

Whisky in cartons: UFlex elevates Triple Eight brand identity with foil-stamped aseptic packs

22 Mar 2021 --- India's largest IMFL (Indian Made Foreign Liquor) producer Radico Khaitan is unveiling its blended whisky brand Triple Eight in UFlex-Asepto's foil-stamped aseptic carton.

The whisky carton will launch in the Indian state of Karnataka. The packaging is designed for brand differentiation, featuring gold foil stamping against a black background while keeping the brand's signature number "8" style.

"The packaging will certainly accentuate its class to create an aspiration reach for its customers," notes Ashwani Kumar Sharma, president & CEO at UFlex-Asepto.

"While differentiation through unique packaging experience has always been Asepto's key focus, the steal is the anti-counterfeit quality that is pertinent to prevent the consumption of adulterated liquor – a grave concern for the liquor makers."

"We are extremely happy with the results of this association," adds Amar Sinha, Chief Operating Officer at Radico Khaitan. "This is, in fact, the first time an alcoholic beverage company has ventured into the foil stamping effects in the aseptic packaging space."



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"Radico has always been ahead in innovation and Triple Eight has created a buzz in the market with its iconic aesthetic shelf appeal, encouraging repeat sales."

Through the Radico Khaitan partnership, UFlex-Asepto is instilling typically basic aseptic packaging with enhanced visual appeal, explains Sharma.

"Asepto's aseptic liquid packaging is a true example of an offering with top-class functionality as well as visually elegant packaging apt for alcoholic beverages," he says.

Rising aseptic demand

Triple Eight is now available in 90 ml and 180 ml sizes to meet growing demand in Karnataka, the brand indicates.

In January, Uflex announced it is doubling its aseptic [beverage pack production](#) to meet rising demand. The company wants to produce seven billion aseptic packs annually within ten months.

The expansion will see UFlex's liquid packaging brand Asepto convert to new machinery and bring its range of dairy, alcohol and juice solutions to Asia and other continents.

"In a small span of time, we are trying to address the diverse needs of global brands and this plant capacity expansion will help us address the manufacturing requirements for newer formats of packaging that we plan to export," a UFlex spokesperson told **PackagingInsights** at the time.

"We have also introduced several value-added products for the first time in the history of aseptic packaging, like the holography and foil stamping concepts."

Film manufacturing expansion

In other news, the film manufacturing arm of UFlex – FlexFilms International – is in the second phase of a global expansion.

India's largest multinational flexible packaging company recently commissioned BOPET lines in Poland and Russia. Meanwhile, construction of plants in Hungary and Nigeria have concluded, with trial runs now underway.

[Anantshree Chaturvedi](#), vice chairman & CEO, recently shared details of how FlexFilms International expanded its presence globally with **PackagingInsights**.

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The whisky carton features gold foil stamping against a black background.

