



WINDMÖLLER & HÖLSCHER

40 YEARS EDITION

Conversions



YEARS OF EXCELLENCE IN INDIA

EXTRUSION | PRINTING | CONVERTING

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Roots to Revolution: 40 Years of W&H in India

MD's Corner

As Windmöller & Hölscher celebrates 40 years in India, I can't help but feel a mix of pride and nostalgia. Forty years is a long journey—one that has seen us weather tough times, embrace change, and grow stronger with every challenge. I like to think of us as seasoned travelers who've navigated smooth roads, bumpy patches, and unexpected detours, all while enjoying every step of the way. And trust me, our journey is far from over!



Shri Prakash Werlemann-Gupta
Managing Director - W&H India

When W&H first set foot in India in 1984, it was more than just about selling machines—it was about planting roots. In the early years, partnerships with companies set the stage for our growth. But it wasn't always smooth sailing. By the 1990s, our operations faced such significant challenges that shutting down seemed like a real possibility. **Thanks to the vision of our Management, who believed in our potential, we persevered.**

It was during this period that we shifted our focus to service, starting our first service station in 1997 with just four technicians. Looking back, I realize how pivotal that decision was. Service became not just a department but the heart of our operations—a philosophy which is now an integral part of our Group strategy. Over the years, those four technicians have grown into a robust team, and many of them now hold key leadership positions within W&H Group and even at the Top Management of Indian operations. To me, that's the essence of our story: growth driven by people and relationships.

MD's Corner

Innovation and Service: The Perfect Pairing

Service is sacred in India—it builds trust and long-lasting relationships. I often remind my team that while fixing machines is important, truly understanding our customers is what sets us apart. Over these four decades, we've been fortunate to work with some of the most inspiring businesses across the country. From the first liaison office in Delhi in 1993 to the implementation of a Sales and Service organisation for Africa, Middle East and South Asia in 2020 with a considerable share of operations from India. Our journey has been a testament to the power of innovation paired with genuine partnership. Visitors and customers find in our office a mini-Germany with an Indian Service attitude.

Our machines, like the VAREX II and the recently launched ALPHAFLEX, are a testament to how far we've come technologically. Yet, for me, innovation isn't just about creating cutting-edge machines—it's about solving real-world challenges. That's why sustainability is now at the core of everything we do. Whether it's reducing material usage or enhancing recyclability, our goal is to package the future responsibly.

Looking Ahead

As we celebrate 40 years of Windmöller & Hölscher in India, we're filled with optimism for what lies ahead. Our story is one of resilience, relationships, and reinvention—a **story I'm proud to be part of the organisation for the last 37 years.** The packaging industry in India is on the brink of even greater transformation, and W&H will continue to lead the way with technology, service, and sustainability at its core.

Here's to the next 40 years of innovation, collaboration, and, of course, a few more samosas along the way!

Jai Hind!

Rathna Packaging India invests big with W&H



“We are proud of the fact that we have invested in the most advanced technologies from W&H. With these new technologies, we are prepared to deliver superior packaging solutions and continue our journey of growth. With the right planning and practices, we wish to plan another big expansion soon” says **Sudhakar Reddy, Managing Director at Rathna Packaging.**

Rathna Packaging India is a leading name in the packaging industry, known for its high-quality and sustainable solutions. With over 25 years of experience, the company has established itself as a trusted partner for customers across various sectors, including food, beverages, pharmaceuticals, and consumer goods. Rathna’s focus on customer satisfaction, and eco-friendly practices has made it one of India’s most reliable companies in flexible packaging.

In a recent bold move to expand its production capabilities and strengthen its market position, Rathna Packaging has made a significant investment in advanced machinery from Windmüller & Hölscher. This expansion includes



the installation of two W&H OPTIMEX II blown film lines and two ALPHAFLEX CI flexo presses. The four machines would be commissioned starting mid of 2025.

The OPTIMEX II blown film lines support a wide range of applications, making it ideal for producing high-performance films tailored to various industries. With an output capacity of up to 600 kg/hour, the OPTIMEX II is engineered for productivity.

The machine also comes equipped with advanced features like EASY2 Change assistance system, a game-changer for blown film production which supports the operator during every step of a product changeover and leads to never seen before repeatable performance. Compared to an experienced operator, the number of necessary



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clicks for a product change is reduced by more than 70 % and the time needed is cut by more than a half, thanks to an intuitive HMI. With this innovative technology the operator maintains full transparency and control throughout a changeover, as the technology detects the bubble shape and frostline, ensuring reproducible high film quality.

