

Interpack 2017

DIC India got a wonderful chance at Interpack 2017- Sun Chemicals along with DIC global team to showcase the brightest ideas in packaging.

Sun Chemical is a true packaging solutions partners who can innovate and inspires brand from concept to consumers. In Interpack 2017, wide range of solutions were discussed regarding increase in counterfeit trade and to ensure the security of brands and the health and safety of their customers.

Brighter ideas were discussed for building a better and innovative packaging and hence a better brand. Key aspects of packaging optimisation were taken up, namely-

- Consumer Protection
- World of Color
- Light Weighting
- Food Waste
- Consumer Experience

"Sun Chemical is a leading global provider of packaging solutions addressing the needs of the brand owner and converter" says Felipe Mellado, CMO for Sun Chemical.

"Supported by DIC, our combined capabilities enable real innovation across multiple packaging formats and materials for all types of products and applications. At Interpack 2017, Brighter ideas for Packaging is representing our expertise and our diverse and innovative portfolio of packaging products and solutions, from concept to consumer, which we are presenting to the packaging community"

Interpack 2017 was a great success and phenomenal interest and response was seen from Indian customers.