

Partnering For Healthy Prospects in The Lucrative Pharma Powder Packaging Industry

Pharmaceutical packaging is a lucrative market – predicted to reach a global value of \$80 billion by 2020. In part that growth is due to aging populations in the developed world as well as better access to pharmaceuticals in the developing world.

Indian Packaging market is expected to grow up to US\$ 55 billion by 2020 from the 2009 levels of US\$ 12.6 billion, as per a McKinsey & Company report titled "India Pharma 2020: Propelling access and acceptance realising true potential".

Packaging is a critical tool in the pharmaceutical industry. It is the key for sale, safety and success. [Pharmaceutical packaging](#) has to be carried out for the purpose of the safety of the pharmaceutical preparations in order to keep them free from contamination, hinder microbial growth, and ensure



product safety through the intended shelf life for the pharmaceuticals.

Pouches for pharma packaging have wide impact in today's on-the-go lifestyle. Sachets in particular have already begun to address the evolving need. They are flexible, available in a range of sizes and creative shapes. They offer a larger surface area, presenting the perfect opportunity for unique branding. Unusual shapes and creative branding let the sachet pack stand out at point

of sale.

Moreover, because pouch structures can be customized to meet a wide range of barrier requirements, a host of new product applications is emerging: liquid, viscous, powdered, granulated, and particulate. This growth will cross multiple markets, including food and beverage, cosmetics, healthcare, pet foods, automotive and agricultural.

Indeed, the pharmaceutical and nutraceutical markets offer remarkable growth opportunities. Pharmaceutical products, such as pain relievers and cold and flu medications in sachets, show a strong worldwide market growth potential, as do nutraceutical products like magnesium powders, probiotics and fiber.

Lastly, the high consumer demand for products that provide convenience is a definite industry driver. Whether food, non-food or pharmaceuticals, pre-measured, single-dose packages provide just the right amount of product inside – ultimately reducing product waste. To reap the rewards of

the market opportunities presented by this fast moving market, manufacturers need to ensure their packaging technologies can keep pace with market expectations.

Nichrome's Totpack T110 HFFS machine with Servo Auger offers new generation linear Spanish Technology with pouch aesthetics. It is a PLC based touch screen machine for [pharma powder packaging](#). Its compact and versatile design offers both single and perforated chain of pouches. The T110 comes with auto tuning temperature controller, easy and quick change over, and well designed duplex modules for higher outputs.

Ideal for **pharma powders, ORS** and [nutraceuticals pouch packaging](#), the T110 has wider applications. Powders such as spices, milk powder, coffee, health drinks, instant mixes, premixes, hair dye, etc.; granular products like tea, pulses, seeds, rice, sugar, snacks, dry fruits & nuts; viscous products like pastes, pickles, ketchup, fruit pulps, ghee, edible oil, shampoos, gels, cosmetics & adhesives; free flowing liquids like milk, lassi, flavoured water, health drinks, non carbonated beverages, liquors & wines, oil & juices.

Totpack T110 offers high flexibility to accommodate different pouch dimensions, format changes and packaging material. It delivers best performance ratio per m² of floor space. It is easy-to-clean, offering optimized user accessibility and hygienic design. Also, ergonomic aspects such as a user-friendly operation height and good visibility to the production flow allow for optimal and easy operation.

The system ensures high dosing control to comply with the most stringent requirements possible. The integrated in-line weight controls guarantee high accuracies. A high dosing accuracy also implies less product loss and higher productivity. Add to this the speed of 110 packs/min (simples) and 220 packs/min (duplex), and the T110 maximizes output at best quality with a fast return on investment (ROI).