

taurus packaging private limited



Introduction

Taurus Packaging Private Limited is a manufacturer of shrink sleeve labels, BOPP wrap-on labels, polyethylene stretch sleeve labels, flexible packaging laminates, printed collation shrink film and multilayer printed bags and pouches.

As the competition for shelf space and visual appeal heats up, the need for excellence in design, print quality, turnaround time, and problem solving is greater than ever. That is why more companies rely on us, where brilliance is found in eye-catching labels that we create, and in our people who create them. Offering complete sleeve solutions for individual needs is our strength.

Executive summary

Taurus Packaging Private Limited is promoted by our visionary managing director Mr. Rajesh Jain. Established in year 1994, it became a private limited firm in the year 2000. Started with PVC shrink sleeves, we now also manufacture OPS/PVC/PETG/PLA shrink sleeve labels, BOPP wrap-on labels, printed bags, flexible laminates and for the first time in India, *LDPE stretch sleeve labels*.

Being one of the leading packaging and printing companies in north India, we have a production capacity of 3600 tpa. We are based in New Delhi, with 20,000 sq. feet manufacturing facility situated in the lush industrial area of Greater Noida.

Ever since the inception, our focus has been on both forward and backward vertical integration. Taurus is known in the market for its quality, timely delivery and competitive prices, with focus on consistent technology up-gradation, automation and management improvements.

We have strategic alliances and technical support from FEVA (Brazil), NARITA (Brazil), Decro (China), EXXON Mobil and DuPont.

We have engaged Indian, Chinese, Brazilian and Taiwanese state-of-the-art packaging and printing technologies to be able to provide highly customized solutions to all of our customers. We use the best quality polymer films sourced from India, Japan, Taiwan, China and Europe.

Product Line

- **Shrink sleeve label (PVC/OPS/PE/PET-G/PLA)**

The heat shrinkable sleeve label can be of PVC, OPS, PLA, PE or PET-G depending on application/regional requirements/container shape. When heated this material shrinks to fit the contours of the container. Shrink sleeves offer rich color shades and perfect design possibilities to make your product unique and most recognizable.

PVC offers shrinkage upto 55%, whereas OPS, PET, PLA offer a higher shrinkage of 70-75% and therefore widely recommended for full bottle coverage.

Taurus has successfully printed and produced completely bio-degradable PLA shrink sleeves for the first time in India.

- **BOPP wrap-on label**

BOPP wrap-on label is a roll fed label. We offer oriented polypropylene roll fed labels for 360 degree, full body wrap around labeling of plastic/glass bottles and jars for beverage and food plastic containers. Our fully equipped and trained in-house label designers can help maximize our 10 colour printed graphics and make your products jump off the shelf.

- **Stretch sleeves label**

Stretch sleeves are ready-to-use labels which, as the name implies, are stretched and applied to the container without the use of adhesives. Their elasticity (a unique recipe licensed to us by our South American technology provider) is all that is required to hold them in place. Stretch sleeves are easy to apply, and no heat tunnel is required to make them shrink and fit on to the surface. Stretch sleeves allow for 360 degrees of graphics printing. Stretch labels reduce distortion of text matter or picture problem as stretching is in horizontal direction only. They are widely popular and common in western market, and now taurus introduces them for first time in India.

- **Flexible packaging laminates**

Flexible packaging laminates are primarily used for aggressive products or products that require additional process such as cooking, hot fill etc. Flexible laminates are widely used for products requiring high temperature processes. Our state-of-the-art **rotogravure and laminating machines** ensure top quality packaging for dehydrated products, processed food, spices, oil, liquids, snack food products, pet food and fresh fruit, amongst others.

- **Printed collation shrink film**

High gloss collation (sometimes referred to as bundling or multipack) shrink packaging films allows packers to replace costly cartons and sleeve multipacks by using a high gloss and clarity collation film in conjunction with high quality print. It provides ease of stacking, reduces moisture problems and produce minimum waste. Because of its superior optical properties, it brings new opportunities for marketing, branding, point-of-purchase (PoP) and product promotion.

