

# food MARKETING & TECHNOLOGY

इंडिया

THE ERA OF

# SMART

# PROCESSING

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The March Edition of Food Marketing & Technology Magazine is the Aahar Special Edition. It explores the food processing industry. The food processing industry continues to emerge as one of the most dynamic sectors of the global economy. In India, the industry has witnessed remarkable growth, supported by rising urbanisation, evolving consumer lifestyles, and increasing demand for value-added products. The industry already supports over seven million jobs and contributes a notable share to the country's manufacturing ecosystem.

Beyond domestic demand, the sector is rapidly evolving into a global growth engine. India exports agricultural and processed food products to more than 100 countries, strengthening its position as a key supplier in international markets. This expanding export landscape is creating new opportunities for processors, ingredient suppliers, and technology providers.

Innovation is also reshaping the industry. Automation, AI-driven processing systems, and smart packaging solutions are improving efficiency, traceability, and sustainability across the value chain.

Industry forecasts suggest that the Indian food processing market could grow to USD 700 billion by 2030, highlighting the immense potential of this sector in the coming decade.

As value-added segments such as dairy products, ready-to-eat foods, and functional ingredients gain momentum, the industry continues to evolve toward higher profitability and technological sophistication.

As we present this AAHAR Special Edition, we celebrate the innovations, collaborations, and industry leaders shaping the future of food. From cutting-edge processing technologies to emerging food trends, this edition highlights the opportunities and challenges that will define the next phase of growth for the global food ecosystem.

**Linda Brady Hawke**

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Exhibiting at this year's Seafood Processing Global in Barcelona (21-23 April), MULTIVAC will be presenting efficient and sustainable packaging solutions for the fish and seafood industry. The focus will be on packaging and handling solutions, which not only improve the shelf life of fish and seafood, but also provide an attractive presentation of the product at the point of sale. In addition to a packaging solution for producing high-quality vacuum skin packs, MULTIVAC will also be demonstrating, how delicate fish products can be packaged securely and with great care. Exhibiting in conjunction with Handtmann, MULTIVAC will also be showing a range of integrated and fully coordinated line solutions for efficient, hygienic and cost-effective added value throughout the entire process chain – from raw material processing right up to packaging.

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# Digital Authentication and Traceability in Packaging: Safeguarding India's Food Supply Chains

■ By Mr. Puneet Maithani\*

Counterfeiting has expanded from isolated infringement to a structural risk affecting public health, industrial reliability, and trade credibility. As supply chains grow more complex and digital commerce expands, unauthenticated products are penetrating regulated and consumer-facing sectors with greater speed and scale. Pharmaceuticals, FMCG, automotive components, agrochemicals, and alcohol remain among the most vulnerable categories. Within the food and beverage ecosystem, this threat carries heightened sensitivity. Adulterated edible oils, refilled beverage bottles, relabelled packaged

foods, and substandard agro-inputs directly endanger consumers while eroding brand trust and formal supply-chain credibility.

The ASPA-CRISIL 2022 Report highlighted counterfeit presence ranging from 20–30 percent across key sectors. The findings underscored that the challenge is neither sporadic nor confined to informal markets. More recently, the ASPA-Accenture 2025 Report has shown that India's Authentication and Traceability (A&T) industry, valued at ₹9,705 crore in FY 2023–24, is projected to cross ₹16,500 crore by FY 2028–29. This growth signals

a structural shift: authentication is no longer a discretionary safeguard but emerging as core packaging and supply-chain infrastructure. For food manufacturers operating in high-volume, low-margin environments, this transition is particularly significant.

## Packaging Becomes the First Line of Defense

Packaging is undergoing a functional transition. Traditionally protective and brand-oriented, it is now becoming the primary control point for product integrity. Serialization, secure QR codes, NFC-enabled tags,



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encrypted identifiers, and digital watermarks are transforming each pack into a uniquely identifiable unit.

In food processing environments where products pass through distributors, wholesalers, retailers, and HoReCa channels, packaging often represents the last secure interface before consumer access. Strengthening this interface reduces opportunities for substitution, tampering, or expiry manipulation.

Unit-level serialization assigns every product a distinct digital identity. When linked to verification platforms, this enables real-time authentication. Unlike batch-level tracking, serialized packaging narrows the scope for diversion, duplication, and grey-market substitution while enabling more precise recalls that isolate affected units rather than entire production lots.

**From Authentication to End-to-End Supply Chain Visibility**

Authentication confirms whether a product is genuine; traceability establishes where it has travelled and whether it followed approved pathways. End-to-end traceability frameworks enable faster recall management and identification of supply-chain breaches.

Within food supply chains, traceability supports monitoring of storage conditions, distribution routes, and stock rotation practices, particularly for perishables. In agriculture, traceable inputs protect farmer incomes and national food

security. Across sectors, traceability data improves inventory planning and supplier accountability. As systems mature, alignment with globally recognized standards becomes critical to ensure interoperability and audit readiness.

Internationally, standards like ISO 22383 play a pivotal role in guiding the deployment of authentication solutions. They enable uniformity, help companies undergo structured audits, and align Indian practices with global benchmarks. Adopting such standards also prepares the sector for future export market requirements, where traceability and product integrity are non-negotiable.

**Phygital Security: Integrating Physical Safeguards with Blockchain and AI**

Digital systems are increasingly reinforced by complementary technologies.

Their effectiveness, however, lies in integration with physical safeguards such as tamper-evident seals, holographic elements,





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microtext printing, and secure inks. A layered security architecture combining overt, covert, and digital protections significantly raises the operational complexity and cost of counterfeiting. In food and beverage packaging, tamper-evident closures, induction seals, tear tapes, and secure labeling technologies act as immediate visual deterrents, while digital verification ensures deeper supply-chain visibility.

### Closing the Loop: Consumer-Led Authentication in FMCG

The ASPA-CRISIL report highlights that counterfeiting in the FMCG segment remains highly prevalent, with perceived presence estimated at 25-30 percent across categories. The level of harmfulness is considered particularly high in food-related products, where quality compromise can translate directly into consumer health risks.

The consumer survey findings reveal a concerning behavioural dimension: nearly 42 percent of respondents admitted to having knowingly purchased counterfeit FMCG products, while around 28 percent reported encountering counterfeit FMCG goods at least once. These figures reflect not only scale but also consumer decision



complexity in price-sensitive environments. In such contexts, verification mechanisms must remain frictionless, accessible, and seamlessly embedded into packaging design.

### Industry Alignment and Standardization Imperatives

Collaboration remains essential to strengthening authentication and traceability ecosystems, as the scale and sophistication of counterfeiting networks make it difficult for any single stakeholder to address the challenge independently. Industry platforms such as the Traceability & Authentication Forum (TAF) 2025 have facilitated structured dialogue between brands,

regulators, packaging specialists, and technology providers to align on implementation challenges and emerging risks.

