

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. The Rapid-Roll® Shrink Film Portfolio consists of a variety of shrink films including Co-Polyester, PETG, and PVC materials available with quick lead times and low minimum order quantities.

Features & Benefits

- Short Runs/Multiple SKUs
- Design Flexibility
- Quick Material access
- Sustainable Material Solution
- 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 including Co-Polyester, 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

- Highly contoured bottles
- Ideal for reduced contours in tops and bottoms of bottles
- Shrink rate of up to 79 percent
- Great for applications that use steam tunnels

Medium Shrink Films

- Low to medium 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
- Shrink rate of up to 70 percent

Sustainable Shrink Films

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. For more information, visit www.plasticsrecycling.org

Spec#	Product Description	Service	Location
79765	50 Micron Clear High Shrink PETG	EXACT™	DAL, QTN
79793*	50 Micron Echo High Shrink Co-Polyester	Stock	DAL
79943	45 Micron Clear High Shrink PETG	Stock	QTN
79767	50 Micron Clear Medium Shrink PETG	Stock	DAL, QTN
79766	50 Micron Clear Med Shrink PETG ITC	Stock	NEE
79792*	50 Micron Echo Medium Shrink Co-Polyester	Stock	DAL
79363	60 Micron PETG OPT BRIGHT	Custom	QTN

DAL=Dallas, TX QTN=Quakertown, PA NEE=Neenah, WI

*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.

label.averydennison.com

A401362 06/2022

All Avery Dennison statements, technical information and recommendations are based on tests believed to be reliable but do not constitute a guarantee or warranty. All Avery Dennison products are sold with the understanding that purchaser has independently determined the suitability of such products for its purposes. All Avery Dennison products are sold subject to Avery Dennison's general terms and conditions of sale found at label.averydennison.com/en/home/terms-and-conditions.html.



© 2022 Avery Dennison Corporation. All rights reserved. Avery Dennison® is a registered trademark of Avery Dennison Corporation. Avery Dennison brands, product names, antenna designs and codes or srvice programs are trademarks of Avery Dennison Corporation.