



## “Our Aim is to Provide Best Possible Flexible Packaging Solutions to Pakistani Exporters”

**Mr. Shafiq-ur-Rehman, CEO - Pak Packages**

### **Q: Please tell us about Pak Packages?**

**A:** Pak Packages is one of the largest and most innovative flexible packaging companies with a long-standing reputation for providing quality products and services to top brands in a range of consumer food and non-food industries. Pak Packages was founded in 1988 in the city of Lahore which gives us an experience of 30 years in developing and manufacturing high end packaging on state of the art machines acquired by leading suppliers of the world. Our aim is to provide best possible flexible packaging solutions to Pakistani exporters so they can compete best brands of the world in international market. It is important to know that packaging plays a key role in increasing export volumes of a country. I am glad to say that Pak Packages is quite capable of all handling all kinds of packaging jobs even with the most complex structures. Pak Packages follow high standard production procedures, strict quality control and transparency in fulfilling customer requirements.

### **Q: Please tell us about gravure printing at Pak Packages?**

**A:** Gravure printing; as you know is most suitable for longer print runs and consistent re runs, high speed, excellent design reproduction and it is more environment friendly. In Asian countries, more than 50% converting printing is done through gravure printing. In far eastern region, gravure printing ratio is around 85%. As I told you before, our focus is to promote export based packaging therefore we realized that gravure printing can provide best rice bags for rice exporters which can create brand differentiation, shelf appeal and awareness about Pakistani rice brands and quality. We worked hard on MADE IN PAKISTAN RICE PACKAGING. By the grace of Almighty, we created perfect rice bags with best graphics to promote Pakistani image. We have also produced bags for stocking sports gear for sports goods exporters.

### **Q: What are the major issues in producing packaging for food and beverages industry?**

**A:** Food and beverages is the second biggest industry of Pakistan. It is diversified and evolving rapidly according changes in consumer preferences and choices. Snacks and confectionery is the fastest growing category of food industry. The main issue is copyright, trade mark and counterfeit products. Another issue is printing traceability protocols on packaging. In order to tackle these issues, Pak Packages has installed latest equipment to produce

tamper proof packaging for quality product manufacturers. We are one of the few converting company in the region who has installed this technology. In this way, our customers are using best packaging with unmatched safety features.

### **Q: What are those industries which comes under your scope of services?**

**A:** Our scope of services is not limited to any specific set of industries but we prefer to focus on national companies especially the SME sector. It is part of our mission to help the small companies grow at bigger level. Here, I would like to mention that Pakistani companies have a lot of potential but in order to make a name at international level, they need to make improvements in their manufacturing value chain, they need latest machinery and skilled labor, better packaging and proper international exposure with easy access to the right buyer. I think government should come forward to make solid reforms in food and beverage SME industry. This industry has the power to turn around the economy for good. As far as we are concerned, we are playing our part by providing them guidance with right packaging for their products.

### **Q: Any suggestion you would like to share with our readers?**

**A:** It is a proven fact that those nations grow and prosper who give importance to education, skill development and vocational training. It is my request to all Pakistanis to get education, learn a skill. There is no age and no limit for it. Polymer and Packaging can play an important role in prompting people to learn and get training diploma in printing and packaging. This sector lacks certified and trained labor. We can bring a lot of improvement in our work and increase efficiency if we have tech savvy labor force.