Building on these engagements, ASPA is convening TAF Connect 2026, a focused industry forum that will bring together senior representatives from leading brands, government authorities, enforcement agencies, and solution providers to examine sector-specific vulnerabilities and scalable deployment models. On the same platform, ASPA, in collaboration with CRISIL, will unveil the 2026 edition of its national counterfeiting assessment report. The updated study is expected to present refreshed sector-wise vulnerability data, evolving consumer behaviour insights, and analysis of enforcement gaps, contributing to a more evidence-based and coordinated response framework.



**About the author:**  
\* Mr. Puneet Maithani, Director – Industry Affairs, ASPA

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## The Creamy Colossus: Unpacking the Phenomenon of Greek Yoghurt

■ By Venkatesh Ganapathy\*

In the ever-evolving landscape of global superfoods, few have risen with the meteoric speed and sustained dominance of Greek yoghurt. What was once a niche, ethnic product found in speciality stores has become a refrigerator staple from Los Angeles to London, and increasingly, in Mumbai and Delhi. But what exactly is this thick, tangy dairy product, and why has it captured the culinary and health-

conscious imagination of the world, including India? This article delves into the essence, history, nutrition, and cultural journey of Greek yoghurt.

### What is Greek Yoghurt?

At its core, Greek yoghurt, known more accurately as strained yoghurt, is yoghurt that has undergone a rigorous straining process. Traditional yoghurt is made by fermenting milk with live bacterial cultures. Greek yoghurt takes this a step further: after fermentation, it is strained multiple times through cloth or fine filters to remove the whey (the liquid part), lactose, and sugar. The result is a yoghurt with a significantly thicker, creamier, and richer consistency compared to its regular counterpart, with a

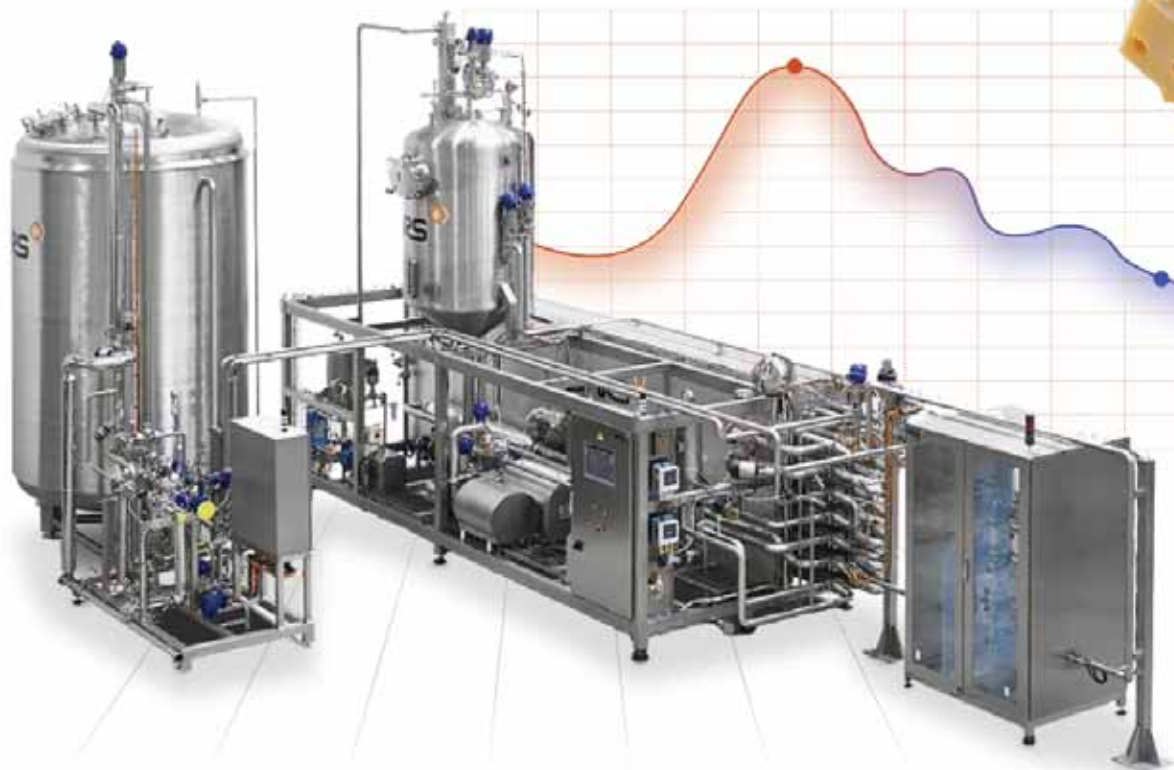
more pronounced tangy flavour and higher protein content.

### The Anatomy of a Pot: What Does It Contain?

Authentic Greek yoghurt contains just two ingredients: milk (usually cow's, but sometimes sheep or goat) and live active cultures (*Lactobacillus bulgaricus* and *Streptococcus thermophilus*). The straining process concentrates these components. However, commercial varieties, especially flavoured ones, can contain additives like cream for extra fat, gelatin or pectin for thickening, and significant amounts of sugar or artificial sweeteners. A critical look at the label is essential. Nutritionally, a standard 170-gram serving of plain, non-fat Greek yoghurt typically contains:



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<b>Protein</b>	15-20 grams (approximately double that of regular yoghurt)
<b>Carbohydrates</b>	5-9 grams (lower due to removed lactose)
<b>Fat</b>	Varies (0g for non-fat, 5-10g for full-fat versions)
<b>Calcium</b>	Though some calcium is lost in the whey, it remains a good source.
<b>Probiotics</b>	Beneficial bacteria for gut health.
<b>Vitamin B12, Potassium, and Iodine.</b>	



### A Discovery Millennia in the Making: Who Discovered It?

Attributing the "discovery" of Greek yoghurt to a single person is impossible. It is a product of ancient food preservation techniques born out of necessity in the Eastern Mediterranean and Middle Eastern regions. The process of straining yoghurt to make it last longer in warm climates without refrigeration was likely developed independently by various pastoral communities. Its roots are deeply intertwined with the culinary histories of Greece, Turkey (where it is called *süzme yoğurt*), Lebanon (*labneh*), and other parts of the region. It is less an invention and more an evolution—a traditional method perfected over centuries.

### What's in a Name? Why "Greek" Yoghurt?

The term "Greek yoghurt" is largely a marketing masterstroke rather than a strict geographical designation. In Greece itself, it is simply called strained yoghurt (στραγγιστό γιαούρτι). The label "Greek" was popularised by companies like FAGE, which began exporting the product to the West in the late 20th century. They used the term to differentiate their thick, strained product from the regular yoghurt familiar to European and American consumers. It evoked an image of the Mediterranean diet—healthy, rustic, and authentic. The

term stuck, much to the chagrin of neighbouring countries with similar traditions. Today, it denotes a style of yoghurt (strained) rather than a strict point of origin.

### The Nutritional Powerhouse: What Are Its Benefits?

Greek yoghurt's popularity is firmly rooted in its impressive nutritional profile:

**High Protein, Low Carbohydrate:** Its high protein content promotes satiety, aids in muscle repair and growth, and stabilises blood sugar levels, making it a favourite among athletes, dieters, and diabetics.

