**PM development with existing reknowned vendor in terms of Innovation to packaging**

1. Ink vendor has suggested to apply transparent OPV (Over Print Varnish) on the surface printed material of Keefe flow wrap which protects the printing inks from peel off also it increases the glossy ness of material.
2. M/s. Avery Denison representative has suggested to use SMP2239N Fasson label stock for Softsens Powder cap label which has a good removable adhesive & gloss.
3. Initially Oriflame NFM soap 100gm laminate structure was selected as 20mic Metalised BOPP/25mic BOPP but during trial it was found that Coding not retained on the surface also sealing not properly done ,trial failed . Vendor has suggested to go with 18mic Matt Bopp to 40 mic PE white,Using the laminate commercial production taken.
4. For the Softsens Oil Instead of paper label vendor has suggested to use Clear on clear front & back label which is new in VVF .
5. Vendor has prepared the Jungle book pack using 2mm Mill board laminated with 170art paper & 10mic matt bopp lamination, raised UV printing. Innovative pack in VVF.
6. Softsens soap glued carton : vendor has changed the glue area to perforated 1:1 for better joint. Initially jointing area was confined by dropping of glue only which resulted bad joints of carton flap.