The Printed Shrink Idea Book

Your Inspiration for Sensational, Sustainable Makeovers

Clysar®

A Beautiful Difference

Making Over Multi-Pack Sustainability, Speed and Cost Savings

Before

Paperboard Tray, Film and Label

After

Printed Shrink Package
69% Less Packaging!

Printed Shrink vs. Paperboard Tray, Film & Label

Hot Button Area	Paperboard Tray with Film, Label	Polyolefin Shrink Film
Sustainability	• Can be 2-3 times the weight of film alone • Multiple components increase fossil fuel use, CO_2 emissions	Typical savings: • 69% reduction in material • 29% reduction in fossil fuels • 48% reduction in CO_2 • 57% reduction in solid waste (factoring in recycling)
Shelf Appeal	• Products can be misaligned in the package • Individual UPCs must be covered to avoid mis-scanning	• Eliminates issues with misaligned packages • Masks individual UPCs to avoid mis-scanning • Creates a seamless brand billboard
Cost Reduction	• Requires ordering, inventorying and handling multiple package components • Requires hand labor to align products face-forward, apply labels • A moderate-cost package when material, labor, handling and productivity are considered	• Requires ordering, inventorying and handling just one package component • Eliminates hand label application and product alignment since individual products are covered, increasing productivity and reducing labor costs • Cost is lower than tray, film and labels when material, labor, handling and productivity are considered

This shampoo multi-pack demos a perfect makeover candidate:

✓ Is in polyethylene film, paperboard trays, paperboard sleeves or corrugate boxes

✓ Is not too bulky or heavy (less than 5 lbs.)

✓ Has a good shape for shrink-wrapping

✓ Has simple but impactful graphics

✓ Has the potential for long print runs/economies of scale

Juicy Savings & Shelf Appeal
Sleeveless Solutions for Mini Multi-Packs

Before

After

Paperboard Sleeve

Printed Shrink Package
360° Shelf Appeal!

Printed Shrink vs. Paperboard Sleeve

Hot Button Area	Paperboard Sleeve	Polyolefin Shrink Film
Sustainability	• Can be 2-3 times the weight of film alone	Typical savings: • 70% reduction in material • 49% reduction in fossil fuel • 72% reduction in CO_2 emissions • 62% reduction in solid waste
Shelf Appeal	• Typically a flat print finish that can scuff during distribution • Open at each end/lacks full product protection	• Glossy finish makes graphics pop • Reverse printing prevents graphics from scuffing • Full 360° coverage/product protection
Cost Reduction	• Typically requires hand assembly and loading • A moderate-cost package when material, labor and productivity are considered	• Can be fully automated, increasing productivity and reducing labor costs • Cost is lower compared to sleeves when material, labor and productivity are considered

This mini multi-pack demos a perfect makeover candidate:

✓ Is in polyethylene film, paperboard trays, paperboard sleeves or corrugate boxes

✓ Is not too bulky or heavy (less than 5 lbs.)

✓ Has a good shape for shrink-wrapping

✓ Has simple but impactful graphics

✓ Has the potential for long print runs/economies of scale

Healthy Transformation
Replacing Heavyweight Polyethylene

Before

Bulky Fiber Multi-Pack

After

Printed Polyolefin Shrink Film
Reduce Material up to 50%!

Printed Polyolefin vs. Polyethylene Film

Hot Button Area	Polyethylene Shrink Film	Polyolefin Shrink Film
Sustainability	• Typically 1 mil or above	• Can print on film as low as 50 gauge for up to 50% material savings • Seals and shrinks at lower temperatures for operational energy savings
Shelf Appeal	• Somewhat hazy • Prone to dog-ears • Open bullet ends don't fully protect contents	• Sparkling clarity • Cleans up beautifully with no dog-ears • Full 360° coverage/product protection
Cost Reduction	• A fairly economical package all around	• Seals and shrinks at lower temperatures, allowing faster line speeds • Cost is competitive with polyethylene when downgauging and line speeds are considered

This fiber pack demos a perfect makeover candidate:

✓ Is in polyethylene film, paperboard trays, paperboard sleeves or corrugate boxes

✓ Is not too bulky or heavy (less than 5 lbs.)

✓ Has a good shape for shrink-wrapping

✓ Has simple but impactful graphics

✓ Has the potential for long print runs/economies of scale

Save a Bundle
Drive Corrugate Reduction, Efficiency

Before

After

Heavy Corrugate Box

Printed Shrink Package
Streamline Shipping, Disposal Costs!