**Probiotic Powerhouse:** The live cultures support a healthy gut microbiome, aiding digestion, boosting immunity, and potentially improving mental health.



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**Rich in Nutrients:** It provides essential vitamins and minerals like calcium for bones, B12 for energy, and potassium for heart health.

**Versatile for Diets:** Its various fat-content options (non-fat, low-fat, full-fat) and lower lactose levels make it adaptable to many dietary plans, including keto and gluten-free diets.

### The Indian Affair: Why Has It Become Popular in India?

India, with its ancient dahi tradition, is no stranger to fermented dairy. Yet, Greek yoghurt has carved out a significant niche. Its rise mirrors broader socio-economic trends:

**The Global Health Wave:** The Indian urban middle class is increasingly health-aware, influenced by global fitness trends. Greek yoghurt is perceived as a modern, premium, "Western" health food.

**Rise of Gym Culture:** As gym membership proliferates, so does the demand for high-protein, convenient foods. Greek yoghurt fits perfectly as a post-workout snack or breakfast.



**Marketing and Availability:** Aggressive marketing by international and domestic brands (like Epigamia, which calls it "Greek-style" yoghurt) has positioned it as a sophisticated, healthy choice. It's now readily available in supermarkets and online grocery platforms.

**Culinary Versatility:** It aligns well with Indian tastes. It can be used in raitas, marinades for tandoori dishes, as a base for creamy curries (replacing cream), or sweetened with honey and nuts for dessert. Its thickness is a valued texture.

**Perceived Digestive Benefits:** The probiotic angle resonates in a culture already attuned to the digestive benefits of curd.

### Conclusion

Greek yoghurt is a fascinating confluence of ancient tradition and modern marketing, of simple ingredients and complex nutritional benefits. From the sun-drenched hills of the Mediterranean to the bustling metropolises of India, its journey is a testament to how a traditional food can be re-contextualised for a global audience seeking both wellness and taste. While it is not a magical elixir, its place in a balanced diet is well-earned. As with any food, the key lies in choosing quality—opting for plain, additive-free versions—and enjoying it as part of a diverse diet. In a world searching for the perfect fusion of health and flavour, Greek yoghurt, in its simple, strained purity, has undoubtedly earned its crown.

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## Features of Ball Mill:

- Equipped with a planetary gearbox for higher torque capacity and direct coupling load.
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- Ensures consistent product quality.
- Requires low maintenance.
- Consumes less energy.
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- Requires less floor space.

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MODEL	CAPACITY (Kg/hr)	POWER (kW)	MACHINE WEIGHT (Kg)	DIMENSION (LxWxH) mm
NFE-150	150 Kg/hr	22 kW	2200 Kg	2550 x 1600 x 2000
NFE-250	250 Kg/hr	30 kW	3050 Kg	2550 x 1600 x 2100
NFE-500	500 Kg/hr	85 kW	5775 Kg	4500 x 2600 x 3450



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# The Global Rise of Clean Indian Ingredients as the New Gourmet Luxury

■ By Shivani Sharma\*

Clean ingredients, valued for their sustainability and premium quality, are redefining global gourmet luxury food. Clean Indian ingredients are the latest entrant in this market. They are becoming the favorites among global culinary maestros to create unique gourmet offerings. This rise is

an ode to the Indian ingredients long known for being highly nutritious and versatile. Let us discover the ins and outs of the global rise of clean Indian ingredients as the new gourmet luxury eating.

## Defining clean ingredients

When we say clean ingredients, they are defined by many qualities that keep them optimal. Firstly, there is little to no processing involved to keep the ingredients as natural as possible. Of course, it includes no additives or preservatives used to treat them.

Their labels are kept natural. Nothing is hidden. You know what is involved in creating the ingredients and where everything came from. You can be assured of the high quality of

the ingredients.

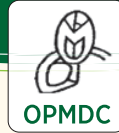
The very organic nature, sustainability, and purity, as well as the nutritional goodness that uplifts health and wellness, trustworthiness, superiority in terms of flavour and quality, and high safety ethics, are the qualities that make them desirable among astute consumers who wish to spend on luxury gourmet products.

## India's culinary history

It is common knowledge that Indian culinary ingredients pushed the country into global prominence. For thousands of years, India has been the centre of trade for spices like black pepper, turmeric, ginger, cardamom, and cinnamon. Kerala was the epicentre for this spice trade.



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Traders from the world over came to India for ingredients like rice, mango, sugarcane, lentils, and saffron. With the arrival of powers like the Portuguese and English, India became a major player in the production of ingredients like chillies, potatoes, tomatoes, cashew nuts, and tea.

What kept Indian ingredients in demand throughout history was their unique flavours and aromas, Ayurvedic health components, easy compatibility with other cuisines, and their capability to provide balance to the flavours.

### Indian and clean ingredients

Presently, there is a rise in the use of Indian millets like finger millet or ragi, sorghum or jowar, foxtail millet or kangni, pearl millet or bajra, and small millets or kodo/barnyard. India is not just the world's largest producer of millets but also offers sustainable and pure nutri-cereals for gourmet eating.

There is a rise in demand for hyper-local or hyper-regional local and seasonal ingredients that are sustainable and clean. Fine dining establishments spread in Europe, the USA, Canada, Australia, New Zealand, and other such prominent places are using ingredients like Himalayan



morels, wild black raspberries, jamuns, amla or Indian gooseberries, makhana or fox nuts, kokum mahua flowers, local chillies like Bhoot Jolokia, Kasuri methi, jackfruit, and banana leaves to innovate in dishes.

### Why clean Indian ingredients matter

The ancient Indian medicinal tradition of Ayurveda focuses on clean eating. It is high on seasonal choices, purity, and maintaining the nutrients intact. When you combine it with the vast choices available in terms of ingredients, it is but natural that Indian ingredients get picked faster.

There is a rise in the production of ingredients that are obtained fairly, grown organically, and have low carbon footprints. Additionally, Indian labels are fast-producing artisanal ingredients high in sustainability, like cold-pressed oils and organic spices, which are gaining markets globally.

A major aspect is the versatility of Indian clean ingredients. These are no longer just for Indian food. Innovative preparations with them are creating a name for themselves. A risotto made from rajgira, or amaranth, is competing next to cocktails with kokum as the star ingredient. Jamun finds a place in avant-garde desserts.

In short, Indian clean ingredients can now adapt perfectly to modern-day culinary dishes and the complexities of global luxury gourmet market.



#### About the author:

\* Shivani Sharma, Chefprenneur and Founder of Gourmestan





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One of the most effective ways Radicon supports sustainability is through its gear systems' **high mechanical efficiency**, which directly contributes to lower electricity consumption in continuous operations. For example, the **Series C Heli-Worm and Series F Parallel Shaft Geared Motors**



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are designed to deliver optimal performance even under varying load conditions, reducing the stress on motors and associated systems. This not only conserves energy but also lowers the carbon footprint of plants over time.