On the printing side, the ALPHAFLEX CI flexo presses bring unmatched precision and quality production to the forefront. The new press offers better print stability and bounce free printing even for most difficult jobs at speeds of 400 m/min. Designed for printers of all scales, the ALPHAFLEX is engineered to meet the toughest industry challenges, including cost pressures, productivity demands and sustainability goals. Both the presses include W&H’s fast, reliable and reproducible color matching solution called the EASY-COL. This module is fully integrated with ALPHAFLEX and gives guaranteed color matching results, considerably reducing the time and re-runs needed for the process.

The ALPHAFLEX is the newest addition to W&H’s CI flexo portfolio, launched at Drupa 2024. These two presses will be among the very first installations in India, marking a significant milestone for both W&H and Rathna Packaging.

The machines are also integrated with W&H’s IoT platform called RUBY which is used to monitor data, automate and improve packaging production. This investment is a key enabler of Rathna’s ambitious expansion plans of scaling its operations while maintaining its reputation for quality and sustainability.

“This is one of the large investments that W&H has witnessed in the recent past in India. I must acknowledge their passion to deliver the best which also reflects in their investment which was extremely well planned we look forward to implementing the project.” says **Anuj Sahni, Sales and Marketing Director at W&H India.**



ALPHAFLEX
Start with your vision

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MEHTA FLEX Building Decades of excellence with Mehta Flex

www.mehtaflex.com | flexfilm@abcmfilms.com

For the past 30 years in the Indian market, Windmüller & Hölscher has had the privilege of working alongside a visionary partner who shares our passion for innovation, quality, and sustainability, Mehta Flex LLP stands out as more than just a valued client—our journey together has been built on trust, shared ambition, and personal connections that go beyond business transactions.



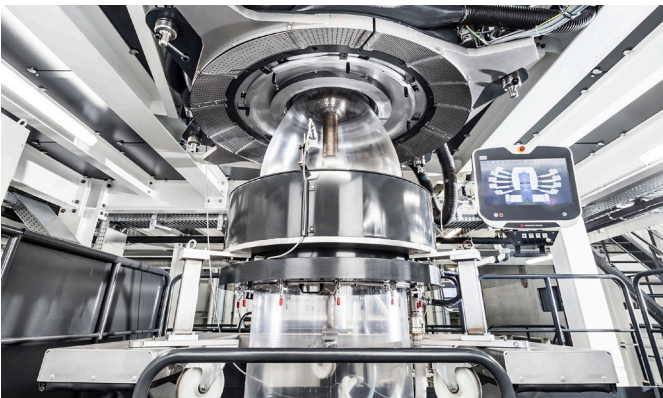
Headquartered in Mumbai, Mehta Flex LLP has carved a niche for itself in the flexible packaging industry. Their relentless pursuit of quality and commitment to efficiency have made them an industry leader. With over 25 years of collaboration, W&H has been a key technology partner in Mehta Flex's journey, providing cutting-edge solutions that power their operations. The bond between our companies is evident in the

impressive lineup of W&H machinery installed at their facility, which includes multiple VAREX blown film lines, SOLOFLEX CI flexo presses, and SQUAREX technology.

This investment in state-of-the-art technology reflects Mehta Flex's commitment to staying ahead of industry trends. But what truly sets this partnership apart is the deep personal connection that has flourished over the years.

Trust has been the cornerstone of this collaboration. It is rare in business relationships to see the kind of confidence that has been extended between W&H and Mehta Flex. Moments like entrusting critical financial decisions to our team and standing together during major business negotiations highlight the mutual faith that has defined our journey. Beyond boardroom discussions, there have been countless personal moments that have strengthened our bond—an honored guest at weddings in the Mehta family, celebrating milestones together.

These occasions have been more than social gatherings; they are a reflection of the friendship and respect that exist beyond our business dealings.



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Such relationships are what make partnerships like ours special. It is not just about machines or contracts; it is about trust, shared victories, and being there for each other. As we continue this journey, W&H remains committed to supporting Mehta Flex in their growth, ensuring they have the best technology, service, and expertise at their disposal.

As we celebrate 40 years of W&H in India, the story of Mehta Flex is a reminder that true success is not just measured in technological advancements but also in the friendships and trust built along the way. Looking ahead, we are excited to continue this journey together, setting new benchmarks and redefining the future of flexible packaging.



