

Rapid-Roll® Shrink Sleeve

Shelf Appeal Meets Functional Packaging

Shrink sleeves are one of the fastest-growing labeling formats in the industry. With a global growth rate of 4.7%*, shrink sleeves are increasingly considered by brands. They offer the capability to support aesthetically pleasing designs with 360 degrees of real estate for branding. Shrink sleeves can accommodate complex curves in containers and offer options to create tamper-evident or security functionality. They are also used as a cost-effective option for cover-up labeling applications or discolored recycled content containers. Ultimately shrink sleeves offer an opportunity to execute eye-catching packaging for product launches and brand revitalization and offer a unique way for brands to engage with customers about their product.

Features & Benefits

- Short Runs/Multiple SKUs
- Design Flexibility
- Quick Material access
- Enables Recycling[^]
- Innovative Container Shapes
- High-Impact Graphics
- Durable Performance
- UV light protection
- Tamper Evident Security

Applications

- Beverage
- Food
- Health & Personal Care
- Household Chemicals
- Industrial Chemicals
- Pharmaceuticals



Product Information

Think Shrink in Narrow Web

Sleeve continues to penetrate the narrow web market. As a narrow web converter, you can offer the shrink technology, cost, flexibility and service needed to meet the expanding needs of brand owners. Shrink sleeves become an integral part of promotional solutions including custom products and extensions, product launches for niche markets and seasonal campaigns. Shrink Sleeve materials are available to suit almost any shape of container and to cope with different shrink techniques used to apply the label.

High Value Segments

Shrink sleeves are predominantly seen on ready-to-drink, personal care and household chemical products. Shrink sleeves offer craft brewers and ready to drink brands the opportunity to leverage up to 100% coverage on the package. This helps to engage consumers with their brand & messaging. Premium beverage and dairy products benefit greatly from light-blocking shrink films. In this case, shrink can reduce total package cost by replacing HDPE bottles or multi-layered primary containers, extend product shelf life and protect product integrity from UV lighting. Products with high curvature, like household chemicals, wine and spirits, and personal care products benefit from shrink sleeve's ability to accommodate these container shapes.

Experience the Rapid-Roll® Difference

Coupling shrink sleeve technology with best-in-class service, the Rapid-Roll® Shrink Film Portfolio consists of a variety of shrink films PET, PETG, and PVC. Material thickness includes ranges from 45-60 micron, and our portfolio includes clear and opaque white options. There are nine films available in EXACT™, stock and custom service programs. All standard products are printable via UV/WB Flexo, Offset, Gravure, and an ITC coated option available as well. Minimum orders of one roll with select service programs.

Product Information

High Shrink Films

These films combine excellent clarity and are ideal for reduced contours on the tops and bottoms of bottles with a shrink rate of up to 79 percent. Ideal for applications that use steam tunnels.

Medium Shrink Films

- Highly contoured bottles
- Square or rectangular based bottles – should smile less than high shrink spec
- Slightly less shrink force than high shrink specs – less compression in bundle packaging

| Spec# | Product Description | Container Type | Shrinkage | Cost | Location | Service Program |
|-------|---------------------------------|---------------------------------------|---------------|-------|----------|-----------------|
| 79765 | 50M High, Clear, PETG | Complex contours, bundle pkg | 70% and above | ★ ★ | DAL, QTN | EXACT™ |
| 79767 | 50M Medium, Clear, PETG | Less complex contours, thinner-walled | 60 - 70% | ★ ★ | DAL, QTN | Stock |
| 79943 | 45M High, Clear, PETG | Complex contours, bundle pkg | 70% and above | ★ ★ | QTN | Stock |
| 80059 | 50M Eklipse, Opaque, PETG | Complex contours, bundle pkg | 70% and above | ★ ★ ★ | DAL | EXACT™ |
| 79793 | 50M Echo High, Clear, Co-Poly | Complex contours, bundle pkg | 70% and above | ★ | DAL | Stock |
| 79766 | 50M Medium, Clear, PETG, ITC | Less complex contours, thinner-walled | 60 - 70% | ★ ★ ★ | NEE | Stock |
| 79792 | 50M Echo Medium, Clear, Co-Poly | Less complex contours, thinner-walled | 70% and above | ★ | DAL | Stock |
| 79363 | 60M Medium PETG OPT Brightener | Less complex contours, thinner-walled | 60 - 70% | ★ ★ ★ | QTN | Custom |

*Source: AWA Global Sleeve Label Market Study 2020

*Echo shrink is recognized as a recyclable shrink sleeve material meeting or exceeding APR's Critical Guidance Protocol for Clear PET Articles with Labels and Closures requirements.

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