Moreover, Power Build's **planetary (Series PL)** and **worm gear (PBWR)** series contribute significantly to space-saving, heat reduction, and maintenance-free operations all of which are key to sustainable plant design. Many of these gearboxes are pre-filled with high-grade lubricants and designed for long maintenance cycles, ensuring reduced downtime and lower waste generation over the life of the equipment.

To complement its mechanical excellence, Radicon also offers the **PBL VFD Series (Variable Frequency Drives)** a modern, electronic solution that brings intelligent speed and torque control to the table. These drives allow motors to operate at optimal speeds, cutting down on excess energy use during startup, operation, and load

variations. The result is a finely tuned drive system that aligns with green manufacturing goals.

Lastly, through extended equipment life cycles, Radicon products inherently reduce the need for frequent replacements and resource consumption. Gear units like the **Series J Shaft Mounted Reducers** and **Roloid Gear Pumps** are crafted with durability and long-term efficiency in mind, further reinforcing the company's commitment to sustainable industry practices.

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# From Shell to Shelf: Top Tips for Processing Egg Products

*Eggs are one of nature's most nutrient-dense foods, containing high quality protein as well as being naturally rich in vitamin D, B2 (riboflavin), vitamin B12, iodine, selenium, and several other essential dietary vitamins and minerals. It's therefore unsurprising that they are one of the world's most popular foods.*

■ By Matt Hale\*

The Netherlands tops the global egg consumption stakes (per person) by some margin, followed by Hong Kong, China, Mexico and the Maldives<sup>1</sup>. As you would expect (sorry!), thanks to their great natural packaging, the majority of eggs are supplied in their shells, but depending on country and market, the demand for liquid egg products remains strong, accounting for 17% of the UK market<sup>2</sup>, and 29% in the US<sup>3</sup> last year. For safety and product longevity, most liquid egg products are pasteurised (sometimes known as Extended Shelf Life, or ESL, egg products).

## Challenging characteristics

Processing eggs involves a number of key cooling and heating processes to maintain product quality and safety, as well as maximise shelf life, so choosing the right heat exchangers and processing systems is essential. Eggs are not only highly perishable, but also contain a complex mixture of heat-sensitive proteins, fats, vitamins and minerals. Furthermore, they are comprised of both white and yolk, each of which have different textural and nutritional characteristics.



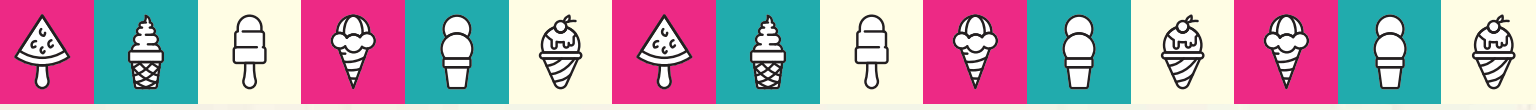
Matt Hale, Global Key Account Director, HRS Heat Exchangers

Fresh eggs have a thick white and a raised yolk. Over time, the white thins and the yolk spreads and enlarges as water passes through the membrane from the white into the yolk. Because of this, eggs need

*Egg whites and yolks each have different textural and nutritional characteristics, and are denatured at different temperatures*



Photo: HRS Heat Exchangers



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Corrugated tube heat exchangers such as the HRS MI Series, are ideal for pasteurising liquid egg and other egg products

to be refrigerated and processed quickly, and one of the key stages in the production of liquid egg is to cool the product to around 5 °C or less immediately after breaking and filtering to prevent further bacterial growth. The contents of an egg are essentially sterile until broken, so one of the aims of processing is to reduce or eliminate any bacteria or contamination which may be introduced once the egg is cracked. Liquid whole egg and yolk should be held at or below 4 °C, and egg whites below 7 °C, meaning that heat exchangers (such as the HRS MI Series) are crucial in egg processing.

### Key pasteurisation considerations

The other crucial thermal process for producing liquid egg products is UHT pasteurisation. However, while the white and yolk are distinct components, when mixed, they interact mutually – for example, egg white is denatured at 58 °C while yolk is denatured at 65 °C. These

low temperatures can make it hard to aseptically process natural liquid egg products, so in many cases eggs are cooked before the minimum time and temperature required for pasteurisation has been achieved.

Pasteurisation can induce a number of unwanted effects, however, including gel formation and softening of the yolk, or irreversible denaturation of the proteins and changes to appearance. If not handled correctly, thermal pasteurisation can decrease protein content, change physical characteristics such as texture and colour, and increase product viscosity. Choosing the right pasteurisation regime and equipment is therefore vital to minimise and prevent such unwanted effects.

Various time and temperature regimes are used to pasteurise eggs depending on the product, which could be whole egg; separated egg (whites or yolks); or a treated product, like salted yolk. Each product type

presents a different challenge in terms of viscosity, and products with added salt also introduce a higher likelihood of equipment degradation or corrosion.

Despite these difficulties, there are several benefits of pasteurisation, including food safety, product uniformity and improved shelf life. Depending on the exact combination of treatment time and temperature used, it may be possible to produce a shelf life of up to 16 weeks for refrigerated liquid egg products.

### The benefits of corrugated tubes

Historically, plate heat exchangers have been typically used to pasteurise egg products, but these can allow product to coagulate on the plate surface. This can in turn foul the heat exchanger so that frequent cleaning is required to maintain operational efficiency, adding time, energy and cost to the process while reducing production capacity.

In comparison, corrugated tube heat exchangers such as the HRS MI Series, are ideal for pasteurising liquid egg and other egg products. The corrugated design creates turbulent product flow, which reduces fouling and improves heat transfer. This means that a smaller corrugated tube heat exchanger will provide an equivalent (or even superior) performance to a similar-sized smooth tube heat exchanger. Where there is greater risk of fouling, or where the product needs particularly careful handling (for example, with some cooked egg products), then the gentle action of the HRS Unicus Series of reciprocating scraped surface heat exchangers (SSHEs) is ideal.

A final consideration when choosing equipment for egg processing is the ability to clean-in-place (CIP), which is particularly important given

the physical nature of the product and the potential for the formation of harmful bacteria. All HRS heat exchangers and pasteurisation systems are designed for efficient, thorough and traceable CIP, giving users peace of mind in addition to industry-leading performance.

### About HRS Heat Exchangers

Located in the UK, HRS Heat Exchangers is part of the EIL Group (Exchanger Industries Limited) which operates at the forefront of thermal technology. HRS offers innovative heat transfer solutions worldwide across a diverse range of industries. With more than 40 years' experience in the food and drink sector, specialising in the design and manufacture of an extensive range of turnkey systems and components, incorporating our corrugated tubular and scraped surface heat

exchanger technology, HRS products are compliant with global design and industry standards. HRS has a network of offices throughout the world: Australia, Canada, UK, Spain, USA, Malaysia and India; with manufacturing plants in India, Spain and Canada.