Our collation film is a Unique high clarity shrink film produced in direct collaboration with EXXON Mobil.

- **Plastic printed bags and pouches**

CPP bread pouches, printed polybags and multilayer shopping bags printed on our CI-flexo or rotogravure machines gives the desired visibility to your brand when it goes out of the shops. Keeping up with the retail boom it is most important to occupy consumer's mind space and our printed bags provide the easiest cost effective way to do that.

Purchasing information

Main commodities purchased: PVC shrink film (cast), OPS shrink film, PET-G shrink film, LDPE, HMDPE, stretch LDPE, pearlescent BOPP, natural BOPP, CPP, PET, Met. PET, Met. BOPP, Met. CPP etc.

Major raw material sourcing: India, China, Taiwan, Japan, S. Korea

All our raw material is sourced from both domestic and international markets depending on the quality demanded by our customers. All our suppliers are selected on the basis of plant visit and evaluated on regular basis to maintain quality and goodwill with our suppliers.

Sales information

Regions: Delhi NCR and all north Indian states currently claims a big proportion (about 80%) of our sales. We also reach a sizeable portion in West Bengal, central India and parts of west India. We presently export to Sri Lanka, Netherlands, Nepal, U.A.E. and Vietnam.

Major customers: Moser Baer, Britannia, PepsiCo India, K.S. Oils, Vi-John Group, Lotus Herbals, B.L. Agro, Himalayan Mineral Water, Tata Tea, Bayer Cropscience, Radico Khaitan, Godfrey Phillips India, Bacardi Martini India, Dabur Pharma, Dabur India, Vishal Mega-Mart Retail, 6ten Retail, Pantaloon Retail, Kingfisher Mineral Water, RC Cola, Dharampal Satyapal, Natural Spring Mineral Water, Mount Kailash Drinking water.

Game Changer

- Taurus was the first company in India to introduce OPS shrink labels and sleeves in India
- We are one of the first ones to print and produce PET shrink labels in India.
- We are the first one to manufacture and produce LDPE stretch film labels in South Asia
- We are the first one to manufacture, print and supply printed collation shrink film in India
- First one to Print and produce PLA shrink film labels and sleeves in India

What differentiate us from competiton

- Toluene free ink usage (CI-Flexographic printing) as per global standards
- History of bringing international trends of packaging solutions to Indian market
- One company fulfilling all of flexible packaging needs of customers.
- Bio-degradable labeling technology

Infrastructure

Area:	20,000 sq. feet
Printing:	6 colours CI flexographic (imported), 10 colours fully automatic rotogravure (imported) 8 colours fully automatic rotogravure (Indian)
Lamination:	Dry lamination (imported)
Converting:	Slitting, PVC profile sealing, side sealing, side folding, side gusseting, bottom gusseting, bottom sealing, label gluing, label cutting, stretch label making, stretch label applicators (imported and Indian)
Quality control:	Around the clock quality control with fully equipped laboratory.

RotoGravure Printing Machinery at our Greater Noida facility



CI-FlexoGraphic Printing Machine at our Greater Noida facility



Future plans

Our focus is on consistently expanding and upgrading/installing newer, more advanced machines to increase our capacity and bringing in latest technologies. We tend to introduce newer products for the Indian packaging market. Our expansion strategy is in line with our management's attitude of backward and forward integrations for reducing our internal costs and providing with best quality products to our customers. We work closely with our international alliances to get latest technology and cater to the growing needs of the Indian plastic packaging industry.

We pack anything and everything.

For more information visit www.tauruspackaging.com

taurus™ logo is registered trade mark of taurus packaging pvt. ltd.
taurus packaging private limited is an ISO 9001:2000 TÜV SÜD certified company



regd. office:

56a/13
rama road
industrial area
new delhi 110 015
t/f +91 1145063741/42

works:

53, toy city
udyog kendra
greater noida
u.p. 201 306
t +91 120 2353540
t/f +91 120 2353541

e tppl@tauruspackaging.com

w www.tauruspackaging.com