Laxmi Wafers N Cones

An Initiative of Laxmi Print & Packaging

Nature's Own – Sugar Rolled Crunchy Cones

Customized Aluminium Cone Sleeves

Future Ready - Food & Beverages

Intrinsically associated with a host of food and beverage conglomerates, the group made forays into the hospitality industry of restaurants and food chains in and around the capital city of India, New Delhi. And upon demand, both domestic and International, in 2018 they ventured into the baking business of ice cream cones, in the heartland of the green belt of Himachal, in Mehatpur, where a highly sophisticated automatic facility of manufacturing multi-layered, multi-colored aluminum foil paper cone sleeves was pre-established.

This latest addition to the family led to a large investment in state-of-the-art imported plant and machinery, quality testing equipment towards food safety, research facilities, and a panel of highly experienced professionals, that produce some of the finest, global standard, crunchy ice cream cones in the country.

Group Foundation

Founded in 1978 by Anil Sharma, Sharma Group of Industries, Headquartered in Faridabad, Haryana, India, with over 200 employees and 7 different business verticals. The Group has carved a veritable name within the category of well established and deeply anchored Business Houses in India.

Humble Beginnings - Printing

From humble beginnings of rotogravure printing over 30 years ago, the group ventured into varied and yet comprehensive printing activities of labels, aluminum caps, aluminum foil paper cone sleeves and mono cartons for a spectrum of leading Pharmaceutical, Liquor and FMCG companies and is today a name to reckon with within the printing fraternity.

Group Philosophy - Holistic, sustainable growth

The mantra of the group is etched in 'Excellence in Quality and On-time performance' and remains at the very core of all business activities that the group undertakes. In consequence, the focus is on continual improvement in management systems and technological advancement through strategic insights and R & D, towards a commitment of 'changing for the better' always and at any cost.

Being a large direct consumer from our farmlands, be it for the procurement of wheat, sugar, milk and varied other products, Laxmi Wafers N Cones is committed to lead from the front towards reducing carbon emissions, consumption of harmful pesticides and uplifting and educating our farmers and their families.

Furthermore, we adopt such good production practices resulting in reduction of pesticides, greenhouse gas emissions, plastic packaging etc. that will help reverse the negative impacts of Climate Change – one of the most significant global concerns of today!

Nature's Own – Crunchy Cones

With over 30 years of multifaceted global experience, Laxmi Wafers N Cones went into commercial production in 2018 to fulfill the market need of natural, superior quality, ice cream cones that are distinct by their 'Crunch & Taste'.

Laxmi Wafers N Cones is a new age organization that envisions *'a future of the past'* – all consumables being pure and natural, by supporting our planet and its people.

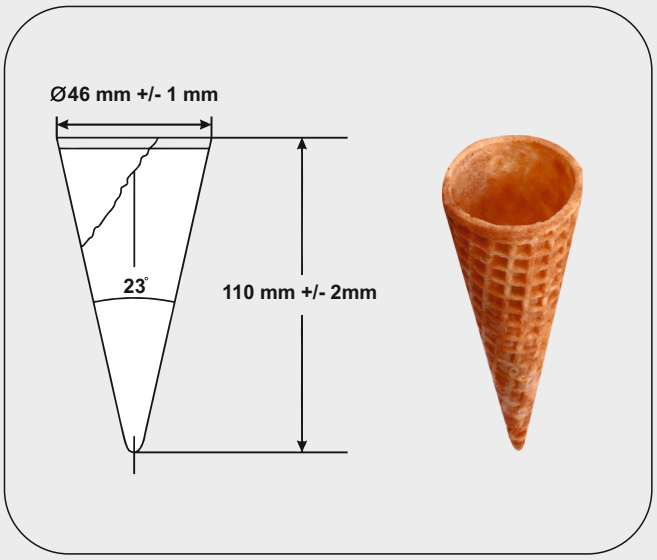
At Laxmi Wafers N Cones customers will experience the whiff of a new generation of a variety of sugar-rolled-crunchy-cones in multiple colors, tastes, sizes and customized sleeves that will appeal to today's demanding global consumers.

