

Strategic innovation to the fore

K. Manohar, Chief Technology Officer, Max Speciality Films, explains the brand's focus on technological innovation, product differentiation and strategic partnerships



How has technology reshaped the way we approach food safety?

>> Today, we are in the middle of the changing consumer landscape. The ever-increasing consumption of packaged food, dynamic regulatory environment, and the growing consciousness about the environment among the young consumers provide compelling evidence to make safety in packaged food our topmost priority.

The Food safety standards act (FSSAI) came into effect in 2006 and established in 2011. However, it's only in 2017, FSSAI realized that 76% complaints registered were pertaining to Food Packaging. Migration of inks, additives were found to be major reasons of complaints.

Since then, we are finding

innovative ways to discover solutions that are sustainable and most importantly safe. Our responsibility lies in our decision to select raw material that match the stringent standards of FDA, REACH as per EU directives. Now, Phthalate free raw material and overall migration certificates are must during the selection of raw material. Once it is approved, integrated approach required by ink manufacturer, printer as well as brand owners, to optimize migration as per FSSAI and BIS standards, allows us to control the safety parameters and offer a packaged food that is safe and sustainable. This couldn't have been possible without the advanced technology that we have at our disposal today.

How can strategic innova-

tion be a driver of organizational value?

>> Max Speciality Films' (MSFL) vision is to attain the global standards of innovation and provide best in class quality. Thus, becoming India's most admired and preferred global supplier of Specialty polymer films i.e. Ultra-High Barrier, Label Films, Bi axially oriented Polyethylene (BOPE) with recyclability solutions for same polymer family.

We believe, to achieve such milestones, strategic innovation plays a key role. Our focus lies on growing through technological innovation, product differentiation and strategic partnerships with customers. Our association with TOPPAN and investment in state-of-the-art technology manufacturing Bi axially oriented Polypropylene (BOPP) line

(Line 05) with in-line coating, a first-of-its-kind in the world, shows our resolve to walk the talk. Furthermore, strategic innovation allows us to focus on developing new specialties aligned with the market trends to suite consumer needs. For instance, BOPP is a very versatile material which offers wide variety of functional properties which are critical for preserving and improving shelf life of food products. MSFL is working with major brands to convert their packaging to recyclable structure.

Similarly, we have taken measurable steps to enhance our customer experience, deliver sustainable profitability, inject fair and transparent practices, and we are practicing all the above with sustainability at the core.



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