

Alternicqs Partners with Pulpex to Bring Pulp Fibre Bottles to India

07 October 2026 | News

New capability expands Alternicqs one-stop packaging solutions platform across formats and materials, with applications across FMCG segments



Alternicqs Limited, India's largest rigid plastic packaging manufacturer, is redefining its capability from design to delivery, expanding its packaging solutions portfolio with the addition of advanced pulp fibre bottle technology. Through an exclusive partnership with UK-based Pulpex, Alternicq will bring Pulpex's path-breaking pulp fibre bottle technology to India, adding a new sustainable material capability to its existing rigid-plastic packaging platform.

The development is part of Alternicqs ongoing transformation from a scale-led packaging supplier to a global one-stop solutions partner, providing solutions from design to delivery, across formats, materials and geographies. The addition of pulp fibre bottle technology is another step in this journey and will enable the company to expand its product portfolio into sustainable solutions, offering its customers a wider range of formats and materials while continuing to focus on innovation, design-to-delivery and deeper customer engagement.

Alternicqs transformation rests on two pillars: First, the company is investing in a go-to-market capability built to serve customers more deeply — across categories, channels and markets — offering one-stop integrated solutions rather than individual products. Second, it is actively pursuing technology partnerships worldwide to ensure that its customers in India and beyond have access to the best available technology, whether in materials, formats, recycling or supply chain.

Pulp Fibre bottles are food-grade and extend Alternicqs capability platform into a renewable format. Pulpex bottles are made from sustainably sourced wood pulp and are designed to be recycled through normal household paper and card streams. Its bottles use a sprayed-on inner barrier coating and do not need to be separated from the bottle for recycling. The platform is engineered for compatibility with existing filling infrastructure and offers direct-to-shape decoration for applications across FMCG categories.

Speaking on the development, Thimmaiah NP, Managing Director & Chief Executive Officer, Alernicq said, We are building a one-stop packaging solutions business of global scale, investing in how we go to market, strengthening our capabilities from design to delivery, and partnering with the world's leading technology innovators to bring the best solutions to our customers. Our ambition is simple: to provide every format, every material and every solution a customer needs, under one roof. By integrating innovative, sustainable materials and advanced packaging technologies into our rigid plastic packaging portfolio, we are expanding our capabilities to meet evolving customer needs across FMCG segments. Our partnership with Pulpex marks a significant step in this journey, bringing sustainable pulp fibre bottle technology to India and expanding the possibilities of what packaging can be.

Alernicq has signed an exclusive agreement with Pulpex to bring its path-breaking pulp fibre bottle technology to India. Under the agreement, both parties will jointly assess the market opportunity for Pulpex fibre bottles across the territory, evaluating customer demand, priority categories, product and regulatory requirements, and defining the site and equipment requirements for local manufacturing. The partnership combines Pulpex's innovative fibre bottle technology with Alernicq's manufacturing footprint, customer relationships and capabilities to develop sustainable packaging solutions for the Indian market.