

# CODE TRACKX

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FMCG manufacturing and packaging sector has transformed in the last few years. The integration of new technologies, coupled with the demand for innovation and customized products, has led to the development of new processes and methods for creating new products. Any slight advantage is highly valued in the FMCG industry's highly competitive and fast-paced environment. Brands are adopting innovative packaging and laser printers to remain relevant, compliant, and profitable.

Our laser printers are perfect for fast-paced production lines in the FMCG industry. We offer reliable industrial-grade printers that maximize uptimes and deliver clear, readable markings to most of the top FMCG brands in India.

#### **Basant Kabra**

Chairman & Managing Director | Control Print Limited





## INDIA: EVOLVING TRENDS IN F&B AND FMCG PACKAGING SECTORS

**Shiva Kabra**

**Joint Managing Director | Control Print Limited**

As per IBEF, the FMCG market in India is anticipated to increase at a CAGR of 14.9% to reach US\$ 220 billion by 2025, up from US\$ 110 billion in 2020. The growing demand for packaged food and beverages, healthcare, pharmaceuticals, personal care products, cosmetics, household goods, automotive, electronics, and others drives the growth rate.

Fast-moving consumer goods (FMCGs) are India's fourth largest sector, with household and personal products accounting for half of FMCG sales. As a result of growing awareness, easier access, and changing lifestyles, the market has seen tremendous growth. The urban segment, which accounts for a revenue share of roughly 55% of total revenues, is the most significant contributor to overall revenues generated by the FMCGs in India. However, in recent years, the FMCG market has grown faster in rural India than in urban India. Rural and semi-urban segments are snowballing, and FMCG products are responsible for half of the total rural spending in India.

With changing purchasing trends, food and FMCG products are witnessing a trend towards healthier, more sustainable and transparent packaging. The F&B industry is the largest consumer of packaging in the world.

The Indian packaged food industry is expected to grow to US\$ 70 billion by 2025. Rising internet connectivity in cities and rural India is driving the demand for FMCG products and packaged foods through online channels.

Packaging plays an important role in product differentiation, segregating products based on their uses, improving product quality, assisting in marketing, and increasing distribution efficiency. Furthermore, effective packaging can increase product recognition and brand equity, which helps increase sales.

According to Transparency Market Research, the global market for flexible packaging was valued at US\$ 1,851.3 million in 2018 and is projected to reach US\$ 2,734.0 million by 2023, registering a CAGR of 5.2%. Flexible packaging is used as a protective barrier between raw materials and the environment and protects against moisture, oxygen, light, dust, chemicals, and microorganisms.

The rising adoption of digital printing and marking technology in F&B packaging, consumer goods packaging, and industrial packaging, is propelling the market for laser printers in the food and FMCG segment.

## CONTROL PRINT AND V-SHAPES PARTNERSHIP: REVOLUTIONIZING PACKAGING WITH INNOVATIVE, SUSTAINABLE SOLUTIONS IN INDIA

**February 7, 2023:** Control Print Limited announced a Joint Venture with V-Shapes S.r.l., an innovative supplier of sustainable single-dose sachets and packaging machinery manufacturer based in Bologna, Italy, enabling Control Print for the first time to bring this cutting-edge technology to the Indian market. This joint venture combines Control Print's expertise in coding and marking technology with V-Shapes' innovative packaging machinery with "Snap then Squeeze" technology to produce recyclable / biodegradable single-use packets for a wide range of products, including liquids, viscous and powdered content.

V-Shapes has developed patented unit-dose packaging machines in collaboration with Siemens, designed to create an easy-to-use system with "Snap then Squeeze" technology that requires only three fingers to open a sachet without cutting & tearing. This visionary packaging machine developed by V-Shapes is intended to reduce the environmental impact of packaging. The single-portion pouches are easy to open, hygienic and safe to use, making them ideal for food, cosmetics, medicines, pharmaceuticals and chemical products.



**Christian Burattini**  
CEO | V-Shapes S.r.l., Italy



**Shiva Kabra**  
Joint Managing Director | Control Print Limited

"We are thrilled to be partnering with V-Shapes," said Shiva Kabra, Joint Managing Director of Control Print Limited. "Their ingenious packaging machinery and commitment to sustainability align perfectly with our values and mission. We are excited to offer our customers a complete solution for branding, coding, and packaging their products. We look forward to seeing this partnership's positive impact on the packaging industry in India."

"We are very excited to be partnering with Control Print," said Christian Burattini, CEO of V-Shapes S.r.l. "Their coding and marking technology expertise will be a valuable asset to our company. We look forward to working together to provide customers with a complete solution for their packaging needs. Control Print and V-Shapes are committed to working together to provide the best possible eco-friendly packaging solutions to Indian companies. "This partnership will allow Control Print to offer manufacturers a complete solution for packaging and coding their products, from the initial design to the final product. It will also enable CPL to expand its reach in the Indian market and provide customers with a broader range of recyclable packaging, technologically advanced packaging machinery and a complete range of coding solutions."

V-Shapes has also created two new substrates, reNEW oX-100 and reNEW oX-500, equipped with high-barrier capabilities and certified by Interseroh as 100% recyclable. These substrates have received extremely high ratings for detection, sorting and recycling in the industrial waste system.