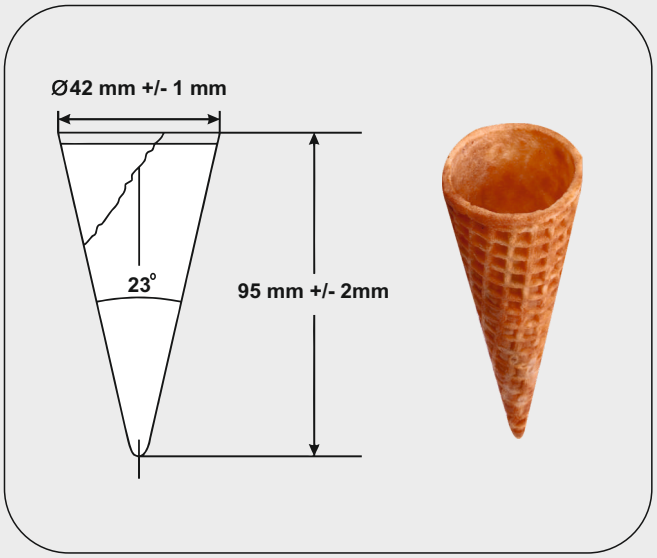
Located in the lap of the sub Himalayan rich green pastures of India in Mehatpur, Una, Himachal Pradesh, Laxmi Wafers N Cones has unique access to the freshest and finest natural ingredients - be it the flour that comes from the adjacent sun dried golden farms, pure sugar, or spring water infused with natural minerals that result in the baking of these delightful cones!

Furthermore, in its own humble way, Laxmi Wafers N Cones is being selective in its procurement of chemically infused agricultural produce, investing in research on natural alternative packaging materials, recycling of waste, guiding and supporting our eco-system towards a happier and healthier world.

With the latest, high speed advanced technology imported machines and a recipe to match, delightfully tasty and crunchy cones are baked with minimal moisture, added strength and an unusually long shelf life.

Adjoined with a fully automatic multi-colored, multi-layered, sleeve manufacturing plant aided by a customized design team, it together with a hi-tech Baking and Rolling Cone plant, auto assembles the most hygienic, untouched by hand, finished products of global standards.





STANDARD CRUNCHY CONES

This is the most popular global standard cone size that serves ice cream volumes varying from 100ml to 120ml. This popular cone size is largely used by branded ice cream manufacturers globally for serving ice cream in impulse packs. Just by changing the sleeve/jacket size, the ice cream volume can be varied. The cones are also available with or without sleeves/jacket as per customer requirement.

Height : 110 mm +/-2mm
Dia : 46 mm +/-1mm
Angle : 23°
Weight : 11 gm+/-1gm
Moisture : 2.5% maximum
Taste : Sweet & Crunch

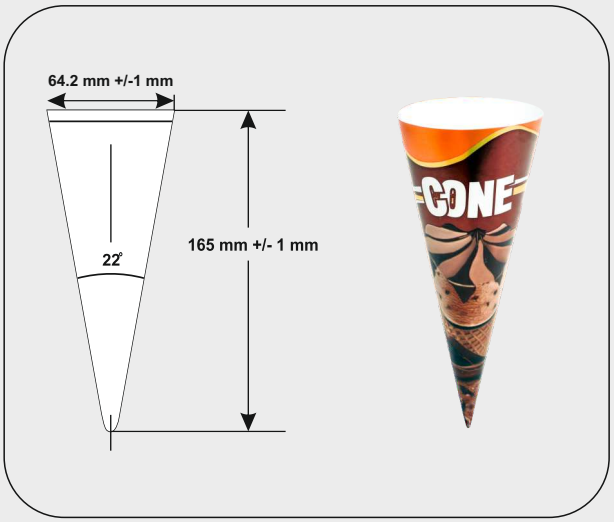
MINI CRUNCHY CONES

This mini cone serves ice cream volumes varying from 50 ml to 80 ml. Just by changing the size of the sleeve/jacket the ice cream volume can be varied. The cones are also available with or without sleeves/jackets as per customer requirement.

Height : 95 mm +/-2mm
Dia : 42 mm +/-1mm
Angle : 23°
Weight : 8 gm +/-1gm
Moisture : 2.5% maximum
Taste : Sweet & Crunch

Customized Sleeves / Jackets

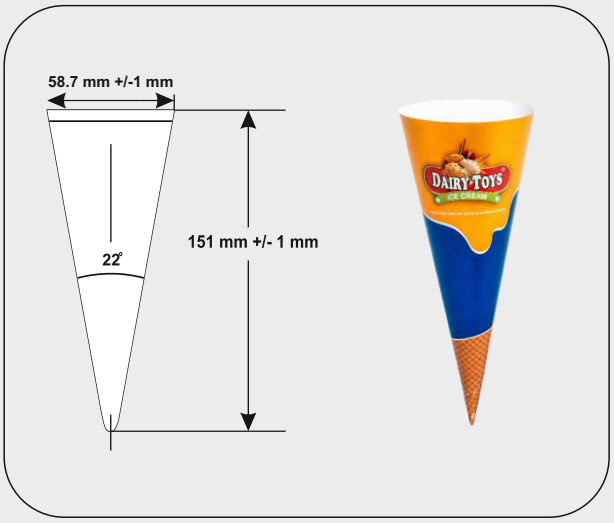
Cone sleeves or jackets provide for two major functionalities - 'Brand Appeal' and 'Cone Protection'. Towards fulfilling these requirements we have installed the most sophisticated, automatic imported machines that print dual to multilayered aluminum foil sleeves in up to 8 colors, in customized designs, as per individual customer needs. Each sleeve is moisture resistant in both, refrigerated and semi-refrigerated conditions.