Printed Shrink vs. Corrugated Containers

Hot Button Area	Corrugated Containers	Polyolefin Shrink Film
Sustainability	• Extremely bulky and heavy compared to film, causing disposal issues	• 1 roll of film can replace 600 boxes • Reduces fossil fuel use and CO2 emissions • Helps meet corrugate reduction initiatives
Shelf Appeal/ Tampering	• Opaque substrate prevents product viewing • Typically a flat print finish that can scuff during distribution • Boxes can be opened and re-taped, hiding pilferage	• Can incorporate a product viewing window • Glossy finish makes graphics pop • Reverse printing prevents graphics from scuffing • Makes tampering/pilferage evident
Cost Reduction	• Adds weight and may create excess dead space in shipping • Requires void fill materials to protect product • Can have high disposal costs	• Lightweight film conforms to the product, minimizing shipping cube • Eliminates need for void fill materials • Cost is lower compared to corrugate when material, shipping and disposal costs are considered

This sample roll package demos a perfect makeover candidate:

✓ Is in polyethylene film, paperboard trays, paperboard sleeves or corrugate boxes

✓ Has a good shape for shrink-wrapping

✓ Has simple but impactful graphics

✓ Has the potential for long print runs/economies of scale

Productivity Cleanup
Better Branding, Sustainability, Savings

Before

After

Paperboard Tray, Film and Label

Beautiful Printed Shrink
Reduce Material 69%!

Printed Shrink vs. Paperboard Tray, Film & Label

Hot Button Area	Paperboard Tray with Film, Label	Polyolefin Shrink Film
Sustainability	• Can be 2-3 times the weight of film alone • Multiple components increase fossil fuel use, CO2 emissions	Typical savings: • 69% reduction in material • 29% reduction in fossil fuels • 48% reduction in CO2 • 57% reduction in solid waste (factoring in recycling)
Shelf Appeal	• Products can be misaligned in the package • Individual UPCs must be covered to avoid mis-scanning	• Eliminates issues with misaligned packages • Masks individual UPCs to avoid mis-scanning • Creates a seamless brand billboard
Cost Reduction	• Requires ordering, inventorying and handling multiple package components • Requires hand labor to align products face-forward, apply labels • A moderate-cost package when material, labor, handling and productivity are considered	• Requires ordering, inventorying and handling just one package component • Eliminates hand label application and product alignment since individual products are covered, increasing productivity and reducing labor costs • Cost is lower than tray, film and labels when material, labor, handling and productivity are considered

This wipes pack demos a perfect makeover candidate:

✓ Is in polyethylene film, paperboard trays, paperboard sleeves or corrugate boxes

✓ Is not too bulky or heavy (less than 5 lbs.)

✓ Has a good shape for shrink-wrapping

✓ Has simple but impactful graphics

✓ Has the potential for long print runs/economies of scale

High-Profile Value
Tackle Odd Profiles and Voids

Before

Tray with Plain Film

After

Printed Shrink Package
A Seamless Brand Billboard For Hard-To-Hold Products!

Printed Shrink vs. Tray with Plain Film

Hot Button Area	Paperboard Tray with Film	Polyolefin Shrink Film
Sustainability	• Can be 2-3 times the weight of film alone • Multiple components increase fossil fuel use, CO2 emissions	Typical savings: • 69% reduction in material • 29% reduction in fossil fuels • 48% reduction in CO2 • 57% reduction in solid waste (factoring in recycling)
Shelf Appeal	• Products can be misaligned in the package • Individual UPCs must be covered to avoid mis-scanning	• Eliminates issues with misaligned packages • Masks individual UPCs to avoid mis-scanning • Eliminates issues with worn or punctured packaging • Creates a seamless brand billboard
Cost Reduction	• Requires ordering, inventorying and handling multiple package components • Requires hand labor to align products face-forward, apply labels • A moderate-cost package when material, labor, handling and productivity are considered	• Requires ordering, inventorying and handling just one package component • Eliminates hand label application and product alignment since individual products are covered, increasing productivity and reducing labor costs • Cost is lower than tray and film when materials, labor, handling and productivity are considered

This multi-pack demos a perfect makeover candidate:

✓ Is in polyethylene film, paperboard trays, paperboard sleeves or corrugate boxes

✓ Is not too bulky or heavy (less than 5 lbs.)

✓ Unique profile can be successfully shrink-wrapped with high-strength films

✓ Has simple but impactful graphics

✓ Has the potential for long print runs/economies of scale

Freshen Shelf Appeal

Reverse Printed on 75 Gauge Clysar® HP Gold

Bright Idea!

Surface Printed with Primer on 60 Gauge Clysar® HP Gold

Window on Variety

Surface Printed on 75 Gauge Treated Clysar® EZ Gold

Pop the Impact

Surface Printed on 75 Gauge Treated Clysar® HP Gold

Filter the Message

Surface Printed with Primer on 60 Gauge Clysar® LE Gold

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