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How does VINSAK develop customized printing and packaging solutions for changing customer requirements?

Customization at VINSAK starts with listening. Our teams work closely with converters to understand their product mix, run lengths, substrates and compliance needs before recommending a configuration. Because we work across narrow-web, flexo, offset, digital and hybrid technologies, we are not tied to one answer. We match the technology to the application. Our 2023 acquisition of Rotatek augmented our manufacturing capabilities within the group, giving us in-house engineering capability to tailor press configurations, integrate inline finishing and adapt solutions as needs evolve. Equally important is what follows installation: training, application support and service that help customers stay competitive as markets, regulations and consumer expectations change.

Ranesh Bajaj

What has helped VINSAK build a sustainable business presence across the Middle East and Africa?

Since 1996, we have served customers in more than 130 countries. Our presence across the Middle East and Africa has been built on long-term customer relationships, local market understanding and reliable technical support. These are diverse markets, and customers need more than equipment; they need the right technology, application expertise, spare parts and responsive service. We have therefore focused on developing strong regional relationships and strengthening our technical and commercial support network. Our expanding portfolio of technologies within the VINSAK Group also allows us to address a wider range of applications and customer requirements. We believe sustainable growth comes from being a long-term technology partner, understanding local market needs and continuing to support customers throughout the life of their equipment.

Gita Bajaj

Which technologies will shape the future of secure and sustainable packaging over the next five years?

Four areas stand out. First, Hybrid printing machines, which enable short runs, personalization and reduced waste. Second, smart and secure packaging: serialization, track-and-trace, QR codes and anti-counterfeit features that protect brands and consumers. Third, sustainable materials and processes, including mono-material structures, recyclable substrates, low-migration and water-based inks, and energy-efficient drying. Regulations such as EPR and deposit return schemes will accelerate this shift. Fourth, automation and AI-driven workflows, from predictive maintenance to inline quality inspection, which improve consistency and cut waste. The leaders will combine all four to deliver packaging that is protected, traceable and recyclable.

Ranesh Bajaj ■