

April Edition of

Flexible Talks



Your Monthly Recap of News from the Packaging World & Cosmo Films

Catching Up with the Highlights of the March Social Calendar



▶ Page 03

Getting to know all about Cosmo Synthetic Paper & Its unmatched advantages



▶ Page 04

The Journey of Cosmo Synthetic Paper from Manufacturing to Multiple End Uses



▶ Page 05



Pankaj Poddar
Group CEO, Cosmo First

Cosmo Films is committed to providing eco-friendly and sustainable solutions. Focused heavily on research and development, we strive to make innovative products that are sustainable and non-toxic, while still being extremely effective.

Is Plastic the Villain?

Plastic is used by more than Million industries today in some way or the other. Thus, the million-dollar question - Is plastic the real issue?

Formed millions of years ago from living organisms falling to the sea floor before being crushed into sediment and transformed by bacteria into hydrocarbons, such as crude oil, and then, finally, being processed, plastic is a true force of nature.

Although a recent discovery, plastics have single-handedly changed the game due to attributes that other materials lack even today. Its versatility to be shaped from a micro-thin film to a strong structural makes it one of a kind material. Moreover, the availability and use of plastic is easier because of the easy source of crude oil and its effect on making plastics cheaper than the alternatives.

Today, plastics are the most preferred choice as a wonder material. Anything from packaging materials, kitchen tools to bathroom tools and toys to medical devices, everything is made up of polymers. The durability, strength and moldability of plastic have made the material stand out from its alternatives.

However, we all know the damage that waste and, specifically, plastic waste is having on the environment and our



ecosystem. According to the data, 8.3 billion tones of plastic has been created to date globally and only 10% is being recycled. Indian situation though is much better with close to 50% plastics being recycled.

While there is some truth to the fact that plastic is being manufactured and disposed in a manner which is not currently sustainable, I strongly believe that there is another path; a circular one. If done properly it will give rise to an economy where we only manufacture environment-friendly sustainable polymers which are easily recycled and reused in a variety of ways. In the coming years, our goal should be to shift to packaging material films which have attributes to reduce plastic consumption and help with easy recyclability. Some examples are thin

High Performance films Transparent Barrier films and Heat Resistant films and coated films which do not hamper recycling process and support circular economy.

Moreover, reducing the use of inks in the laminates by 50% or higher, use of mono material laminate structure, minimizing the use of packaging material and working as a cohesive team to effectively meet the Extended Producer Responsibility obligations are some of the ways in which the 3R principles can be achieved.

This will eventually help in repeatedly reusing the plastic being manufactured in a continuous lifecycle, thus creating a circular economy where plastic manufactured is being recycled and reused.



Looking Back at March Month Through the Lens of Our Outreach Initiatives

The last edition of Flexible Talks covered our cutting-edge range of Barrier Films and was well received by our readers & team Cosmo Films. By deploying various formats of knowledge capsules with the intention to educate our audience & elicit a favorable response we populated our feeds with this broad campaign about barrier films. Our coverage included education videos, blog articles, quizzes, polls & regular social media posts.

By creating consistency in our monthly engagement drive, we provided an opportunity that ultimately resulted in an increase in inbound queries. By presenting our Barrier Films portfolio with an in-depth overview of technical specifications, properties & advantages, our outreach touched upon our prospective partners & existing associates and they are eager to know more.

Cosmo Films

A trusted partner of global & Indian brands for barrier & packaging films



Connect with team Cosmo Films and explore a whole new world of packaging possibilities with us.

Catching Up with the Highlights of the March Social Calendar

March is the month of women's empowerment and their stellar achievements that have propelled our society further. The occasion of women's day was commemorated with a post on our social media handles which was hugely appreciated by our online community.

In the past month, we also engaged with our audience through a series of LinkedIn Posts, quizzes & polls.



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Opening up the possibilities for paper-based products with its superpowers. Cosmo Synthetic Paper is empowering brands & businesses like never before. Read all about Cosmo Synthetic Paper in our latest blog. ...see more

Synthetic Paper: The Choice of Modern-Age Commercial Printer, Packaging Convertors & for Security Printing Applications

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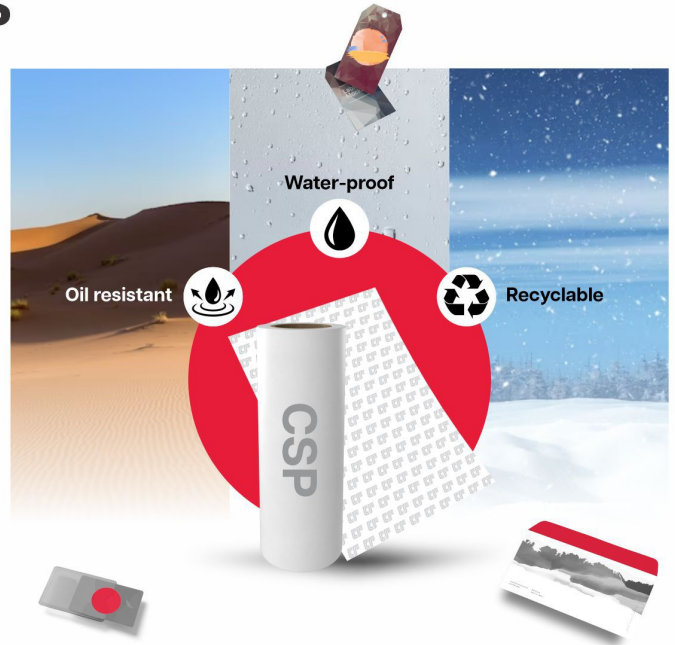