JUMBO CONE SLEEVE (165 mm)

This sleeve can be used to serve ice-cream volumes varying from 100ml to 120ml. This popular sleeve size is largely used globally.

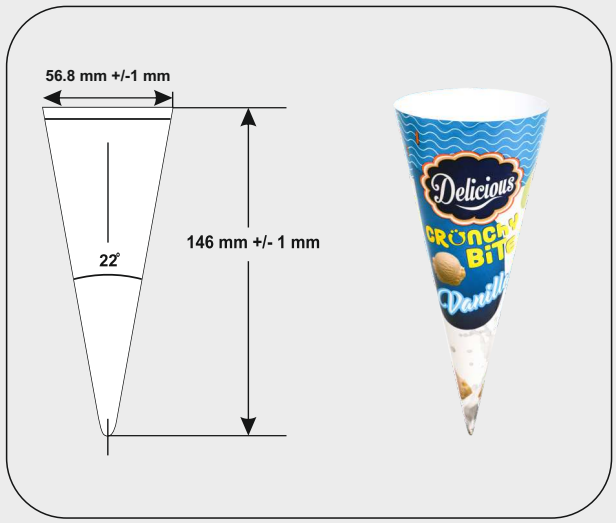
Height : 165 mm +/-1mm
Dia : 64.2 mm +/-1mm
Angle : 22°
Paper : 75-80 GSM
Foil : 6-7 Micron



STANDARD CONE SLEEVE (151 mm)

This sleeve can be used to serve ice cream volumes varying from 90ml to 100ml. This popular sleeve size is also largely used globally.

Height : 151 mm +/-1mm
Dia : 58.7 mm +/-1mm
Angle : 22°
Paper : 75-80 GSM
Foil : 6-7 Micron



MINI CONE SLEEVE (146 mm)

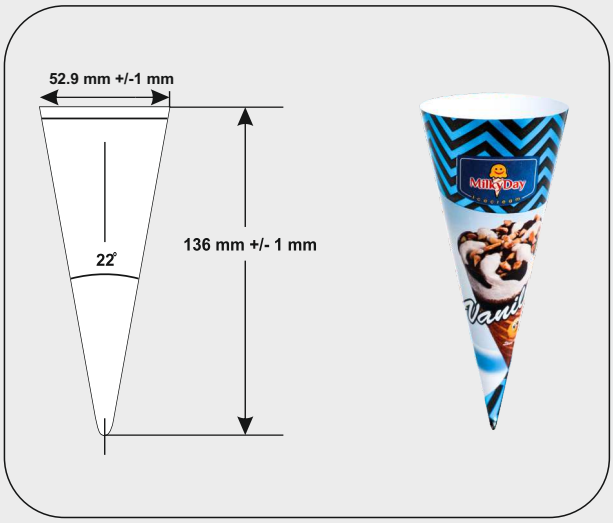
This mini sleeve can be used to serve ice-cream volumes varying from 60 ml to 80 ml. This sleeve size is largely used in India.

Height : 146 mm +/-1mm
Dia : 56.8 mm +/-1mm
Angle : 22°
Paper : 75-80 GSM
Foil : 6-7 Micron

Customized Sleeves / Jackets

These sleeves prevent cone damage in transit and storage, and enables the cone to retain its flavor and crunchiness over extended periods of time.

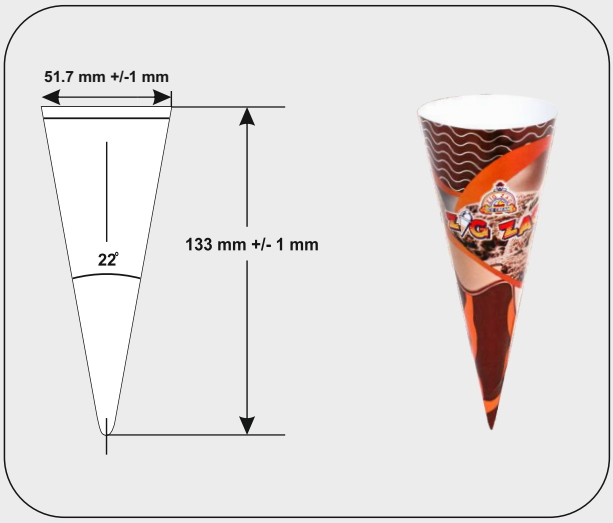
Printed in varied size requirements, each sleeve is finished with a protective food grade overcoat and conforms to global standard guidelines.



