



Search

- Home
- Mentoring
- Service Sector
- Business Ecosystem
- Book Review
- SME Finance
- Education
- case study
- Editorials
- Top Stories
- Cover Stories
- Focus
- Interviews
- Technology
- Money
- Features
- Special Reports
- Marketing
- Featured Entrepreneur
- The Last Word
- Knowledge Kit
- Government Schemes
- Health & Wellness
- SME Worldwide
- General
- First Person Singular
- Government Procurement
- Ask Our SMEs Experts
- SME Events
- Personality
- Micro Finance
- Research
- SME Exchange
- SEMINARY - Special Supplement, Oct-Dec'2011
- Archives
- News

## Editorials

by Rajen Kumar

### Financial Inclusion- Need for Common Banking Account

Poverty alleviation has always been an important goal of India development story yet nothing tangible has been achieved even after 65 years of independence....

[More](#)

## Special Reports

Jan 2014

### Doing Business 2014

The 11th edition of the Doing Business Report

## Top Stories

SME World >> Top Stories

### New Trends in Indian Packaging Industry

Gaurav Vora  
Jul 2013

The packaging industry across India is experiencing an exponential growth. Packaging is an integral part of almost all the sectors. According to Indian Institute of Packaging (IIP), the total turnover of the packaging industry in India at present is USD 27.6 billion and expected to grow to around USD 43.7 billion by 2016, whereas the global turnover is about USD 550 billion.

The packaging industry has evolved over the years from a relatively small range of heavy, rigid containers made of wood, glass and steel to a broad array of rigid, semi rigid and flexible packaging options increasingly made from specialized lightweight materials.

When it comes to courier or shipment, one thinks about the safety and security of the product. With the rising threat of theft, tampering and pilferage, it has become important to ensure that we send or receive our parcels or products in safe and secured condition.

#### Innovative Packaging Solutions

Considering this as an important aspect, packaging industry is gearing up with innovative packaging solutions for various industries & applications. There is a huge potential for the packaging industry in the Indian market. Earlier the quality assurance of packaging was not up to the mark but now it has improved and has created a benchmark of international quality.

Additionally, packaging has become an important aspect of creating brand value. It is given importance in every industry whether it is FMCG, retail, pharmaceutical, education or courier Company. Companies are stressing on research of the materials to be used and technology implemented by the packaging companies.



Packaging and purchasing decision correlates in FMCG Industry. It can change the purchasing decision of the consumer. While in Pharmaceutical sector, packaging is given high importance in order to ensure the quality assurance, safety and security of medicines. There is a rising threat of counterfeiting, duplication of spares, medicines, medical devices, etc. which is becoming a big problem globally and in India too. To counter this, industry has tried various methods like holograms and other tools, however nothing has yielded result. The global trend is to develop a comprehensive tamper evident package itself, rather than putting a hologram on regular packaging which the end user never pays attention to.

#### Packaging for E-commerce

When we speak about retail industry it is a vast sector. It covers everything from apparels, footwear, to accessories. Now retail industry to increase its sales has entered into e-commerce. Most of the products are now available online and packaging plays an important role in online shopping. E-commerce companies are taking extra efforts to ensure that ordered merchandise reached the customer in perfect condition. Packaging is of paramount importance for ecommerce companies as it has a direct impact on the brand image and customer loyalty. With a service industry as sensitive to perceptions as e-commerce, packaging can literally make or break your brand.

This sector also provides a very big opportunity for a company like Dynaflex that has tailor made high quality packaging solutions. Globally, not many companies manufacture high security tamper-evident bags and envelopes, which are used by e-commerce 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 courier packets are a common sight, e-retailers lose customers every time a damaged product is delivered. These tamper evident product comes with special security closure and unique sequential number or bar coding, that makes tampering instantly and clearly visible.

## Boca Raton Boxes

[bocaboxcompany.com](http://bocaboxcompany.com)

Packaging Supplies, Boxes, Bubble Moving & Packaging Supplies



**February 2014 Issue**

- CII Draws Out Agenda MSMEs
- SMEs need an "Operating System"
- Interaction with EMRC
- Growing Partnerships for Africa
- "Skill India" LAURUS EDUTECH
- Bridging the Energy Gap  
Consul Consolidated Pvt. Ltd.
- Alleem Project Management Congress Week Heralds A New Chapter for Business Professionals
- MSME in India - Neglected and Marginalized
- Securing Your Business, Securing Yourself  
TATA AIG General Insurance
- Climate Change Adaptation and SMEs
- Ideas, Innovation, Insight -NeoNiche

**SUBSCRIBE HERE**

For Online Subscriptions, Click the banner below.

**WE ACCEPT**

**CREDIT CARDS**

Powered by **CC Avenue**

**Read Current ISSUE**



## Our Achievements

- ◆ Winner of appreciation award for promoting SMEs in India.
- ◆ 1st ever Indian magazine to penetrate tier II, III cities & the rural belt.
- ◆ Industry Partnerships include CII, FICCI, ASSOCHAM, PHDCC, AIMA, ITPO, SME Network, Federation of Indian Micro Small Enterprises (FISME)
- ◆ Official Magazine Partners for several national & international MSME events.

[Mbre](#)

### The Last Word

**My Non-Interview With Sanjay Gandhi I'm Grateful For!**

Early seventys was the Sanjay era. His proposed small car was hogging the headlines. Prime Minister Indira Gandhi had defended it as a venture of an enterprising individual. About the same time,...