“The collaboration between Mehta Flex and W&H signifies a significant milestone in the Indian packaging sector, showcasing the adoption of cutting-edge technology to drive growth and sustainability. As Mehta Flex continues to expand its capabilities, the company remains dedicated to providing cost-effective and environmentally friendly packaging solutions, ensuring on-time delivery and excellence in service.” says **Ranjit Mehta, Director at Mehta Flex.**

“We are highly motivated to serve customers like Mehta Flex, the VAREX II is an unbeatable machine with high quality outputs. We are very excited for more future collaborations with such dedicated customers who share our vision of innovation and sustainability” says **Shri Gupta, Managing Director at W&H India.**

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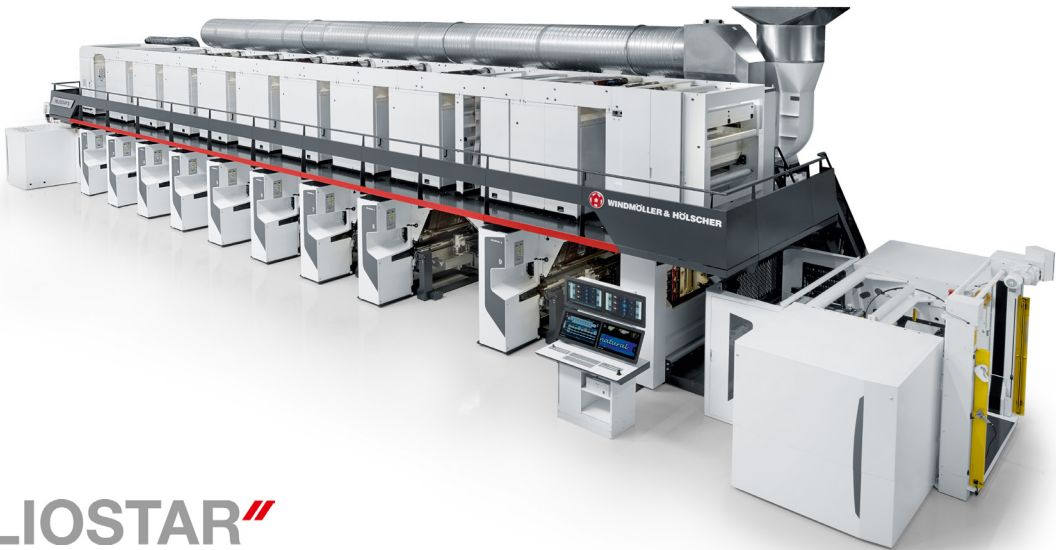
Manikchand Packaging (Div. of Dhariwal Industries) enhances capacity with Windmöller & Hölscher's HELIOSTAR II and VAREX II



In today's packaging industry, speed, precision, and consistency are no longer optional—they're essential. That's why Manikchand Packaging, a key division of the Manikchand Group (Dhariwal Industries), has taken a major step forward by investing in Windmöller & Hölscher's VAREX II blown film line and HELIOSTAR II gravure printing press. Known for its excellence in packaging solutions, Dhariwal Industries is now equipped with one of the most advanced Blown film and printing technologies available, ensuring high-quality barrier films and label production at scale.

The VAREX II is a 5 layer, 2200mm wide blown film line capable of producing high quality barrier films as well as non-barrier films without compromising performance. W&H Trademark automations like EASY2 Change and Purge Assist make the job change-overs as smooth as possible without much human intervention. The unique Die head and screw design enhances barrier film production, making it more efficient and trouble-free.

The HELIOSTAR II is an 8-color, 920mm-wide gravure printing press, specifically designed for printing label film applications with paper & reverse printing films. With a top speed of 500 meters per minute, it allows handling of high-volume production while maintaining sharp print quality and flawless registration. The super grip rollers ensure better control over the substrate, while best-in-class tension control and enhanced drying efficiency help maintain stability, even at peak speeds.



HELIOSTAR
Designed for highest performance



Since the installation of both the machines in 2024, it has already made a noticeable impact, improving operational efficiency, reducing material waste, and more streamlined process overall.

For Manikchand Packaging, the goal has always been clear—to produce packaging that stands out, both in quality and design. By integrating the VAREX II and HELIOSTAR II into their production line, Manikchand Packaging is not only enhancing its ability to deliver premium packaging but also reinforcing its reputation as a leader in high-performance packaging solutions.

Beyond the technology, this partnership between Manikchand Group and W&H represents a shared commitment to innovation. In a competitive market, brands need printing solutions that can keep up with their evolving needs.