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## 5 PRIMARY BENEFITS OF INNOVATIVE PACKAGING IN THE FMCG AND F&B SECTORS

Innovative packaging is a primary tool manufacturers use to stand out from competitors in this field.

### Enhanced shelf visibility

Innovative packaging solutions help increase shelf visibility and enhance visibility in the retail environment. This is possible due to the eye-catching designs used in the packaging solutions.

### Enhanced brand recall

Another important benefit of innovative packaging solutions is that they help in enhancing brand recall. A customer may not have heard about your brand, but once they see the packaging and like it, they are more likely to remember it.

### Product differentiation

Product differentiation is a vital reason why you should opt for innovative packaging solutions. With millions of products available in the market, product differentiation is the only way to stand out from the competition.

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## LASER PRINTING IN THE FMCG AND F&B PRODUCTS AND PACKAGING SEGMENT IN INDIA

Laser printing has been used by companies like Coca-Cola, PepsiCo, Nestle, Unilever, etc., since the 1980s. It has revolutionized the way they package their products. In fact, most of these companies have adopted laser printing as their primary packaging solution. Laser printing helps by providing precise and high-quality text and graphics on various packaging materials. It is an ideal solution when you need custom-printed labels for your products, promotional items, and a variety of packaging surfaces, even on curved, irregular print surfaces.

Control Print's modular laser printers function on FIBER and CO2 technology, engineered for robust, high-speed performance to meet the most demanding coding requirements. The FIBER laser printer is designed for printing on metals, laminates, plastics, and cables, while the CO2 laser printer is best suited for paper, cardboard, glass, and plastics. Both variants work well on a wide range of plastics, which is why these laser printers are ideal for industrial and packaging manufacturers in the F&B and FMCG segment.

[LEARN MORE](#)



**An eco-friendly coding system for permanent marking on paper, cardboard, glass, metals, plastics, laminates, and many other substrates.**

## HIGHLIGHTS

1

### Reliability

The SPA laser meets IP54 standards for dust protection & utilizes a Reverse Air Circuit (RAF®) to prevent dirt & dust from entering the device. Constant airflow is also provided to keep the lenses clean & prevent marking distortion.

2

### Versatility

The SPA laser's modular system allows it to adapt easily to different production lines & marking types. Its design facilitates tasks like installing lenses, changing heads (EEPs®) & using 3D printing to mark curved or uneven surfaces.

3

### Connectivity

SPA lasers work independently or in teams: OPTIMA for real-time production control, NICE LABEL for label design & printing, iLABEL SYSTEMS for printing & application flexibility & REMOTE CONTROL for remote device configuration.

4

### Simplicity

Marca® software controlling the SPA laser is redesigned for ease of use & maximum options for designing & controlling the unit. Videos & help materials are provided for easy installation & integration. It also features a Full Graphics Interface.

5

### Precision

SPA (Scalable Product Architecture) lasers have higher-quality lenses and a Vibration Compensation System (VCS®) to ensure high-resolution Marking even on high-speed production lines.

**Laser Printer**  
Modular laser with FIBER and CO2 technology. They are powerful and fast; thus, they are designed to meet the most demanding coding requirements.

**FIBER Laser Printer**  
Modular laser specialized in coding quickly and more reliable  
Extremely reliable coding at high speeds  
Suitable for industries with strict hygiene standards

**CO2 Laser Printer**

Call for Demo  
+91 80974 66782

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# TOP CLIENTS

					
					
					
					
					
					

## ABOUT US

Control Print has been India's leading manufacturer of permanent coding and tamper-proof marking systems since 1991. Our digitally-enabled printing solutions, application-specific inks, and wide range of consumables are engineered to meet branding, labelling, variable product information, traceability, quality assurance, counterfeit protection and packaging needs in every manufacturing industry.

We'll guide you through the entire process of choosing the ideal coding and marking systems to integrate with your existing manufacturing process and production lines seamlessly. Let's talk.

### EXPLORE INDIA'S #1 CODING & MARKING SYSTEMS

+91 8097-466-782

marketing@controlprint.com

www.controlprint.com

## TECHNOLOGY

We're proud to be the only 'Make in India' manufacturer of coding & marking solutions since 1991.

- Continuous Inkjet Printer
- Thermal Inkjet Printer
- High Resolution Printer
- Thermal Transfer Overprinter
- Large Character Printer
- Laser Printer
- Hot Quick Coder
- Consumables
  - Inkjet Fluids
  - Ribbons
  - Ink Rolls

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## BRANCHES

- Ahmedabad
- Bengaluru
- Chandigarh
- Chennai
- Delhi
- Guwahati
- Hyderabad
- Jamshedpur
- Kolkata
- Mumbai
- Nalagarh
- Pune

## CAPABILITIES

- 100,000+ sq. ft. mfg. facilities
- 15,000+ printers installed
- 2500+ pin codes served (India)
- 1600+ towns/cities (presence)
- 300+ professional field staff
- 30+ years of expertise

## HEAD OFFICE

**Control Print Limited**

C-106, Hind Saurashtra Industrial Estate, Andheri-Kurla Road, Marol Naka, Andheri (E), Mumbai 400059.