For further information:  
[www.hrs-heatexchangers.com](http://www.hrs-heatexchangers.com)

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<sup>3</sup><https://unitedegg.com/facts-stats/>



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# Flexibility in Manufacturing:

## How Modular Conveyor Systems Support Agile Production in Food and Beverage Applications

■ By Marcie Palmer\*

In a manufacturing environment defined by frequent change, operational flexibility is now a competitive necessity. Product lines shift frequently, facility layouts change, and customer demands can pivot overnight. For operations leaders, one of the most essential components of flexibility is the conveyor system. Once viewed as a static component of plant infrastructure, conveyors have evolved into highly configurable tools that can support rapid change, streamline processes, and drive long-term cost savings.

This shift is being driven by the rise of modular conveyor systems—customizable, reconfigurable platforms that adapt alongside production needs. Unlike traditional fixed systems that require substantial effort to modify, modular conveyors are designed to change with minimal downtime, labor, or capital expense.

### The Flexibility Imperative

Traditional conveyor systems, while robust, often lack the adaptability necessary for modern manufacturing in food and beverage applications. In the past, introducing new product lines or adjusting production cells typically meant costly and disruptive overhauls. Modular conveyor systems solve these problems by enabling users to easily add, remove, or rearrange components.

Labor challenges underscore the need for flexibility. With labor costs rising and high turnover, manufacturers need systems that reduce manual labor and simplify training. Modular conveyors minimize downtime through quick reconfigurations and automate product handling.

Additionally, modular conveyors can be precisely tailored to product

specifications. For example, a production line initially designed with flat conveyors can integrate incline modules to maximize space utilization or adapt to new equipment configurations. It is helpful to think of these modular systems as "building blocks," allowing manufacturers to incrementally adapt their infrastructure without a major overhaul, improving manufacturing efficiency and reducing waste.

### Maintenance, Cost, and Safety Benefits

A key advantage of modular systems is their ease of maintenance. Components are typically off-the-shelf, enabling rapid replacement and minimal downtime. Parts standardization significantly reduces maintenance and inventory costs, and manufacturers benefit from volume pricing and straightforward spare parts management, enhancing the overall cost-effectiveness of these systems.

Equally important, modular systems deliver significant safety benefits. Modular conveyor systems inherently reduce ergonomic risks by automating tasks traditionally performed manually. Modular systems mitigate pinch points while protective covers, hoppers, and modular safety accessories minimize injury risks. Conveyor systems can be made to comply with the specifications of OSHA, UL, NFPA ensuring the equipment meets local regulatory requirements and your company's production needs.

DynaClean Modular Conveyor



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## Supporting Smarter Automation

As automation expands across industries, modular conveyors have become essential for flexible, future-ready production lines in food and beverage industries. Their value lies in both their ability to adapt quickly to new processes and the range of accessories that enable seamless integration with automated systems.

Modular conveyors with plug-and-play controls and accessories, such as metal detectors, hoppers, chutes, ionizers, and reject arms, can be easily configured for new products or regulatory needs. For example, hoppers and chutes help food processors contain and guide product, reducing spillage and cross-contamination, while metal detectors in plastic lines prevent contaminants from damaging downstream equipment. Belt options like anti-static or easy-release surfaces, allow facilities to handle diverse products and fit conveyors into tight areas with changing production layouts.

These accessories address real operational challenges. Additional automation accessories such as integrating sensors and vision systems enables automated quality checks, such as counting, leak detection, or short-shot detection, supporting one-piece flow and reducing defects.

By enabling quick adaptation, whether adding a cooling fan, swapping a belt, or installing a diverting arm, modular conveyors help operators maintain productivity and meet KPIs. Seamless integration with automation also supports real-time data flow, predictive maintenance, and Corporate & regulatory compliance needs.

With the right accessories, a conveyor becomes more than a transport tool-

it's a dynamic platform that helps manufacturers optimize efficiency, quality, and safety as their operations evolve.

## ROI Considerations

Though modular conveyors may cost more upfront than fixed systems, their long-term value is greater, especially for companies with uncertain or seasonal demand. Manufacturers can build in phases, scaling systems as needs grow, which spreads out capital costs through fiscal cycles and allows for more accurate planning, risk mitigation, and adaptability.

From an engineering perspective, modular systems, like those designed by Dynamic Conveyor, an industry leader in conveyor technology, are built on standardized, interchangeable modules. This allows engineers to quickly reconfigure layouts, add incline or decline sections, or adapt to new equipment heights by simply inserting or removing specific modules-without

the need for custom fabrication or extended downtime. For example, if a production process changes from handling flat items to taller products, engineers can swap in taller flights or switch to a different belt surface to maintain throughput and product integrity.

Scalability is particularly valuable for operations navigating fluctuating order volumes or evolving workflows. A facility can quickly add modules to accommodate peak season demand, or reconfigure existing lines to support new products-without the disruption and expense of a complete system overhaul or replacement. This flexibility ensures that conveyor investments remain aligned with actual business needs, reducing the risk of over- or under-spending on automation infrastructure.

Maintenance costs also tend to be lower with modular systems. Standardized, off-the-shelf components can be quickly replaced, minimizing downtime and simplifying spare parts





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management. Many modular designs are engineered for tool-less maintenance, allowing plant staff to perform repairs or adjustments without specialized training or lengthy shutdowns. For engineers and maintenance teams, this means less time troubleshooting and more time focused on optimizing production.

Energy efficiency further enhances long-term ROI. Modern modular conveyors often feature variable-speed drives and high-efficiency motors, which help reduce energy consumption and operating costs over the system's lifecycle. And because modular systems can be reconfigured or expanded without replacing the entire line, the total cost of ownership remains lower, even as production requirements change.

For manufacturers evaluating these investments, seeking companies with decades of experience offers a useful benchmark. For more than

30 years, Dynamic Conveyor has helped companies in sectors from plastics to food processing realize rapid ROI by scaling systems as their needs evolve. In one case, a global packaging company saved approximately \$50,000 by reconfiguring existing Dynamic Conveyor modules to accommodate new product sizes, eliminating the need for a new system purchase. Other clients have reported payback periods as short as 12 months, citing labor savings, reduced downtime, and the ability to adapt quickly to market shifts as key drivers of value.

For businesses looking to optimize capital allocation and future-proof their operations, modular conveyor systems offer a compelling blend of cost-effectiveness, operational agility, and sustainable value. When exploring how to justify ROI for a new or expanded conveyor system, engaging with an experienced provider early in the process can help identify the most strategic path forward.

### Food & Beverage: Meeting Sanitation and Compliance with Modular Flexibility

In food production, flexibility must be matched by uncompromising standards for sanitation and compliance. Modular conveyors designed for this sector, such as Dynamic Conveyor's DynaClean® line, are engineered with food safety and rapid changeovers in mind. These systems feature tool-less disassembly, quick-change belts, and washdown-safe, non-absorbent materials that allow for thorough cleaning and sanitation in minutes—helping processors meet strict FDA, USDA, NSF, and BISSC requirements.

