

Sustainable Packaging Market

TechSci Research Analysts in Conversation with:

Saqib Jamshed

(Co-Founder, Synergia Pac Private Limited)





Saqib Jamshed

Co-Founder,
Synergia Pac Private Limited

Can you tell us about your background and what inspired you to enter the sustainable packaging space?

My entire career, I have worked as a packaging specialist and in multiple roles for various companies and working with clients having different end customers from luxury to pharma/ FMCG etc.

For the market, there is always an unsatiated need for sustainability. A responsibility which every consumer, producer, convertor want to work upon but unfortunately not able to deliver due to economic or performance concerns. This is what have motivated us to do something in the space of sustainability and on-demand packaging.

What made you start the company Synergia Pac Private Limited?

All the partners of Synergia were pondering about the need of the market and where the industry is taking us all. We all coalesce to a point that there is a need for an 'innovation lab' with state-of-the-art technology for the printing and packaging market and outcomes 'Synergia Pac: Your everyday packaging innovator.' Even the name is a derivative of the synergies we developed together.

What was the initial vision for your company, and how has it evolved since its inception?

Our vision is to lead the transformation of the packaging industry by becoming a pioneer in Sustainable & Digital Packaging Solutions. We envision a world where packaging delivers maximum value to the world with minimal environmental burden.

What were some of the biggest challenges you faced in the early stages of your journey?

Our biggest challenge is that we are one of a kind. Innovation lab is a very unique concept, especially when it is beyond AI and tech. Market will take time to recognize us in doing what we do and why we are doing it different. Plus our journey would need lots and lots of collaborations upstream and downstream.

Can you explain what your company does and what sets your sustainable packaging solutions apart from conventional options?

We follow a three core process for our sustainability goals:

Product: We strictly believe in minimalistic packaging layers. We encourage customers to optimize packaging so that they can reduce packaging wastes as well as it provides them the right application and brand appeal. We work on print on demand, customized batch sizes and optimal packaging designs. We encourage customers to explore sustainable alternates and we bring the pilot testing to them with our reprography based approach.

Process: We have reengineered our printing and packaging converting process to minimal operations approach. We ensure we do make packaging with least human interventions and more automation. Even our raw material is sourced from smart facilities which follow all ESG compliances.

Infrastructure: We have created a state-of-the-art facility with leading technologies which have CO2 neutral machineries.

How would you describe the current landscape for sustainable packaging in India?

Packaging is the fifth largest industry in India. But sustainable packaging is still a long-shot. Today the packaging market in India has



major focus on application, followed by cost, then design and shelf-appeal, brand protection and sustainability. While brands have pledged to turnaround packaging with sustainable solutions but still it needs a whole upgrade in the entire packaging ecosystem from mindset to materials to machineries.

What are some of the unique challenges and opportunities you see in the Indian market?

Unique challenges: High risk of obsolescence and customer willingness to pay when it comes to sustainability

Opportunities: A huge market which is growing leaps and bounds as packaging has started to penetrate deeper into markets. For instance what used to be a newspaper bag has now become a brown-kraft paper bag.

How do government policies and regulations in India support or hinder the adoption of sustainable packaging?

Government is always encouraging sustainability and sustainable solutions in India. Our challenge today is because of the lack of infrastructure at material and machinery level, they are forced to play a balancing act so that there is no panic in the market.

What role do you think startups like yours play in driving environmental change in India?

Startups in sustainable space will hit across many areas of the need all at the same time. We have seen many startups which are working on e-waste collection, there are few which are working on organic coatings, replacing HDPE/LDPE with other alternatives.

All these startups with their unique approach would create innovative disruptions in the market that would make sustainable options viable commercially as well from sourcing perspective.





How has consumer awareness and acceptance of sustainable packaging changed in India over recent years?

Millenials and GenZ are conscious about choices they make. They do read the contents and question the status quo of many things. I believe they can, and they will revolutionize the sustainability drive. They will encourage people to go for sustainable options even at a slightly higher cost, a habit that was not seen before.

What strategies have you found effective in educating and convincing consumers to switch to sustainable packaging?

Rewards schemes for circularity and moral responsibility towards nature have always been better tools. There is no better option than to educate consumers about how much pressure we are creating on natural resources, ecosystem and environment and what could be done to reduce it.

Have you observed any particular consumer trends or preferences that are influencing the sustainable packaging market?

Biodegradable coatings and usage of paper-based alternatives over plastics have picked up really well. Today, the way quick e-commerce startups are using paper based packaging for delivery is not only appreciable but it is also serving the purpose well. This will create more inclination towards innovative sustainable packaging.

Can you share some success stories or case studies of companies that have adopted your packaging solutions?

Well we cannot name them because of certain reasons, but many coffee and cookies brands are working with us where we are giving them sustainable solutions with eco-friendly materials, inks and varnishes. Infact, recently we converted a luxury packaging box into a

completely sustainable solution.

How do you see the sustainable packaging industry evolving in the next 5-10 years?

Innovative disruptions are knocking on the door any time. We will soon be seeing a massive wave where Every packaging that can become sustainable will become sustainable. Any printing that can go digital will go digital.

This is going to be a huge market in Indian perspective. With large consumer market and compliance coming in, we foresee sustainable packaging as the next big thing in the industry.

What advice would you give to other entrepreneurs looking to enter the sustainable packaging market?

Innovate, explore and embrace. Because the sooner we adapt sustainability better it is for environment, business and people. Look for solutions that are really sustainable and not just promotional because sustainable solution will become mandate over alternate very soon.





ABOUT TECHSCI CHEMICALS

TechSci Chemical vertical offers market research & consulting services in the chemical industry with a major focus on specialty chemicals, bulk chemicals and inorganics, agrochemicals, polymer and plastics, adhesives and sealants, coatings, packaging and green chemicals domains. TechSci Research also focuses on providing market intelligence on emerging technologies and niche industries that have the potential to cause a high level of disruption in the market in the next few years. We excel in conducting market viability analysis for technologies that are still in the nascent stages of their lifecycle.

AUTHORS



Karan Chechi

Research Director



Shaurya Singh

Senior Research Analyst



Manvi Suri

Junior Research Analyst