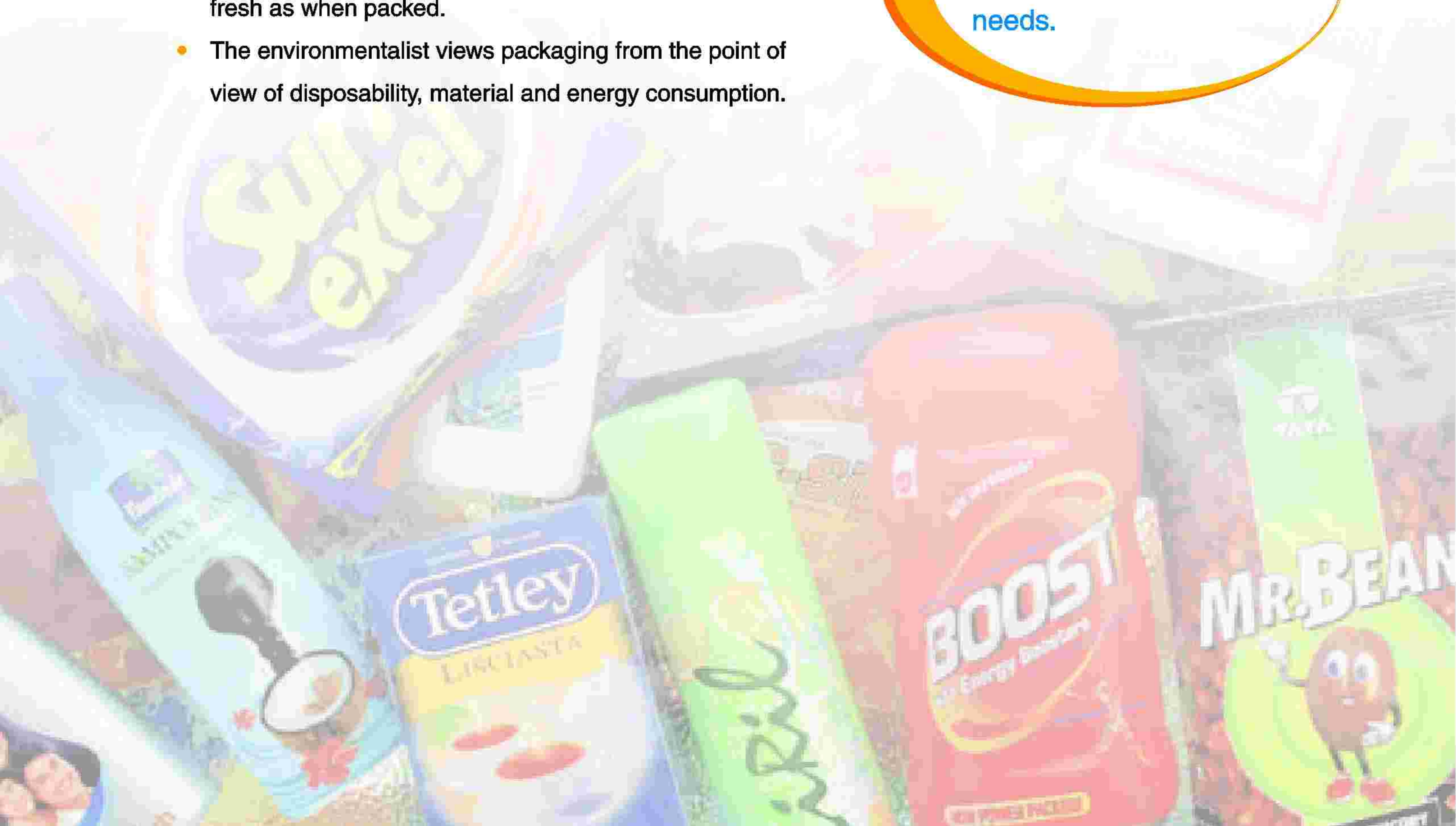


Packaging means different things to different people.

- The marketing man is concerned about the attractiveness and presentation value to the consumer.
- The production man thinks in terms of plant running efficiencies.
- The technologist evaluates the interaction of product, package, machine and the environment, ensuring that the product is well protected from the aggressive forces (like oxygen, moisture, UV) of the environment.
- The logistics group looks for efficient use of warehouse space, suitability for all handling operations and ease of distribution.
- The consumer is attracted by package differentiation, ease of opening and is keen that the product reaches her as fresh as when packed.
- The environmentalist views packaging from the point of view of disposability, material and energy consumption.


A good package must strive to satisfy everyone's needs.



PPL Total packaging solutions

Nature provides abundant resources for man's needs in the form of ready to eat packaged food like fruits, vegetables, nuts, etc. Our inspiration for speciality packaging comes from the beauty that nature has created all around us; be it an ethereal pearl, or the solid coconut, protecting tender coconut water, the walnut and the flexible packaging of nature like oranges, sweet limes...

In fact, nature's flexible packaging leads us to concepts like easy openability (oranges, litchees) and easy peel (bananas). However, most of these resources provided by nature have a very low useful life and hence the need for packaging either in processed, semi processed or raw form.



Packaging is the first handshake a brand has with the consumer