

# Varna Packaging Celebrates 65+ Years of Innovation and Sustainability Leadership in Flexible Packaging Industry

Sri Lanka's Pioneer in Flexible Packaging Continues to Set Global Standards Through Experience-Driven Innovation and Sustainable Practices



**Ratmalana, Colombo Feb 18, 2026 ([IssueWire.com](https://www.issuewire.com))** - Varna Packaging, Sri Lanka's first and most trusted [flexible packaging company](#), marks over 65 years of excellence in delivering innovative, sustainable packaging solutions to global markets. Since its establishment in 1961, Varna has built an unparalleled reputation for quality, consistency, and reliability, serving leading brands across food, beverage, pharmaceutical, and personal care industries worldwide.

## A Legacy Built on Trust and Performance

For more than six decades, Varna Packaging has demonstrated that real progress takes time, and its strength lies in consistency. What began as a pioneering venture in 1961 has evolved into a globally recognized partner trusted by brands that demand nothing less than excellence. The company's commitment to thoughtful work and a strong sense of responsibility has resulted in packaging solutions that go beyond performance—they deliver protection, consistency, and credibility.

"Our 65-year journey reflects our unwavering commitment to quality and innovation," said a company spokesperson. "We've grown from Sri Lanka's first flexible packaging company to a partner trusted across global markets, and our way of working has remained consistent: steady improvement, close

attention to detail, and delivering work we stand confidently behind."

## **Innovation Driven by Experience and Market Insight**

Varna's approach to innovation is guided by decades of hands-on experience and deep understanding of evolving market needs. Rather than chasing trends, the company focuses on refining packaging solutions with purpose, adapting to changes with practical insights gained through 65+ years of industry leadership.

Each improvement is designed to help brands perform consistently, driving progress that supports long-term business growth and operational success. From advanced flexible films to specialized pouches, every format is created with precision, focusing on product protection, usability, and meeting rigorous global market expectations.

## **Comprehensive Flexible Packaging Solutions**

Varna's extensive product portfolio includes:

- **Stand-Up Pouches & Zipper Pouches:** Convenient, resealable packaging for modern consumers
- **Three-Side Seal & Center Seal Pouches:** Versatile solutions for diverse applications
- **Quad Seal & Pillow Pouches:** Premium presentation for high-value products
- **Spout Pouches & Sachets:** Innovative liquid and portion-controlled packaging
- **Wicketed Bags & Gusseted Bags:** High-performance industrial solutions
- **Specialized Films:** Custom-engineered for specific product requirements

## **Serving Industries That Depend on Quality**

Varna recognizes that every industry places unique demands on packaging. Meeting these requirements demands more than a one-size-fits-all approach. The company works with a clear understanding of how products are manufactured, handled, regulated, and used, ensuring packaging performs as expected in real operating conditions.

Across sectors including food and beverages, pharmaceuticals, personal care, and consumer goods, Varna's solutions are designed to protect what matters, run reliably, and remain consistent across repeat orders. This results in packaging that helps brands operate with fewer risks, fewer surprises, and greater confidence as they serve global markets.

## **Global Standards Through World-Class Certifications**

Varna Packaging's commitment to quality is validated through internationally recognized certifications, including:

- **ISO 9001:2015** – Quality Management Systems
- **FSSC 22000** – Food Safety System Certification
- **BRC Global Standard** – Brand Reputation through Compliance
- **Sedex Membership** – Ethical Supply Chain Practices

These certifications ensure that every product leaving Varna's facility meets the highest global standards for safety, quality, and ethical manufacturing.

## Sustainability at the Core

Environmental responsibility is integrated into every aspect of Varna's operations. The company's comprehensive sustainability initiatives include:

- **Lean Manufacturing:** Reducing waste through efficient production processes
- **Food-Safe Inks:** Prioritizing consumer safety and environmental health
- **Recyclable Packaging Development:** Creating solutions that support circular economy principles
- **Solar Power Transition:** Progressively converting operations to renewable energy sources

"Sustainability is not a destination but an ongoing journey," the company noted. "We continually review our processes and seek improvements that support both our business's long-term health and environmental stewardship. Our commitment extends beyond compliance—it's about making responsible choices that create lasting positive impact."

## Proven Performance: Numbers That Reflect Discipline

Varna's success is reflected in measurable outcomes that demonstrate operational excellence:

- **65+ years** of consistent industry leadership
- **Global reach** serving brands across multiple continents
- **On-time delivery** maintaining production schedules and client commitments
- **Zero-compromise quality** meeting and exceeding international standards
- **Continuous improvement** advancing sustainable practices year over year

These numbers aren't just statistics—they represent the discipline and care behind Varna's work, shaped by decades of consistent effort delivering reliable performance.

## A Partner for the Future

As Varna Packaging moves forward, the company remains committed to the principles that have guided it for over six decades: innovation grounded in experience, quality without compromise, and sustainable growth that benefits customers, communities, and the environment.

Brands seeking a packaging partner with proven reliability, global expertise, and forward-thinking sustainability practices will find in Varna a company whose actions speak louder than claims—proven by time, not promises.

## About Varna Packaging

Established in 1961, Varna Packaging is Sri Lanka's first and most experienced flexible packaging manufacturer. With over 65 years of expertise, the company provides innovative, sustainable packaging solutions to leading brands across food, beverage, pharmaceutical, and personal care industries worldwide. Varna's commitment to quality, innovation, and environmental responsibility has established it as a trusted partner in global markets, backed by internationally recognized certifications and a legacy of consistent excellence.

For more information, visit: [www.varnapackaging.com](http://www.varnapackaging.com)

**Media Contact**

Varna Packaging

\*\*\*\*\*@varnaltd.com

+94 777 883 444

No.15, Old Airport Road, Ratmalana 10390, Sri Lanka

Source : Varna Packaging

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