A key advantage is the ability to adapt layouts as seasonal product lines or regulatory requirements change, without major capital investment or extended downtime. Processors can swap belt types for different products or add hoppers and chutes to prevent cross-contamination. Features like corrosion-resistant sidewalls and stainless steel legs minimize bacterial harborage and streamline sanitation.

A modular approach also supports rapid response to recalls or allergen-control events, as conveyors can be disassembled, sanitized, and reconfigured by plant staff—maximizing uptime and minimizing risk. Accessories such as metal detectors and vision systems can be integrated to automate quality checks, while adjustable legs and multiple conveyor configurations (flat, Z, vertical, radius) optimize floor space and adapt to evolving plant layouts.

Processors have reported measurable improvements in both efficiency and ROI. For example, food packaging lines using modular systems have reduced cleaning and changeover times from hours to minutes,

*DynaClean Vertical Z Conveyor*



supporting high-throughput operations while maintaining strict compliance. Dynamic Conveyor's engineering team works closely with food manufacturers to tailor solutions for each application, from initial concept through installation and ongoing support-ensuring that every system is optimized for both today's needs and tomorrow's challenges.

### The Road Ahead: Enabling the Next Generation of Manufacturing Agility

As manufacturing continues its rapid evolution, the demand for greater flexibility, efficiency, and resilience is only accelerating. The convergence of automation, digitalization, and data-driven decision-making is reshaping how factories operate and compete. Modular conveyor systems are poised to play a pivotal role in this transformation, serving as the backbone of agile production environments that can adapt to shifting markets, emerging technologies, and evolving regulatory landscapes.

The next wave of innovation will see conveyors move beyond their traditional role as material movers. IoT-enabled controls, real-time performance monitoring, and seamless integration with robotics and smart factory systems will empower manufacturers to optimize processes, anticipate maintenance needs, and respond instantly to new opportunities or disruptions. As artificial intelligence and advanced analytics become more accessible, conveyors will increasingly provide actionable insights-helping teams improve quality, reduce waste, and maximize throughput.

For operations leaders, the priority is clear: invest in infrastructure that is not only robust and reliable, but also inherently adaptable.

Modular systems, especially those designed for easy reconfiguration, integration, and compliance, offer a strategic advantage that extends far beyond initial cost savings. They enable companies to scale, pivot, and innovate without the friction and downtime of traditional fixed systems.

Providers with a proven track record in modular technology and engineering support, such as Dynamic Conveyor, are helping manufacturers across industries realize these benefits in real-world applications. By leveraging modularity, automation, and data integration, organizations can build production environments that are ready for whatever comes next-whether it's a new product launch,

a regulatory shift, or the next leap in smart manufacturing.

In this new era, the manufacturers who thrive will be those who prioritize adaptability and continuous improvement. Modular conveyor systems are more than a response to today's challenges - they are a foundation for tomorrow's opportunities.

#### About the author:

\* Marcie Palmer, Marketing Manager at Dynamic Conveyor

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# Packaging Trends 2026: How Spectalpack and AAHAR are Powering the Next Phase of Food Brand Growth

Every year, AAHAR – The International Food & Hospitality Fair serves as more than just a marketplace – it is a strategic barometer for the Indian food ecosystem. In 2026, AAHAR stands at the intersection of innovation, expansion, and brand differentiation, demonstrating that packaging is no longer a background function, but a core driver of growth for food brands.

In an era where consumers are increasingly driven by convenience, sustainability, and aesthetic appeal, packaging has become a competitive advantage.

## Market Statistics: Packaging's Rapid Growth in 2026

The numbers tell a compelling story:

- India's flexible packaging market is projected to grow at a **CAGR of ~8–10% through 2027**, outpacing many traditional formats.
- Overall food packaging value in India is expected to exceed **USD 40 billion by 2026**, fuelled by rapid urbanization, modern retail expansion, and e-commerce demand.
- Product launches with premium packaging witnessed a **35% higher first-quarter sales lift** compared to standard packaging formats across major retail channels.

These figures reflect a fundamental mindset shift – packaging has graduated from cost center to strategic growth lever.

These statistics underscore a powerful trend: packaging is no longer an afterthought – it is an investment that delivers tangible business impact.

Digital print, shorter run lengths, and smarter production planning are helping brands keep pace with trends instead of lagging behind them.



## 1. Speed to Market Is the New Competitive Advantage

One of the clearest signals from AAHAR halls this year is the demand for agility. Emerging food brands are less willing to accept long lead times for packaging production. Seasonal SKUs, festive editions, export variants and D2C pack formats demand shorter run lengths and faster approvals.

Digital printing, standardised substrates, and quicker prototyping processes are helping companies reduce concept-to-shelf cycles from months to weeks. For dynamic brands, this speed is a key differentiator – enabling them to respond rapidly to consumer trends without overstocking.

## 2. Premiumisation at Every Price Point

A walk through AAHAR reveals that premiumisation is no longer confined to high-end products. Consumers today associate packaging quality with product authenticity and trust. Visual elements like metallic accents, soft-touch finishes, and high-definition graphics no longer signal luxury alone – they influence first purchases in mainstream segments as well.

In categories such as ready-to-eat, snacks, spices, and functional foods, packaging quality now directly correlates with shelf influence and repeat sales. Consistency in print quality, colour accuracy, and seal integrity is becoming non-negotiable.

## 3. Sustainability Moves from Buzzword to Benchmark

Sustainability isn't a tagline – it is now a requirement that unlocks access to modern channels.

Retailers and exporters at AAHAR not only asked about recyclability – they evaluated mono-material structures, downgauging opportunities, and end-of-life alignment with recycling systems.

The challenge – and opportunity – is clear: reduce material footprint while preserving barrier performance and visual appeal.

Brands that proactively adopt recyclable or downgauged solutions are gaining preference in organized retail and export markets.

## 4. Smaller Batches, Wider SKU Portfolios

Another dominant theme visible at AAHAR is SKU proliferation. Today's brands are launching multiple flavours, formats and weights to cater to diverse channels – from supermarkets to express delivery platforms.

Flexible packaging must be capable of:

- Low minimum order quantities (MOQs)
- Frequent artwork revisions
- Multi-size runs
- Rapid repetition cycles

This new reality is pushing converters and suppliers to adopt smarter workflows that keep costs predictable even at smaller scales.

## 5. Packaging as a Strategic Growth Lever

Perhaps the most defining evolution is mindset. Organizations no longer treat packaging as operational cost – they view it as a growth catalyst.

At AAHAR 2026, conversations shifted from compliance and cost

management to brand **identity, consumer engagement, and channel strategy.**

Packaging decisions now influence:

- First impression and brand recall
- Online unboxing experience
- Logistics and shelf life performance
- Channel-specific presentation (modern retail vs. wholesaler vs. D2C)



## AAHAR – Where Strategy Meets Scale

AAHAR doesn't simply showcase products. It serves as a **convergence point for insights, partnerships, and future-ready solutions.**

For food brands navigating 2026 and beyond, packaging is no longer a supporting act – it is the lead performer. Those who embrace speed, premiumisation, circularity, and agility will redefine growth trajectories.