“We believe that packaging is more than just a container, it's an extension of the brand itself. The HELIOSTAR II has taken our printing quality to a whole new level, allowing us to produce sharper, more vibrant labels with unmatched efficiency. We've been impressed not just by the technology but by the expertise and supporting spirit of W&H.” says **Shashank Ambekar , CEO at Manikchand Packaging.**



“We are very happy to see the W&H machines making a big difference. The commitment to quality and innovation that our clients have, aligns perfectly with us. It's always rewarding to work with forward-thinking companies that understand the value of precision and reliability in packaging production.” says **Anuj Sahni, Sales and Marketing Director at W&H India.**

W&H at the 11th Speciality Films & Flexible Packaging Global Business Summit & Exhibition



We recently wrapped up our time at the 11th Speciality Films & Flexible Packaging Global Business Summit & Exhibition by Elite Plus, and it was a fantastic experience for the W&H team. It's always a win to catch up with clients and meet new industry faces while exchanging ideas about where flexible packaging is heading.



One of the event's big moments was Mr. Hermann Veismann, head of printing division at W&H, who gave a talk on **"Enhanced Printing: Cost, Quality, and Sustainability in Flexible Packaging."** Hermann shared how W&H's printing technology is helping businesses strike a balance between cost, quality, and sustainability—all essential in today's market. With W&H's advanced flexographic and gravure machines, companies can now achieve precise, high-quality printing with less setup time and less waste, which is a huge advantage for those looking to improve both efficiency and environmental impact.

Hermann also introduced our new **ALPHAFLEX** machine, which got a lot of buzz. It's flexible, reduces waste, and, most importantly, meets the increasing demand for sustainable packaging options. Many of our clients were excited to see how ALPHAFLEX could make a difference in their production.

The real takeaway from conference was how valuable these conversations and connections are. Talking with clients about their challenges and hearing their feedback on our technology is what helps us continue developing solutions that truly make an impact. Events like this remind us why we do what we do—creating technologies that help our clients deliver great products and meet the growing demand for sustainable solutions.

In short, the 11th Speciality Films & Flexible Packaging Global Business Summit & Exhibition was a big success for us at W&H. We're looking forward to building on what we learned and strengthening these relationships as we work toward a more sustainable future in flexible packaging. Here's to more innovation and collaboration ahead! in flexible packaging. Here's to more innovation and collaboration ahead.



Life at W&H: In the Words of Our Team



Kashif Baig, Service Director - Middle East, Africa and Indian Subcontinent

"At WIN we have an amazing team, a culture of trust and honesty, a company that feels like family and an environment where customer focus drives every decision. No doubt my 20 years with the company passed at the blink of an eye. Looking forward to the next 20 years. :)"

Anuj Sahni, Sales and Marketing Director, Indian Subcontinent

"1984 is a special year for me, W&H India came into existence and it's also my Birth year. I was the 10th employee in India 19 years ago, and now we are 200 people. The organization is on a wonderful path of growing further and creating more support avenues for customers in India and worldwide."



Christoph Heepe, Regional Manager – Technical Sales

"I have been responsible for Indian market for 10 years now. Not only the organization has grown in number, capabilities of the team has also increased considerably. The result has been tremendous market success, we have many more new customers in India. "

Rinku Sharma, General Manager – Finance, India

"Working in W&H, I enjoyed an open culture of completing tasks in one's own way. All these years working with W&H has brought in immense pleasure and sense of accomplishment. Support from colleagues and counterparts has helped me strive towards success."



Shachi Sharma, Parts Sale Middle East & Africa

"My journey over the last nine years with WIN has been truly rewarding. I have had the privilege of working with a supportive team that constantly inspired me to excel. Looking back, I am grateful for the opportunities, challenges, and achievements that have shaped my journey."

Alik Pahuja, Regional Service Manager

"In 2013, I joined W&H India right out of college as my first job. The organization gave me the opportunity and flexibility to do almost everything in its portfolio from both sales to service. I feel proud that I am still with one organization since over 12 years and keep growing each day. :)"



Manjeet Kaur, Senior Account Executive

"My journey has been an incredible experience of growth, learning and teamwork. I had the privilege of learning from experienced mentors. I am grateful for the opportunities, lessons and memories that make it feel like family."

Uttkarsh Singh, Senior IT Coordinator

"Since joining Windmoller & Hölscher India in 2016 as a Senior IT Coordinator, I've had the opportunity to lead and manage transformative IT, my journey has been marked by continuous learning, collaboration, and driving technological innovation. It's been a rewarding experience."





WINDMÖLLER & HÖLSCHER INDIA PVT. LTD.

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