufacturing and quality control, Dynaflex today is able to service huge volumes at consistent quality at short notice thereby reducing inventory build-up at our clients place making the company a sole vendor for its clients.

### ***Any breakthrough product launch that made a difference?***

Our breakthrough product launches that made a difference are:

- STEBs-ICAO (International Civil Aviation Organisation) has laid down norms for secure transport of LAGs (Liquid, Aerosol and Gases) which once purchased by passengers from duty free shops after passing through security or on boarding the aircraft as per ICAO rules placed into STEB for safe-keeping. Dy-

naflex is one of the few companies approved worldwide by ICAO and among the first in India.

- Bubble envelopes/foil bubble envelopes: commonly used for packing engineering and auto spares, and
- Poly woven envelopes: these are commonly used for packing metallic objects and jewellery owing to its stiffness and capacity to hold weight.

### ***How is present business environment?***

Given the present business environment, our business is good and we are growing by 15-30% year on year.

### ***What are the future plans?***

Our future plans include setting up micro plants across India for speedy movement and supply to cater to the growing demand. ■