

## **Shrink Packaging**

Protecting  
Products  
with High  
Performance  
Shrink  
Films





# Protect. Preserve. Present.



Sealed Air Shrink Packaging is a leader in innovation, providing products that touch the every-day-lives of people all around the world.



## MEETING THE NEEDS OF OUR CUSTOMERS



## UNIQUE CUSTOMISED SOLUTIONS

- A collaborative sales approach which encompasses materials and technical support
- Meeting customers' current and future packaging needs
- Continuously developing new and improved products
- Support from our packaging laboratories, experienced engineers and application specialists

## HELPING BUSINESSES - TO DO BUSINESS BETTER

- Efficiently managing customer orders on a daily basis using Customer Specific Inventory Management (CSIM)
- Sealed Air's customer care centre which showcases our global experience
- Providing efficient shrink packaging solutions which improves profitability for your business





## HOME & HARDWARE

### STRONG AND DURABLE

Cryovac® shrink films are specially formulated to provide substantial protection from the heaviest to the even most uniquely shaped household products.

From paint kits to lighting and anywhere in between, we have the right film for your product.

- Window kits
- Batteries
- Kitchenware
- Carpets/ Rugs
- Window blinds
- Window shutters
- Wood products
- Tapes
- Paint kits
- Picture frames



## HEALTH AND BEAUTY

### GLOSSY AND ATTRACTIVE

Beauty and durability, Cryovac® shrink films have unsurpassed optics that promise products will shine brightly on store shelves.

Cryovac® shrink films are the first choice for a multitude of health and beauty products.

- Soaps
- Vitamins
- Hair Products
- Cosmetics
- Pharmaceuticals
- Perfumes



## PRINTED AND CONVERTED PAPER

### SOFT AND APPEALING

Cryovac® engineered soft shrink films protect as well as provide superior shelf appeal to your books, cards, stationery, gift wrap and more.

With films designed for lower shrink temperatures and reduced shrink force, even your thinnest, most delicate bundles can be unitised and shelf ready with a premium appearance.

- Labels
- Printed forms
- Magazines
- Mailers
- Calendars
- Envelopes
- Posters
- Tissue paper
- Notepads

# Polyolefin Shrink Films

A film for every application



## TEXTILES CLEAN AND SAFE

From bed linens to the most expensive area rugs, Cryovac® Shrink Packaging can provide the necessary packaging to protect and present your textiles with retail appeal and durability during transport.

- Clothing
- Industrial and Hospital laundries
- Towels
- Threads
- Pillows
- Bed sheets



## FOOD PRESENTATION CLEAR AND EYE-CATCHING

Shrink films are the films of choice to package specialty baked goods such as cookies and cakes, frozen pizzas or produce.

When your product is displayed in Cryovac® film, shoppers can easily see the quality of the product without having to open the package.

- Pet food
- Frozen fish
- Bakery
- Chocolates
- Pasta
- Sweets
- Candy bars
- Biscuits
- Eggs
- Produce

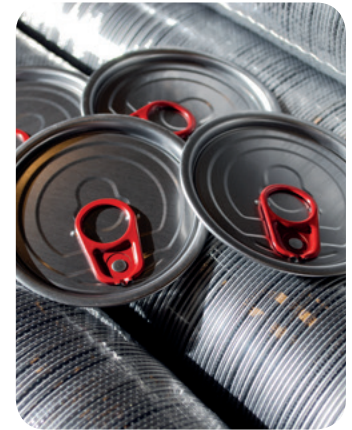


## CONTRACT PACKAGING VERSATILE AND RELIABLE

Cryovac® shrink films are the most versatile and reliable on the market and are unmatched for multi-packing applications.

They can be printed which eliminates the need for secondary packaging.

- Promotional goods
- Multi-packs
- Branding and Unitising
- Shipping and mailing companies



## OTHER MARKETS SOLUTIONS FOR ALL APPLICATIONS

Sealed Air's range of films offer superior shrink, strength and merchandising appeal for protection of everything from industrial goods to consumer products.

