



# Navrang Polyfilms Reaches New Heights in Flexible Packaging With Shubham Extrusion as Its Reliable Partner

## Q. Stretching possibilities with polyfilms...take us through your product profile.

At Navrang Polyfilms Pvt. Ltd. (NPF), we specialise in a diverse range of polyfilms and bags, living up to our motto, 'A Bag for Every Function'. Our film production includes nylon film, EVOH film, PA / PE film and various laminated products. In bags, we offer wicket bags, standup pouches, box bottom pouches, vacuum bags, poly mailers, polybags, mylar bags and many more. This wide array demonstrates our versatility in meeting diverse packaging needs across industries. Our focus on both standard and innovative solutions allows us to serve traditional markets while pushing the boundaries of what's possible with polyfilms.

## Q. You are into a multitude of products. How do you define your current capacities?

Our current production capacity is substantial and diverse. We have a film production capacity of 800 metric tonnes per month, showcasing our ability to meet large-scale demands. Additionally, our bag-making capacity stands at an impressive 1.6 million bags per day. This dual capability in both film production and bag manufacturing allows us to offer comprehensive solutions to our clients. Our two manufacturing units in Gujarat, India are equipped to handle this high-volume production while maintaining the flexibility to cater to varied customer requirements, from standard products to customised solutions.

## Q. Share with the readers the 3 most difficult challenges you faced during your growth. How did you overcome them?

- Scaling production to meet growing demand, addressed by expanding to two manufacturing units and achieving high production capacities.
- Diversifying product range, which we've successfully

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“We chose Shubham Extrusion for our new blown film line due to their high-quality, reliable machinery and advanced technology like the Doteco air ring and EPC system. Their customised solutions and strong after-sales support were also decisive in our choice, reflecting their ideal mix of technology, quality and service,” expresses Darshan Shah, in dialogue with POLYMERS Communiqué.

managed by offering a wide array of films and bag types.

- Meeting stringent quality and safety standards, particularly for food-grade markets, which we’ve accomplished through certifications like BRCGS (Brand Reputation Compliance Global Standards) and GRS / GCS (Global Recycled Standard / Global Compliance Service).

**Q. You recently purchased a blown film line from Shubham Extrusion. What were the key reasons for choosing them as your supplier?**

We chose Shubham Extrusion for our new blown film line based on several key factors. Their reputation for manufacturing high-quality, reliable machinery was paramount in our decision. The 3-layer extrusion machine they offered met our specific requirements, with its impressive 450 kgs/hr output and 2,200 mm width winder. Shubham’s commitment to incorporating cutting-edge technology, such as the Doteco air ring and EPC system, aligned with our goal of enhancing production efficiency. Additionally, their willingness to customise solutions to our needs and their strong after-sales support were crucial factors. Overall, Shubham Extrusion demonstrated the

perfect blend of technology, quality and service we were seeking.

**Q. What facet of the technology of Shubham Extrusion 3-layer blown film line impressed you the most. Any specific comments relating to energy-efficiency, reduced wastage and enhanced film quality.**

The machines are highly energy-efficient and there is no downtime when setting up new jobs, which makes overall wastage proportionately very less. The die accuracy is marvellous, which gives overall very minimal gauge variation.

**Q. What kind of products do you currently produce on their machines?**

We make milk films, lamination films, shrink films, FIBC films which are mostly served in global and local markets.

**Q. How did their delivery**



**Darshan Shah**  
Director,  
Navrang Polyfilms Pvt. Ltd.,  
Gandhinagar

## timelines and product customisation suit your needs?

Shubham Extrusion has proven to be an excellent partner in meeting our specific needs. Their delivery timelines have been consistently reliable, aligning well with our production schedules and market demands. This punctuality has been crucial in maintaining our operational efficiency and meeting our customers' expectations. In terms of product customisation, Shubham Extrusion has demonstrated remarkable flexibility and expertise. They have shown a keen understanding of our unique requirements and have been able to tailor their solutions accordingly. Whether it was adjusting specifications for our 3-layer blown film line or fine-tuning parameters to optimise our production process, their customisation capabilities have been impressive.

## Q. What is your anticipation of the growth of flexible packaging in India in the next 3 - 5 years?

The flexible packaging industry in India is poised for significant growth in the next 3 - 5 years. We anticipate a compound annual growth rate (CAGR) of 10 - 12%. This growth will be driven by several factors: increasing urbanisation, rising disposable incomes, growth in e-commerce and changing consumer preferences towards convenient and sustainable packaging solutions. The food and beverage sector is expected to be a major contributor to this growth. Additionally, government initiatives promoting 'Make in India' and the push for more environmentally-friendly packaging options will likely fuel innovations in the industry. We also expect to see increased adoption of advanced technologies in packaging production, leading to higher efficiency and improved quality.

## Q. Any new emerging sectors that could now adopt flexible packaging?

- Pharmaceuticals: There's growing

interest in unit-dose packaging and sterile flexible packaging for medical devices.

- Personal care and cosmetics: This sector is shifting towards more sustainable and convenient flexible packaging options.
- Agriculture: Smart packaging that can monitor and extend the shelf-life of produce is gaining traction.
- e-Commerce: With the boom in online shopping, there's increasing demand for durable, yet lightweight flexible packaging solutions.
- Electronics: Flexible packaging with anti-static properties is being explored for small electronic components.
- Plant-based Foods: As this sector grows, it's driving demand for specialised barrier films to maintain product freshness.
- Home Care Products: Refill pouches and concentrated product packaging are becoming more popular in this sector.

## Q. A message that you would like to share with upcoming entrepreneurs in this business of flexible packaging...

Embrace innovation and sustainability as your guiding principles. The packaging industry is rapidly evolving, and success lies in staying ahead of trends while being environmentally responsible. Invest in research and development to create unique, eco-friendly solutions that address market needs and regulatory requirements.

Build strong relationships with both suppliers and customers. Understanding the entire supply chain will give you a competitive edge. Quality and consistency are paramount - never compromise on these aspects of your business.

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Be prepared for challenges, especially in terms of regulatory compliance and market competition. Stay informed about new technologies, materials and market demands. Consider focusing on niche markets where you can add significant value.

Lastly, be patient and persistent. Success in this industry requires a long-term vision and the ability to adapt to changing market dynamics. With dedication, innovation and a commitment to sustainability, the opportunities in flexible packaging are vast and rewarding. Remember, you're not just creating packaging - you're shaping the future of how products reach consumers.

## Q. Your take on making your business sustainable...

Our commitment to sustainability is evident in our GRS / GCS (Global Recycled Standard / Global Compliance Service) certification. This demonstrates our efforts in using recycled materials and adhering to global sustainability standards. Additionally, our BRCGS (Brand Reputation Compliance Global Standards) certification underscores our commitment to quality and safety, particularly in food-grade packaging. These certifications reflect our dedication to responsible manufacturing practices and our efforts to make our business more sustainable while meeting high-quality standards. ■