And for partners like Spectalpack, the mission remains clear: empower brands with packaging that works as hard as their vision.

For further information:  
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# Coperion: Precision Processing for Modern Foods

*In conversation with Anand Jaiswal, Regional Sales Manager, discover how Coperion's advanced extrusion technologies enable efficient, sustainable production of plant-based foods and innovative snacks.*

## INTERVIEW

**Q** COPERION'S GLOBAL FOOTPRINT SPANS POLYMERS, CHEMICALS AND ALSO FOOD, HEALTH & NUTRITION TECHNOLOGIES. HOW DOES COPERION BALANCE INNOVATION ACROSS SUCH DIVERSE SECTORS, AND WHAT UNIQUE VALUE DOES THIS BRING TO F&B MANUFACTURERS TODAY?

**A:** Coperion drives innovation across food, health and nutrition as well as performance materials markets such as polymers and chemicals by leveraging a shared foundation of core processing technologies, engineering expertise, and deep application knowledge. While each sector develops solutions tailored to its specific regulatory and material requirements, the company encourages knowledge transfer across industries in areas like extrusion, mixing, ingredient automation, digitalization, and hygienic design. This cross-industry approach allows proven advancements in continuous processing,



material handling, and automation to be adapted for food production, while food-sector innovations in hygiene, cleanability, and safety further strengthen engineering standards across the organization.

For food and beverage manufacturers, Coperion offers fully integrated processing solutions through its Food, Health & Nutrition Division—covering everything from raw material handling and ingredient automation to mixing, extrusion, depositing, baking, coating, and finishing. This single-source capability simplifies project execution and speeds up the scale-up of new product concepts. Drawing on expertise from multiple industries, the company helps producers develop flexible, future-ready production lines capable of supporting emerging trends such as alternative proteins, functional foods, pet nutrition, and premium snacks, while ensuring consistent quality, efficiency, and long-term operational reliability.

**Q WITH INCREASING DEMAND FOR PLANT-BASED PROTEINS, MEAT ANALOGUES AND HEALTHIER SNACKS, HOW ARE COPERION'S EXTRUSION AND PROCESSING TECHNOLOGIES HELPING FOOD COMPANIES IMPROVE TEXTURE, TASTE AND NUTRITIONAL PROFILES?**

**A:** As consumers worldwide shift toward plant-based diets, meat alternatives, and healthier snack options, food producers face growing pressure to deliver products that are not only nutritious but also appealing in taste, texture, and appearance. As a leader in advanced extrusion and processing technologies, Coperion supports this shift by enabling manufacturers to develop innovative plant-based foods and healthy snacks with greater efficiency and precision. Designed with hygienic principles at their core, Coperion's extrusion systems help companies comply with stringent food safety standards while ensuring easy cleaning and minimizing contamination risks—particularly important when processing sensitive ingredients such as plant proteins, pulses, and functional nutritional additives.

At the same time, Coperion technologies allow manufacturers to create complex, multi-textured products through advanced die configurations capable of producing layered, filled, and multi-component snacks. Their extruders also offer the flexibility for real-time ingredient addition, enabling the seamless incorporation of grains, pulses, vitamins, and minerals to enhance nutritional value. Multi-color co-extrusion technologies—including the Baker Perkins Spectrum Colour Change System—enable continuous flavor and color injection, allowing producers to create visually striking snacks with layered flavor profiles. Combined with advanced laminating, shaping, and die design capabilities, these systems support the development of intricate 3D snack structures and



varied textures, from playful shapes for children to soft, easy-bite formats, helping brands differentiate in an increasingly competitive market.

**Q SUSTAINABILITY AND EFFICIENCY ARE KEY PRIORITIES IN THE F&B INDUSTRY. WHAT INNOVATIONS OR SERVICE ENHANCEMENTS IS COPERION INTRODUCING TO HELP FOOD MANUFACTURERS CUT ENERGY USE, REDUCE WASTE AND OPTIMIZE OVERALL PROCESS SUSTAINABILITY?**

**A:** In the food and beverage industry, improving efficiency while reducing environmental impact has become a key priority. Manufacturers are increasingly seeking technologies that lower energy consumption, minimize waste, and support more sustainable production. Coperion addresses these needs through innovative extrusion designs and strategic service solutions that help food producers optimize operations while meeting environmental and economic goals. Leveraging advanced metallurgical expertise, the company has developed smaller extruders capable of operating at higher screw speeds, maintaining the same throughput as larger machines while reducing equipment size, energy use, and overall resource requirements. At the same time, advanced barrel designs improve heat transfer during heating and cooling, enabling better thermal management, lower energy consumption, and greater process control.

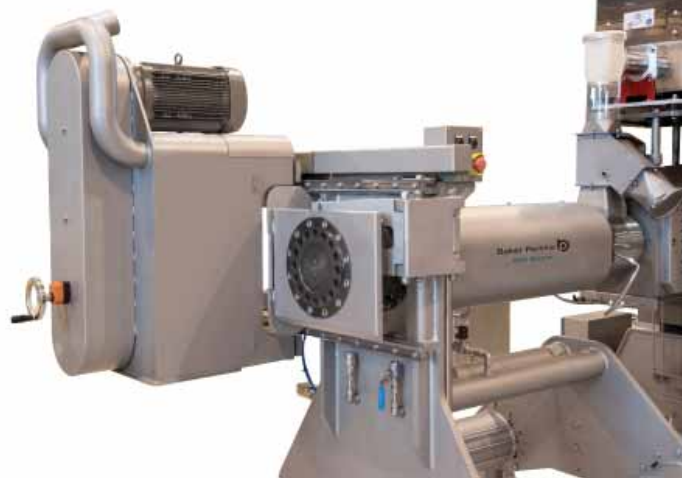
Beyond equipment efficiency, Coperion also supports sustainable production through flexible extrusion technologies capable of utilizing alternative raw materials such as spent grain, cassava, and pulses.

This adaptability enables manufacturers to upcycle by-products and maximize raw material utilization, helping reduce waste and support circular production models. The company further assists producers with tailored production strategies based on product portfolios—whether through larger single extruders with rapid changeover capabilities or multiple smaller systems designed to handle varied product runs. These customized extrusion solutions optimize capacity, reduce downtime during transitions, and create compact, efficient production lines that require less floor space while lowering energy costs associated with facility infrastructure.

**Q** DIGITALIZATION AND INDUSTRY 4.0 ARE TRANSFORMING MANUFACTURING ACROSS SECTORS. HOW IS COPERION LEVERAGING DATA, AUTOMATION AND SMART SYSTEMS (E.G., DIGITAL MONITORING, CONTROL SYSTEMS) TO SUPPORT REAL-TIME OPTIMISATION FOR FOOD PROCESSING PLANTS?

**A:** Modern extrusion technology has evolved significantly over the past 5–10 years, delivering substantial improvements in throughput and efficiency. Today's extruders feature advanced control systems providing detailed information and enabling close monitoring of operations. With better control systems and data analysis capabilities, manufacturers can gain a comprehensive understanding of their processes. When issues affecting product quality arise, manufacturers can more quickly identify the root cause and resolve problems effectively.