- Toys and games
- Can ends
- Gift baskets
- DVDs & CDs
- Software
- Durable goods
- Glass
- Tobaccos

### ASK FOR YOUR FREE PACKAGING VALUE ANALYSIS

We analyse the entire packaging process identifying:

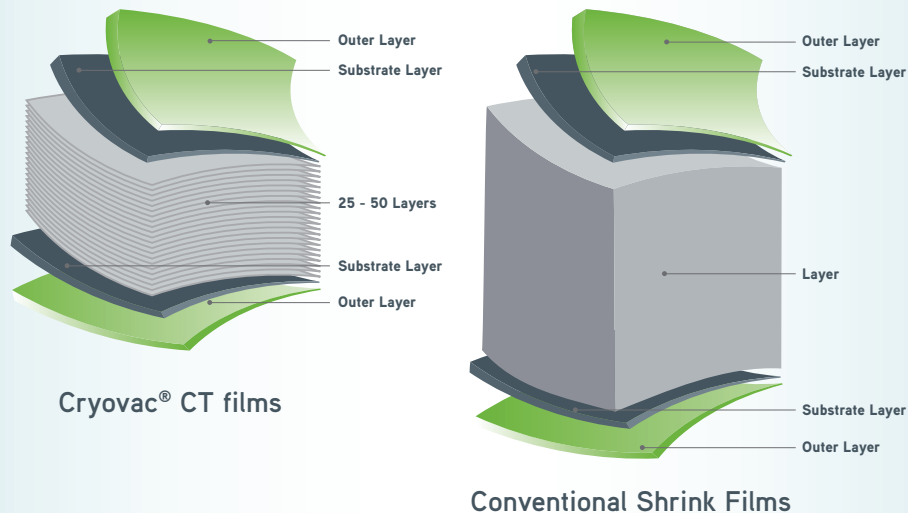
- Hidden costs
- Unnecessary waste

We offer solutions to:

- Reduce waste
- Improve production efficiency
- Reduce total pack costs

# CT - radically NEW Technology

## Cryovac® CT films vs Conventional Shrink films



**Cryovac® CT series of films provides a radical new technological capability within the packaging industry. This patented innovation incorporates up to 50 discrete micro-layers compared to conventional shrink films, which are typically comprised of 1, 3 or 5 layers.**

Cryovac® CT range of films provides unique high abuse properties and enhanced performance compared to significantly thicker conventional shrink films, with a 30% to 50% packaging weight reduction. This weight reduction directly translates to less raw materials and energy consumed, and a reduced number of packaging supplies to provide an enhanced sustainability.

### IMPROVE PRODUCT ATTRIBUTES

- Enhanced merchandising appeal
- Outstanding resistance for product protection
- Pack integrity with products fully wrapped

### REDUCE OVERALL PACKAGING COSTS

Longer rolls results in:

- Fewer change overs and less roll handling
- Higher productivity
- Increased equipment uptime
- Improved labour utilisation

Better sealing results in:

- Fewer claims
- Better protection
- Safe storage and handling

### PROVIDE A SUSTAINABLE PACKAGING SOLUTION

- Lower carbon footprint due to less material use
- Significant source reduction
- Reduced amount of waste materials from the packaging operations
- Energy saving as a result of lower tunnel and sealing temperatures required in the packaging operation



Cryovac® CT Packaging Awards

*“We help our customers win by minimizing damage, maximizing efficiency and reducing cost with sustainable, engineered, protective packaging solutions.”*

**Gerd Wichmann,**  
Vice President & General Manager Europe,  
Product Care Division





## THE ENVIRONMENT

Our history of innovative source reduction within our films and manufacturing facilities has allowed us to provide more efficient solutions for our customers with the lowest possible environmental impact. Our active waste reduction programs have reduced waste and plastic scrap by 50% in the past six years. Additionally, Sealed Air's dedicated Shrink Packaging Manufacturing Plants are Zero to Landfill facilities.

Through testing and innovation we have identified uses for materials that cannot be recycled or reused within our processes. An example is our South Carolina Plant, which incorporates a waste to energy strategy by burning scrap in an industrial boiler, thus creating steam for manufacturing product.



### Sealed Air

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