

At drupa, Cosmo First to showcase, network and update

For Cosmo First, drupa is a platform to meet new customers, reconnect with old ones, present its innovations in the printing and packaging industry and gain market insights. In the post-Covid era, global markets have undergone drastic changes, mainly due to shifts in customer behavior and drupa will help the company rekindle old relationships and update itself. "We are keen to leverage this platform to the fullest," said Pankaj Poddar, group CEO, Cosmo First.

Drupa 2024 will be held from 28 May to 7 June 2024 in Düsseldorf, Germany. Cosmo First plans to showcase its thermal lamination films (TLF), Cosmo synthetic paper (CSP), and Cosmo sunshield films. In TLF, the company recently launched a complete film range that includes printable polyester metalized thermal lamination films, holography films, ID lamination, balloon films, laminating pouch films, and digital lamination. Sunshield is a premium window film designed for heat control, safety, UV ray protection, privacy, and aesthetics — suitable for both architectural and automotive applications.

Cosmo synthetic paper is an alternative to traditional paper in applications where durability and longevity are desired, such as commercial printing, tags and labels, retail and packaging, identification and credentials, and outdoor applications.

Poddar said, "We have a diverse range of synthetic papers in rolls and sheets for different types of print media (more than nine types) for specific converting applications. These are used in tags, promotional labels, menu cards, certificates, visiting cards, ration cards, external/internal advertising, point-of-purchase promotions, pamphlets, brochures, variable printing, and several other types of printing. We have a range available for both wide and narrow formats, which are used in several types of industries and commercial printing segments."

The company looks to appoint distributors for all three product ranges in places where it doesn't have partners. drupa provides opportunities to network, meet existing customers, and showcase new products. Poddar adds, "We plan to meet our international clients at the event and present to them our recent innovations."

This is not the first time at drupa for the company. "The drupa experience was remarkable, and it provided us with invaluable opportunities for networking, learning, and showcasing our products and services. The event brought together industry experts, innovators, and decision-makers from around the world, allowing us to connect with potential clients, collaborators, and suppliers."

According to Poddar, drupa provides an opportunity to gain valuable insights into market trends. As a leading manufacturer of specialty films, Cosmo Films sees great value in participating in the fair. "We eagerly anticipate presenting our latest innovations, engaging with new and established partners, and augmenting our international market footprint," he said. ■

— Aayush Pandey



Pankaj Poddar, group CEO, Cosmo First



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