

## INTERVIEW: Mauriflex Ltd



is a flexo graphic printing company that produces films, wrappers, sachets, daypacks and paper bags. Situated at La Tour Koenig -Pointe-aux-Sables, the company exports mostly the **Indian Ocean Rim Markets (IOR)** and **COMESA/SADC** regions including Madagascar, Reunion, South Africa, Mozambique, Kenya.

**Mauriflex Ltd** was established in 2012 and presently employs 50 people. Its sales turnover amount to Rs 105 million in 2016 as compared to Rs 40 million in 2014; a net growth of 162.5%. To have a better insight on the success of **Mauriflex Ltd**, we got the privilege to interview the **Director, Mr. Anup Chaturvedi**.



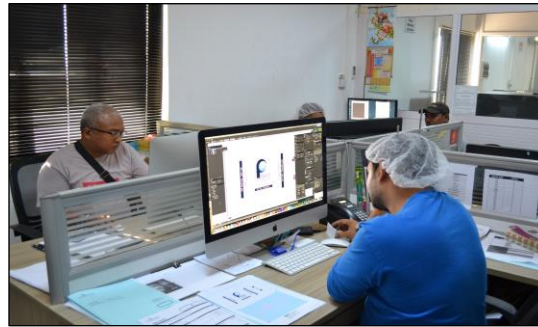
## MORE ON MAURIFLEX LTD

**Mauriflex Ltd** is a foreign-owned packaging company locally incorporated in 2012. The main operation is situated in the State Land Development Corporation's Industrial Zone at La Tour Koenig. **Mauriflex Ltd** has a production area of approximately 5000 m<sup>2</sup>.



Production has started since 2013. The Company's main products are surface/ reverse printed wrappers, laminates, self-adhesive/ wrap around labels shrink sleeves etc. **Mauriflex Ltd** has its own in-house prepress & plate making sections which have enable a fast growth rate. It operates as a one-stop shop for all retail/ corporate packaging needs. Among the 50-people employed, 11 are expatriates contributing with their knowhow and industry expertise.

**Mauriflex Ltd** has been producing for the local market and has also started exportation in the region. Currently the company has expanded exportation to new markets including South Africa and has opened a sales office there. In view to further expand its market share, other countries like Mozambique is being considered.



### What have been the motivations for investing in Mauritius?

Attractive fiscal incentives prevailing in the country are very conducive to investment. The treaties (SADC, COMESA, IOC etc.) to which Mauritius is a signatory member are very advantageous for conducting export business towards the regions and the Indian Ocean Rim countries.



## What are the specificities of your products / services?

We do tailor-made products based on our customers' requirements. They provide us the design and we bring it to execution. If the client is not familiar about packaging, we accompany and guide them through the process of designing and developing the proper packaging.

Furthermore, we are certified **BRC (British Retail Consortium)** packaging and **Intertek** (Total Quality Assurance), **Mauriflex** usually makes products as per clients' specifications and often advise on design and technical specifics of products.



We want to further develop our export business. As on today our biggest export share is Madagascar market. We have our own sister company there, equipped with various finishing lines to handle the laborious finishing work at cheaper cost. Recently we have started to provide basic training on packaging product to our major/ regular customers. This was very well appreciated by our entire customer. The purpose of this training is to select right packaging solution for their product at a most reasonable cost. The idea to make them aware on packaging innovations is also getting good response. This not only helped to generate trust but also open the door to work as partners with customers. We are working on a backward integration plan to make our products more competitive.

## What is your target market?

We mainly target industrial food packaging companies in Mauritius, over the region and Africa.



## What efforts are you putting into pushing your brand?

Brand equity of our company is important; our company's name is associated with quality product and great service. In addition, we target to differentiate ourselves by accompanying the clients from a simple idea to execution of the final packaging on the selling outlets' shelves. We are the only company in the region providing full-fledged design/ development section, which helps to amend/ modify/ develop customer's new job in an extremely short time line.

## What is the company's market development strategy?

The company is targeting to maintain 35% growth rate in overall sales for next three financial years. To achieve this, **Mauriflex Ltd** is aiming to enter into the new emerging markets like **Mozambique and Ethiopia** amongst others. The company also intends to become more aggressive in the existing markets like **Kenya and South Africa** by recruiting a professional commercial team to provide the techno commercial support to the customers.

## What are the main challenges facing MAURIFLEX LTD?

The main challenge is trying to dominate the market while being surrounded by water. All our suppliers must ship their products to us and we need to ship to most of our customers. Hence, we need a good planning of our supply chain to meet deadlines and often we are at the mercy of ship routes and its unpredicted happenings.

## Have you conducted any customer satisfaction surveys to gauge the level of acceptance of your products?

Yes, we conduct Customer Satisfaction Surveys constantly to gauge the satisfaction levels and to find ways of improving ourselves.



## What are your future development plans?

The backward integration with Ink Kitchen and the 5/7 Layer extruder. Production of In mould labelling, gravure press with combi.

We are planning to have a 5/7 blown film extruder machine to have bulk production.



## Where do you see your Company in the next ten years?

The company will be a pioneer manufacturing of any kind of packaging solutions with very specific/technical material like retort grade fish pouches, In mould labelling and band role for yoghurt cups etc. We will try our best to be the number one and remain the leading flexo & packaging company in view to cater for any kind of packaging solutions in the region.



## How has Enterprise Mauritius been helpful to your Business?

Enterprise Mauritius has been instrumental in helping us build a solid address in the region especially in Madagascar which is today our main export market. We are also thankful to Enterprise Mauritius for giving us the opportunities to participate in international trade fairs in the region; this has helped us in creating awareness of our products.