Reimagine a world of printing without conventional paper

Getting to know all about **Cosmo Synthetic Paper** & Its unmatched advantages

Cosmo Synthetic Paper, one of the latest innovations that have rolled out from the house of Cosmo Films, is made from petrochemicals-based films. Within a short span of time, it has become a popular choice for many applications because it has many properties that make it superior to traditional paper. Cosmo Synthetic Paper is non-tearable, meaning it will not easily rip or tear. It is also universally printable, meaning it can be printed by existing printing technologies & is writable with oil-based pens for bright & clear graphics that stay intact for years thanks to its excellent moisture resistance. Additionally, cosmo synthetic paper is recyclable and moisture-resistant, making it a durable and sustainable option for endless applications such as commercial printing, tags, labels, & more.

With Cosmo Synthetic Paper we are helping business & brand owners from across industries to develop paper-based products with this wonder material offering superpowers such as excellent lay flatness, hot foil stamping compatibility, etc.



See Why Conventional Paper is No Match to the Capabilities of **Cosmo Synthetic Paper**

Conventional Paper:

- Not resistance to water
- Need to laminate, to make it water resistance Added lamination cost & process
- Not resistance to tear
- Not durable for harsh environment
- Can not with stand under extreme cold, loses its dimensional stability.
- Due to poor UV resistance & weathering characteristics will shrink or become brittle.
- 17 tree require to make 1 ton of paper.
- It takes 10 liters of water to produce a single A4-sheet of paper



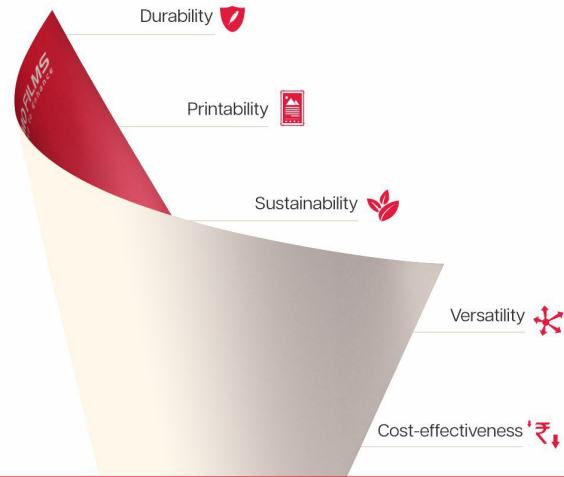
Cosmo Synthetic Paper:

- Water Resistant
- No lamination require
- Save lamination cost & process
- Tear resistant
- Durability for Harsh Environments
- Can withstand extreme coldconditions
- Due to its good UV resistance and weathering characteristics, will not shrink or become brittle.
- Environmental friendly, no tree need to cut for production.
- Very negligible amount of water is required to produce synthetic paper.

The Journey of Cosmo Synthetic Paper from Manufacturing to Multiple End Uses

Cosmo Synthetic Paper is a co-extruded, tear-resistant polypropylene-based film that has improved durability. CSP is offered in 6 variants each with its unique properties & hence ideal for specific end uses. Once the CSP is put to use for various applications, it ensures the product stays intact with advantages like Dimensional Stability, Reproduction of Vivid graphics. That can withstand the damage caused by external factors like water & moisture, heat & more.

CSP is suitable for conversion into innovative forms & shapes to mould per a specific end-use. Since CSP is recyclable and it ticks all the boxes of desired properties for every modern day business & brand to reimagine paper products with this cutting-edge material.



CSPS-2 (M) Paper

Ideal for Conventional Offset Printing & Screen Printing



CSPR-2 (M) TC

Ideal for Maps, Doctor's Sheets For single side printing applications



CSPR-2 (M) BTC

Ideal for Thermal Transfer Letterpress, UV Offset, and Flexo (UV & Water Based Inks) printing, HP Indigo & HP Latex printing



CSPR-2 (MW) BTC

Ideal for Powder Toner Printing along with other printing processes



CSPR-2 (M) HR BTC

Ideal for Printing Techniques like UV Inkjet and Conventional UV Offset, Flexo & HP Indigo printing



CSPR-2 (M) FLEXI

Ideal for Thermal Transfer and Flexo Printing (Both UV & water-based inks) Specially designed for tag application

A Fun Exercise to Brush Up Your Knowledge of the Cosmo Synthetic Paper

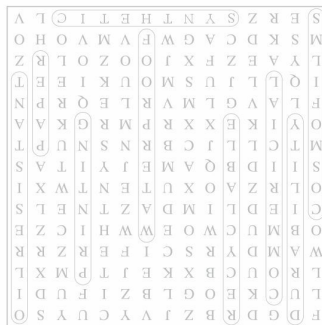
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OIL RESISTANT | COMMERCIAL

COSMOFILMS | RECYCLABLE

DURABILITY | WATERPROOF

SYNTHETIC | PRINTING | PAPER



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