



Grabbing the Spotlight on Store Shelves

Narrow Web Shrink Sleeve Opportunities

Shrink sleeve labels are one of the fastest growing areas in the flexible packaging segment. Top to bottom, 360° decoration showcases colorful designs on curvy shapes, a popular choice for brand owners who want greater shelf appeal – especially in today's fast-paced, consumer-driven world.

Currently, shrink sleeve production is dominated by wide web printers producing large runs. 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.

The Avery Dennison Rapid-Roll® Shrink Film Portfolio consists of eight films available with EXACT, stock and custom service programs. All standard products are printable via UV Flexo and UV offset with an ITC coated option available as well. Minimum orders of one roll with select service programs.



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 shrink less than high shrink specs.
- > Slightly less shrink force than high shrink specs - less compression in bundle packaging.

Fasson® Rapid-Roll® Shrink Film Portfolio

Spec#	Product Description	Service Program	Master Width
79765	50 Micron Clear High Shrink PETG	EXACT	52
78824	50 Micron Clear High Shrink Co-Polyester	EXACT	52
79552	45 Micron Clear High Shrink PETG	Stock	52
79766	50 Micron Clear Medium Shrink PETG ITC	Stock	Pre-Slit
79767	50 Micron Clear Medium Shrink PETG	Stock	52
79573	45 Micron Clear Medium Shrink PETG	Custom	52
79551	50 Micron PVC Shrink	Custom	Pre-Slit
79363	60 Micron PETG OPT Bright	Custom	52
79591	50 Micron White PETG Shrink	Stock	52



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ADV# 391, 15218, 08/2017, PDF

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