

# Shrink Sleeve Solutions



# Hitch your business to the shrink-sleeve trend

Shrink sleeves are created by forming a sleeve with a heat-sensitive plastic film, placing that sleeve over a container, then shrinking it to the contours of the container via steam or a heating element. Pre-printed artwork is perfectly proportioned to the container thanks to special design software.

Originally developed to provide tamper resistance, shrink sleeves are now widely used by brands looking to increase shelf appeal, add functionality, and strengthen their sustainability credentials.

Nowhere is this more prevalent than in beverage, which has a 52% share of all shrink-film label volumes, according to Alexander Watson Associates. Food is next, with a 23% share. The broader shrink film market is forecast to grow at a 3% CAGR from 2022 through 2026.

The bottom line? Now is a great time to hitch your business to the shrink film trend.

Avery Dennison can help. You'll find shrink film solutions that meet the requirements of the brands you serve, and the ease of conversion, printability, and service offerings you need to grow your business.

# Shrink Sleeve

360-degree coverage for protection and shelf appeal

Shrink sleeves have boomed in recent years as brands have put a new emphasis on shelf appeal for premium foods and beverages.

The technology offers 360-degree coverage, making it ideal for complex container shapes and designs. Brands can change artwork easily simply by changing the design that's printed on the sleeve. Shrink sleeves can also be used to add tamper evidence features to a container. And the newest films can be left on bottles during recycling, helping brands boost their sustainability.

- Ready-to-drink beverages
- Coffee creamers
- Premium/craft beer aluminum cans
- Spray bottles for household cleaners
- Pharmaceuticals
- Dietary supplements/nutraceuticals
- Health and wellness



# Eclipse™

## Light-blocking shrink film

Pentalabel® Eclipse™ is an ideal choice for brands that want the best of both worlds: the recyclability of clear PET bottles and the light protection of tinted plastics. Independent testing shows that a clear PET bottle wrapped in Eclipse™ is nearly as effective at blocking UV light as a heavy, HDPE container.

Eclipse™ is easy to convert, with no need for additional flood-coat printing. This reduces processing time, total package costs, and maintenance costs. It offers superior brightness and whiteness and accepts both glossy and matte varnishes. And its high shrink percentage (~72%) translates to versatile 360-degree coverage for a wide spectrum of bottle shapes and sizes.

Innovative, cost-effective, and process-efficient, Eclipse™ delivers the protection consumers demand for light-sensitive RTD products. It's ideal for any application where brand differentiation, high opacity, and ingredient protection are important.

- Dairy and other beverages
- Vitamin-infused products
- Oils
- Health and beauty
- Nutraceuticals





# Recyclable Shrink Film

The ultimate ease of use for sustainability-minded consumers

Our breakthrough Recyclable Shrink Film is completely compatible with the recycling process. There's no need for the consumer (or recycler) to remove the label from a PET bottle. The entire bottle can be recycled into food-grade rPET when using qualified wash off inks.

Recyclable Shrink Film thus addresses a significant consumer barrier to recycling: the inconvenience and confusion that comes with breaking down a bottle before throwing it in a recycling bin. This key feature improves recycling center productivity and increases the amount of food-grade rPET produced.

But recyclability is just the beginning. Recyclable shrink film has excellent shrink properties, even with odd bottle shapes and designs. It's also highly printable, enabling a broad spectrum of color choices.

It's ideal for brands in the premium RTD beverage category that have a strong sustainability message and want to make their products stand out on crowded retail shelves.

This innovative product has been recognized by the Association of Plastic Recyclers (APR) as meeting or exceeding the organization's Critical Guidance Protocol for Clear PET Articles with Labels and Closures.



# Innovative products and a commitment to service

Choosing Avery Dennison shrink film solutions gives you access to industry-leading customer and technical support. You can also rely on a commitment to service that strives to deliver the right materials where they need to be, when they're promised, and in quantities and sizes that help you maximize production and minimize waste. Our Rapid-Roll products, including shrink film solutions, are available with five-day lead times (expedited service is available).

Spec#	Product Description
79765	50Micron Clear High Shrink PETG
79943	45Micron Clear High Shrink PETG
80059	50Micron Eklipse Shrink PETG
79767	50Micron Clear Medium Shrink PETG
C0274	45Micron Recyclable Shrink

For updated service program information, visit our product finder at [products.averydennison.com](https://products.averydennison.com)

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