Through tools like Coperion's secure digital service platform, manufacturers can view performance parameters of their entire system in real-time. Such platforms help reduce downtimes, evaluate overall equipment efficiency, and facilitate proactive maintenance. These digital tools enable continuous process optimization, improve operational reliability, and contribute to more consistent product quality, ultimately supporting a leaner, smarter manufacturing environment.



**Q** LOOKING AT THE INDIAN AND WIDER ASIA-PACIFIC FOOD LANDSCAPE, WHAT OPPORTUNITIES AND CHALLENGES DO YOU SEE FOR ADOPTING ADVANCED PROCESS TECHNOLOGIES LIKE EXTRUSION, FEEDING AND BULK HANDLING, AND HOW IS COPERION TAILORING ITS APPROACH TO LOCAL MARKET NEEDS?

**A:** India and the Asia Pacific region represent significant growth opportunities for advanced food processing technologies, driven by rising demand for convenient, high quality, and innovative products across bakery and baked goods, cereals, confectionery, snacks, extruded foods, high moisture meat analogues, pet food, and pet treats.

Regional manufacturers can leverage integrated solutions to scale production, ensure consistent quality, and efficiently introduce new product formats - from raw ingredients to finished products. The growing consumer preference for innovative, healthy, and convenient foods further accelerates adoption.

Market-specific factors such as diverse regulatory environments, varying infrastructure standards, and labor costs can complicate technology implementation and operational standardization. Through our Food, Health & Nutrition division, Coperion offers fully integrated, end-to-end solutions by combining the expertise of its legacy brands such as Baker Perkins, Bakon, DIOSNA, Gabler Engineering, Kemutec, K-Tron, Peerless, Shaffer, Shick Esteve, Unifiller, and VMI. This comprehensive portfolio enables regional manufacturers to scale production efficiently, ensure high and consistent product quality, and streamline the transition to new formats - covering everything from ingredient handling and mixing to forming, baking, extrusion, decorating, cutting, and finishing. Coperion offers process technologies that deliver complete systems from a single source.

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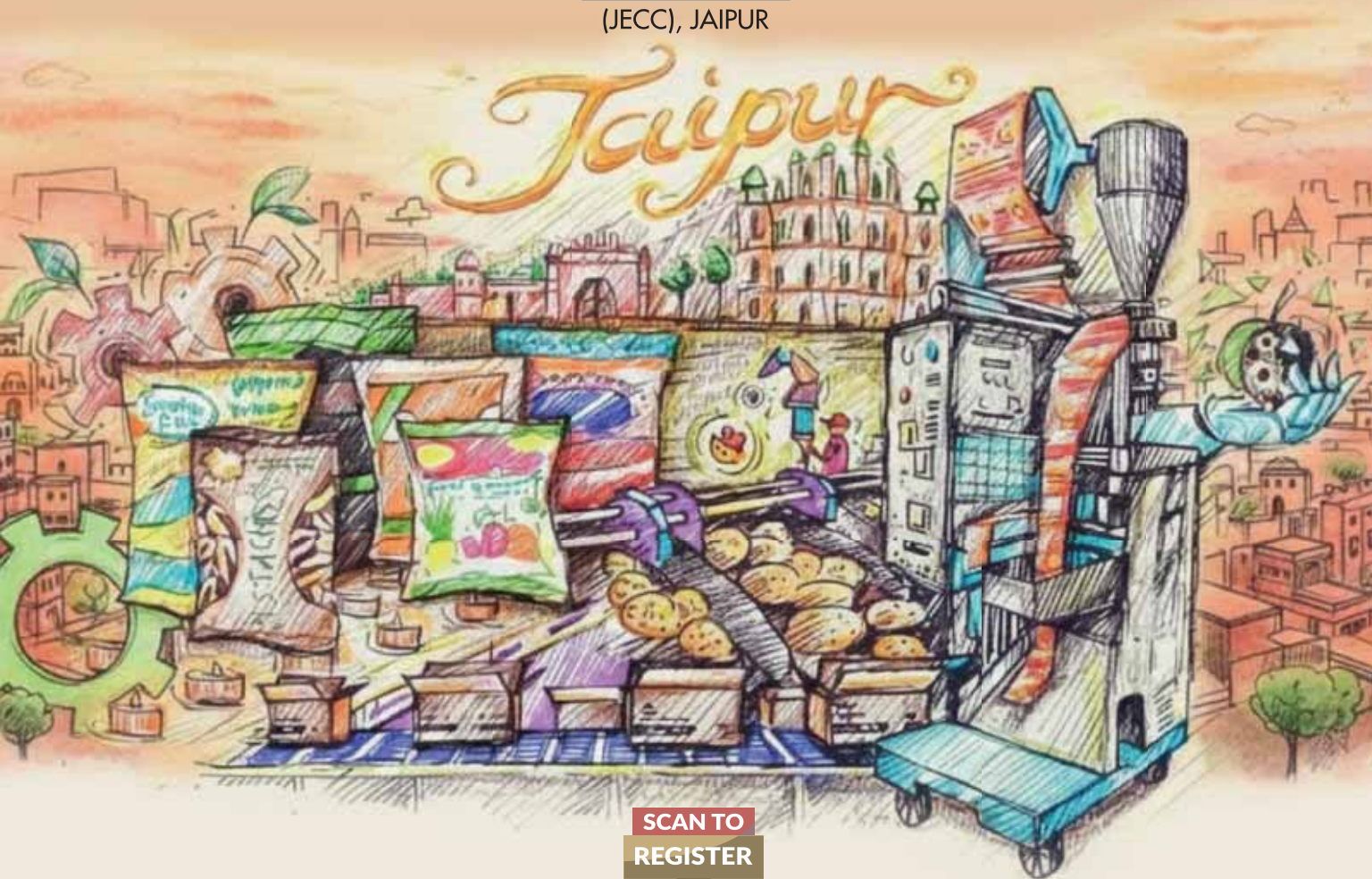
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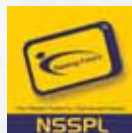


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1.		10-14 March 2026	Bharat Mandapam, New Delhi
2.		22-24 April 2026	Bharat Mandapam, New Delhi
3.		24-27 June 2026	Taiwan, TaiNEX1
4.		01-03 July 2026	Codissia, Coimbatore, India
5.		26-28 August 2026	Bombay Exhibition Centre
6.		26-28 August 2026	Bombay Exhibition Centre
7.		10-12 September 2026	HALL NO. 1, 2 & 3, CHENNAI TRADE CENTER, Nandmbakkam, Chennai
8.		25-26 September 2026	Bharat Mandapam, New Delhi
9.		29 Sept-01 Oct 2026	Bombay Exhibition Centre
10.		29 Sept-01 Oct 2026	Bombay Exhibition Centre
11.		20-22 December 2026	Yahobhoomi, IICE, New Delhi

**NOTE:** Key numbers at the end of articles can be used as references for reader requests

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