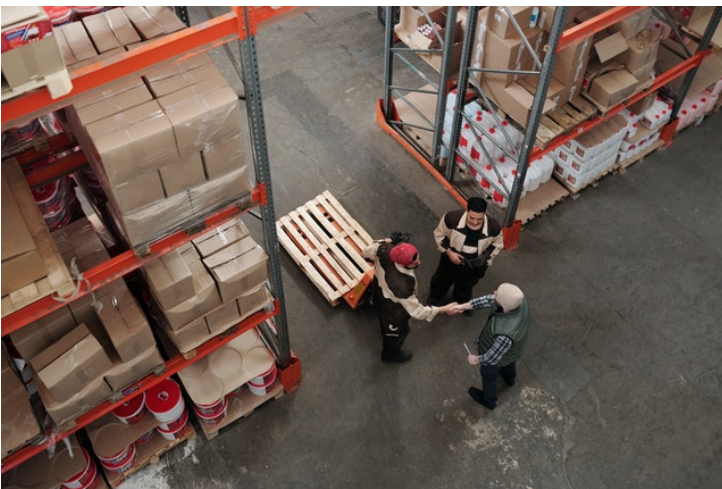


UFlex Selected as packaging partner of FDC's ready to drink product- Electral

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UFlex's Asepto, the first Indian manufacturer of Aseptic Liquid Packaging business, has been chosen as the packaging partner of FDC brand 'Electral Z+ (ORS+Zinc Solution)' ready-to-drink OTC product, having this unique formulation manufactured by Halewood Laboratories Private Ltd. The new value-added variant of Electral launched in Asepto's holographic packs is available in pharmacies and health centers across India.



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On being chosen as the preferred packaging partner, Ashwani Kumar Sharma, President & CEO, Aseptic Liquid Packaging Business at UFlex Ltd said, "The goal was to devise a strategy that highlighted the crucial fortification while also protecting the finished product inside. The basic brief was to emphasize the solution's major component, Zinc—the most vital nutrient, so that it receives extra customer attention.

What Asepto in turn came up with is the unique 3D holographic packaging solution, drawing attention with an interactive packaging. Overall, the packaging has not only proved to be the ideal match facilitating clear communication to consumers, but also highlighted the product's USP." The six-layer packaging ensures that external media such as bacteria, light, and air do not contaminate the liquid ORS packed, and that the product contents stay sterile. As a result, the ORS solution has a long shelf life without having preservatives. "Adding credence to our winning pack is the recent endorsement by SIES SOP Award 2021 for Asepto's exclusive packaging for FDC Limited's ORS+Zinc Solution Electral Z+(Delicious Orange Flavour) in our value-rich holographic packs." Sharma added.