MICRO CONE SLEEVE (136 mm)

This micro sleeve can be used to serve ice-cream volumes varying from 50 ml to 60 ml. This sleeve size is also used in India.

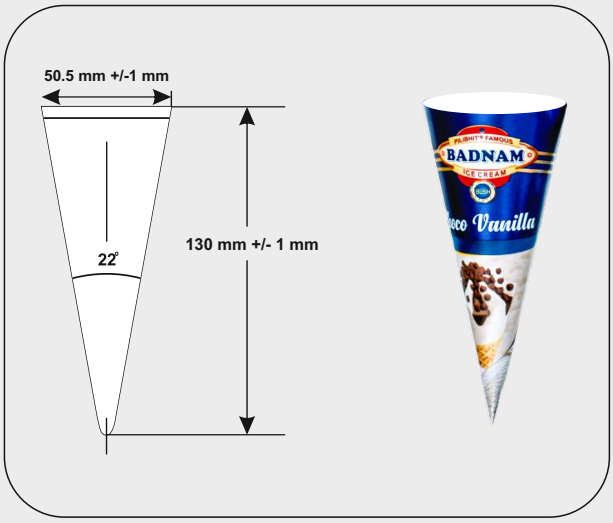
Height : 136 mm +/-1mm
Dia : 52.9 mm +/-1mm
Angle : 22°
Paper : 75-80 GSM
Foil : 6-7 Micron



MICRO MINI SLEEVE (133 mm)

This micro mini sleeve can be used to serve ice-cream volumes varying from 40 ml to 45 ml. This sleeve size is in huge demand in India.

Height : 133 mm +/-1mm
Dia : 51.7 mm +/-1mm
Angle : 22°
Paper : 75-80 GSM
Foil : 6-7 Micron



ULTRA MINI SLEEVE (130 mm)

This micro mini sleeve can be used to serve ice-cream volumes varying from 35 ml to 40 ml. This sleeve size is in huge demand in India.

Height : 130 mm +/- 1 mm
Dia : 50.5 mm +/- 1 mm
Angle : 22°
Paper : 75-80 GSM
Foil : 6-7 Micron

Quality Control & Food Safety Standards

The best of quality ingredients and technology would be futile unless supported by well-defined Quality Control or Quality Assurance, as we term it at Laxmi Wafers N Cones.

A stringent manufacturing process, aided by a team of professionals ensures the production of the most hygienic finished products that adhere to both Indian and global food safety standards.

Furthermore, Laxmi Wafers N Cones assures 'unmatched quality and on-time performance' at minimalist costs, thereby providing an unrivalled opportunity of success to our customers.

Food safe for human consumption is our focus and stringent quality procedures and control of critical points is our prime goal. Statistical Process Control Charting by highly experienced and quality conscious technicians and regular audits are our unique way to maintain quality of these crunchy cones.

To manufacture "safe to eat food" is our prime motto and is well accomplished by the following stringent quality measures:

- Committed to produce food in a hygienic manner by implementing Food Safety Management System based on the principles of HACCP.
- Produce food free from all hazards – Physical, Chemical & Microbiological by adopting safety measures at each processing step.
- Attain 100% food safety objectives through stringent implementation of FSMS.
- Specialized quality control tests ensure that each cone is uniform in strength, angle, and height, flat at the top and leak proof bottom-hole absence and other physical, chemical & microbiological parameters.
- We are certified by Food Safety Standard Authority of India **(FSSAI)**, HALAL by Halal India Pvt. Ltd. **(HALAL)** And also certified as pure vegetarian by **IVCA**.

Brand Design

Brand Designing is an art to transform the strong build and conceptual imagination into reality. Laxmi Wafers N Cones prides itself on its high-quality designers, who deliver only the best professional brand design services.

In fact, the client has a perfectly good idea of the market and market requirements. He is a much better designer than us. We only help in crystallising his ideas. We do give him suggestions but try to create with his idea always in focus.

Once all the required inputs are received from the client, our designer team starts client's brand designing process. Client's vision inspires our designers with new thinking by discovering what they really need. But before we come to actual designing, we conduct an in-depth meeting. This part of the process is the important part of the designing exercise. Here our group of designers and marketing and strategy experts try to crystallise your ideas in the end product. Once this is finalized, we present you different options of your idea.

After we finalize on ideas, we create mock-ups on how actual design will look like. Once the mock up is finalized, We proceed for the final printing process. Eventually no product is perfect but we try to create the best possible. Our relationship with our client is always a continuous and developing process. We try to be part of his efforts and business, for eventually, client's success is our success. As someone said, "A happy client is the best advertisement of our work".

!! You Dream it, we design it !!

Laxmi Wafers N Cones

An Initiative of Laxmi Print & Packaging

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