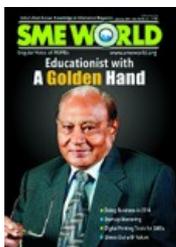
[Mbre](#)

## Contribute

comparing business regulations for small and medium size domestic enterprises in 189 economies. This is a copublication of...

- ASSOCIATION OF HEALTHCARE...
- Kedarnath Loss Estimated...

[More](#)



[Archives](#)

## Tamper-evident Packaging

This is where the tear free security & tamper evident envelopes play a major role. Tamper-evident packaging ensures an envelope carrying important documents cannot be opened without damaging or tearing the envelope. 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, the companies in India too, have been quick in adopting such tamper evident & secure envelopes for shipping their goods across to customers.

Talking about the financial sector there is a growing trend among banks to opt for tamper evident packaging in order to ensure the secured delivery of cheque books, debit cards, credit cards etc to the customers at their door step. Even non-banking financial companies have acknowledged the importance of modern packaging. For e.g., in case of gold loans, the NBFCs are increasingly choosing our products in the face of the problem of borrowers pledging spurious or stolen gold or incidents of fraud committed by their own staffers. Our tamper evident envelopes have helped those organizations to a large extent.

There are niche yet important markets that the makers of security and tamper evident packaging can explore. These include various applications for the government and security agencies. For instance Dynaflex is one of the very few companies globally to develop the aviation security bags which are used for carrying liquids, aerosols, gas on flights. These bags are special bags which have various securities and tamper evident features that include signs of tampering due to heat, cold, mechanical pressure, solvents, and much more.

We also supply special solutions for storing and movement of the critical evidence collection for police of Dubai, Abu Dhabi, Ireland and are now working with CBI in India to do the same here. This will greatly reduce the dismissal of cases in the courts due to tampering of evidence.

There are different kinds of packaging solutions available in the market to meet the need of various industries which includes:

- Security Envelopes - These are used for mailing of invoices, excisable documents, imp papers, cheques, DVD's, CD's, brochures, samples, garments, online shopping, leaflets, etc. They are manufactured with flap, which has a hot melt pressure sensitive adhesive strip for easy & permanent closure. Once sealed properly, it cannot be opened has to be torn
- Tamper Evident Envelops & Bags: These are used for the safe movement of cash, confidential documents and valuables such as evidence for Police Services, examination papers, diamonds, precious metals, foreign exchange, election papers, cash in-transits, passport etc.
- Courier Bags: Courier bags are used by Courier, Parcel and Freight companies for the secure movement of their client's documents and consignments. A clear overlapping Body Pocket for the insertion of waybill or consignment notes etc. is available on either side of the Courier bag. The Courier bags can be personalized to the client's specification or are available Plain (No Print). Unique sequential numbering and bar-coding can be added to it
- Packing List Envelopes/Document Pouch: These are adhesive holders that are attached/adhered to Cartons/Boxes, Woven sacks, Drums, Courier bags etc. allowing for waybill, consignment notes etc. to be inserted. The clear material allows for the waybill etc. to be easily read through the pouch. The total closure of the waybill holder ensures that the document does not work loose and get lost in transit and are protected from adverse weather.
- Cash Bags: Cash bags can be used for keeping cash collected per shift at retail stores, restaurants, hotels, toll booths, ticket counters, etc. Once sealed in this permanent closable bag & signed by the shift in charge, it avoids dispute about its content when opened in front of the relevant authority. Any fraud is caught right away
- Security Tamper Evident Bags: ICAO (International Civil Aviation Organization) has laid down norms for the secure transport of LAG's (Liquids, Aerosols and Gels) under which LAG'S once purchased by passengers from duty-free shops after passing through security or on board the aircraft are by ICAO rules placed into a STEB for safe keeping
- As the awareness for tamper evident and security packaging grows, there is a great opportunity for innovative companies working in this sector. Constant innovation and quality products will prove to be the Holy Grail for the companies operating in this sector.

AdChoices [▶ Packaging](#) [▶ E Commerce](#) [▶ Heat Bags](#) [▶ Food Bags](#)

### Comment

Name :

Email Address :

Comment :

## You can also write for SME WORLD

We are looking for writers and experts to contribute original stories and articles. Send an email to [smeworld@gmail.com](mailto:smeworld@gmail.com) with your story idea and lets get talking.

Some of our valued contributors are...

**POWER OF TECHNOLOGY**  
Feb 1-28, 2014

Technology to supercharge your business.  
Great Offers and Discounts on Technology.  
Showcase of Technology Vendors for Small Businesses.

**PARTICIPATE IN FESTIVAL**

GREAT INDIAN SMALL BUSINESS FESTIVAL  
Contact on 08378977112

Enter the code :\*



0 Comments >>

For Online Subscriptions, Click the banner below.



---

[Editorial](#) [Top Stories](#) [Cover Stories](#) [Focus](#) [Interviews](#) [Technology](#) [Features](#) [Money](#) [Special Report](#) [Audio/Video](#) [Events](#) [SME Worldwide](#)  
[Featured Entrepreneur](#) [Government Schemes](#) [Knowledge Kit](#) [The Last Word](#) [Archives](#)

---

[HOME](#) [ABOUT US](#) [THE TEAM](#) [CASE STUDIES](#) [SUBSCRIBE](#) [ADVERTISE](#) [JOIN US](#) [CONTACT US](#) [SITEMAP](#)