



SPECIALITY FILMS SUCCESS

India-based Max Speciality Films, with its headquarters in Noida near New Delhi, manufactures a vast range of BOPP films for a number of applications including flexible packaging (for processed foods, confectionery, FMCG and industrial goods), labelling and graphic arts. Elisabeth Skoda spoke to the company's CEO, Jaideep Wadhwa and the head of international sales for graphic films, Rashi Chaturvedi, to find out more about the company's recent appearance at Drupa 2016, and how it stands apart from the competition.

Max Speciality Films was founded in 1990 and since then has been going from strength to strength. It is part of a \$2 billion group active in varied industries, such as insurance, healthcare, senior living and polymer films.

"By installed capacity we are the fourth largest company in India, but I believe that we dominate the mindspace of the flexible packaging manufacturers and brands – we are the partner of choice for companies who want to develop their flexible packaging solutions further," Mr Wadhwa points out.

The company is proud of its senior leadership. Many senior staff members started with the company when it was founded and are still working there.

"Our team is widely recognised by everybody in the industry as a stellar group that helps the company differentiate itself from competitors," Mr Wadhwa says.

Speciality focus

Around 35 per cent of company sales are into the Speciality market. This comes after investing heavily in infrastructure over the years, tailoring it to value added and Speciality businesses.

"We offer specialised niche products and not just something that is available from all BOPP companies in the country. In the period between Nov 2015 and Nov 2017, we have been looking at an investment of up to £35 million to further hone our focus on the Speciality portfolio," Mr Wadhwa adds.

Max Speciality Films is proud to have achieved ISO 9001-2008 and ISO 14001-2004 certifications, DSIR certification for its R&D Lab and a Grade AA BRC/ IOP Food Safety certification from the British Retail Consortium. MSFL's Quality Lab is the first in India to secure NABL accreditation.



Amongst the company's customers are major flexible packaging manufacturers such as PPL Huhtamaki and UFlex, and international brands such as Pepsi, Coca-Cola, Mondelez and Ferrero.

Mr Wadhwa identifies Max Speciality Films company culture and employees as its key strength and USP. "Infrastructure and equipment and even products can be duplicated. But our ability to work with partners on what they need, taking into account a long term view and planning ahead is our big strength. Another major factor is service. We are focused on how we respond to customers. We are willing to do whatever it takes to help our customers meet their objectives. If there is a problem, we resolve it quickly. Our culture is one of partnership, innovation and customer service."

Winning the World Star Award three times, most recently for its MSFL High Matt Anti-Skid film in 2016, is another testimony to the company's strengths.

Product range

Max Speciality Films product portfolio is divided in Packaging, Labeling and Lamination. Firstly, there is the company's BOPP packaging film portfolio. BOPP has applications across industries that require special features in flexible packaging, delivering post-harvest conservation, nutrient preservation, damage-free distribution, shelf appeal and other industry specific advantages for processed foods, confectionery, FMCG or

industrial goods. High performing and Value added Packaging films range includes Low SIT, High barrier films, Coated films, Special surfaces like cold seal, matt, antifog and lap sealable films.

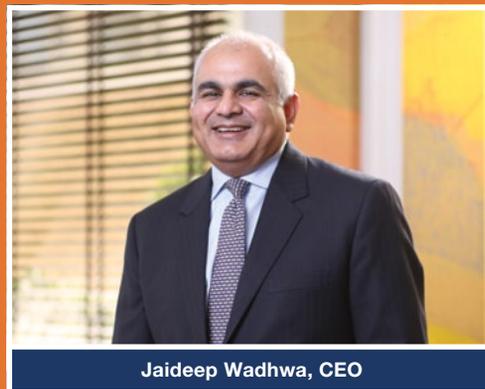
In the area of labelling films, Max Speciality Films offers a line of label films exceeding industry standards in all aspects of composition and performance. The films add shelf appeal and offer a cost advantage in Wrap around, In-mould and Pressure sensitive labelling applications.

Finally, the graphic lamination films portfolio offers extra strong bonds, improved optics and the choice of multiple special finishes. These thermal lamination films come in a variety of substrates, gauges and finishes that promise both greater appeal and longevity and are available in Classic, offering a traditional range, and Elite, described as the cream of lamination films.

Drupa success

Max Speciality Films presented its innovative solutions at Drupa 2016 in Düsseldorf, and made sure the booth stood out and showcased the comprehensive product range in their best light, as Ms Chaturvedi explains.

"We highlighted our 'Super Effects' theme i.e. multiple specialized finishes, specially engineered films for extra – strong bonds, improved optics etc. We offered a lot of visuals ▷



Jaideep Wadhwa, CEO





on our booth. Our aim was to demonstrate to our customers how well our films perform on all kinds of substrates. Drupa was about showcasing the depth of our portfolio. The show was a big opportunity for us to connect to our global partners, to understand them and their special requirements in order to come up with even better customised products and appropriate solutions for them.

The Company launched a range of nylon films along with an exclusive range of embossed films at this edition of Drupa.

“There was great interest from visitors in our Elite range of films like super silk, scuff free, digital, UV printable, stampable and gluable, cavitated and many more. Also, the newly launched embossed range pulled many enquiries for different finishes like linen, leather, sand, alu brush. The holographic portfolio displayed covered different patterns in both transparent and metallised.” she adds.

Drupa was an important inflection point for the company, as Mr Wadhwa points out. “We have recently doubled our capacity for lamination films, and while we already have a very strong and loyal customer base across Europe and other parts of the world, we wanted to showcase all of our new products and wanted to reach out to other customers that weren’t so familiar with us. The company is now a major player in the global lamination business and our participation reinforced that position. We were very happy with the result, the

response to our products and the number of enquiries. We came away with important leads in all three of our product categories and positioned ourselves in the way we wanted to.”

“We are very confident that we will boost our sales, by venturing into new areas and new geographies. Drupa was full of great business opportunities for us,” Ms Chaturvedi adds.

Both look towards the future with optimism. “I think it is important to stay on course. We have embarked on a journey of innovation and customer service, anything we do now and in the short term is to boost those two areas. We need to continue to invest and to continue to develop new products and develop them faster. In the last three years, we launched 56 new products, and it is important that we get these products to all customers who could benefit from them,” Mr Wadhwa says.

“On the customer services front, we will continue to further develop infrastructure, in India as well as globally to become even more responsive to customers, to have the ability to work with customers on new product development in all geographies, and be able to deliver quickly in all geographies. We are very confident about the strategy we rolled out a few years ago and I am convinced we are on the right path,” Ms Chaturvedi concludes. □

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