

# Want to Throw the Competition a Curve? Think Roll-Fed Sleeve.

The technology that takes roll-fed labeling to a whole new level of sleek.



## A Lot More Shrink for a Lot Less Cost

One-step shrink technology is changing the face of wrap-around labeling. And with our new line of Polyphane™ Fit roll-fed sleeve films, that's good news for brand managers.

Our Polyphane Fit roll-fed sleeve films offer today's brand managers the sophisticated look, increased shelf appeal, and complete, curvaceous coverage of one-step shrink labeling. All with much higher production output and much lower cost.

Available in Polyphane Fit HA, Polyphane Fit ST and Polyphane Fit STS, the roll-fed sleeve films offer the highest shrinkage rates on the market, ranging from 20% to 50% on a wider range of bottles and containers. Tapered shapes and sharp curves are completely covered with Polyphane Fit, creating a sleek, seamless look with no wrinkles, no fish eyes and no "smile effect."



## A Look That Attracts Attention

Polyphane Fit creates a package that definitely gets noticed, which improves brand recognition, increases shelf appeal and spurs sales. The superior optics of its proprietary materials result in excellent clarity, exceptionally low haze, and very high gloss, making the labeling and packaging stand out at point of sale.

## A Price That Demands Consideration

A faster, more efficient process, one-step shrink labeling requires fewer production steps than shrink sleeves and is able to double or triple output rates. In fact, all three Polyphane Fit products can label up to 50,000 bottles per hour. And they easily adapt to existing wrap-around equipment, permitting a quick switchover from conventional wrap-around labels to shrink labeling on the same machine.

## A Process That Is Extremely Flexible

Polyphane Fit roll-fed films work beautifully with all types of printing methods, including flexography, rotogravure, offset and digital printing. They perform well on "in line" and rotary labeling equipment. The roll-fed films can be applied using traditional roll-fed labeling with hot-melt or UV glue. HA, ST and STS products also work with alternative sealing technologies such as laser, welding and heat sealing.



# The Polyphane Fit Product Line

Our wrap-around, roll-fed sleeve products enable the highest shrink and best performance levels for contoured containers. Polyphane™ Fit products are ecologically safe and recycle friendly ensuring a clean separation of film and container. In addition, these products do not require refrigeration during shipping, storage or handling.

## Polyphane Fit HA

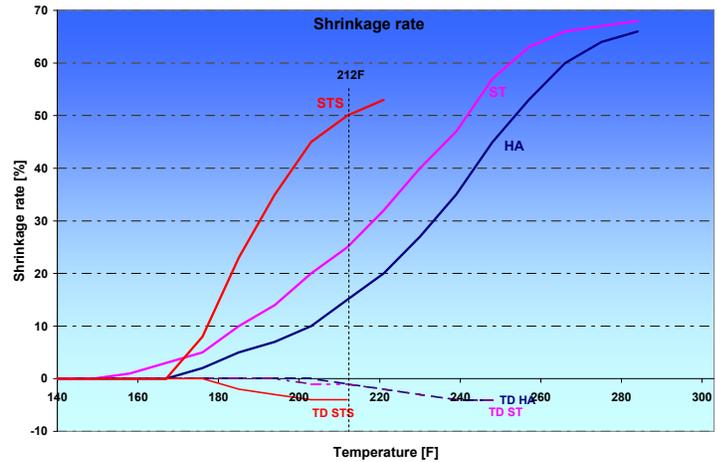
- Shrinkage rate: up to 25% with hot air; up to 10% with steam
- Seamed with: hot melts, UV melts, laser and heat sealing
- Greater sustainability due to lower tunnel temperatures and lower energy consumption required during the shrinking process

## Polyphane Fit ST

- Shrinkage rate: up to 25% with steam tunnels
- Seamed with: UV melts, laser and heat sealing

## Polyphane Fit STS

- Shrinkage rate: up to 50% with steam
- Seamed with: laser and heat sealing



## Technical Data

| Property                  | Unit               | Test Method       | Values        |               |              |
|---------------------------|--------------------|-------------------|---------------|---------------|--------------|
|                           |                    |                   | HA            | ST            | STS          |
| Thickness                 | Micron             |                   | 50            | 50            | 50           |
| Density                   | g/cm <sup>3</sup>  | ASTM              | 0.97          | 0.97          | 0.97         |
| Weight                    | g/m <sup>2</sup>   | D 374             | 48.5          | 48.5          | 48.5         |
| Yield                     | m <sup>2</sup> /kg |                   | 20.6          | 20.6          | 20.6         |
| Tensile Strength          | <sup>1</sup> MD    | N/mm <sup>2</sup> | 35            | 35            | 50           |
|                           | MD                 | %                 | 80            | 80            | 50           |
| Elongation at Break       | <sup>2</sup> TD    | %                 | >200          | >200          | >200         |
|                           | MD                 | %                 | >45% at 120°C | >25% at 100°C | 50% at 100°C |
| Shrinkage                 | TD                 | %                 | -3% at 120°C  | -3% at 120°C  | -4% at 100°C |
|                           |                    | %                 |               |               |              |
| Gloss                     | %                  | ASTM D 2457       | >95           | >95           | >95          |
| Wetting Tension (outside) | Dynes/cm           | ASTM D 2578       | >38           | >38           | >38          |

<sup>1</sup>MD: Machine Direction <sup>2</sup>TD: Transverse Direction

As with any product recommendation, fitness-for-use testing in the actual application is suggested.

## A Supplier You Trust

Developed by Polysack Plastic Industries, Polyphane Fit is marketed and sold by Avery Dennison, Fasson Roll North America. It's a partnership that allows you to take advantage of one of the industry's fastest growing label decorating technologies while offering you the reassurance of working with a company you know and trust.

## About Avery Dennison

Avery Dennison is a recognized industry leader that develops innovative identification and decorative solutions for businesses and consumers worldwide. The Company's products include pressure-sensitive labeling materials; graphics imaging media; retail apparel ticketing and branding systems; RFID inlays and tags; office products; specialty tapes; and a variety of specialized labels for automotive, industrial and durable goods applications. A FORTUNE 500 Company with sales of \$6 billion in 2009, Avery Dennison is based in Pasadena, California and has employees in over 60 countries. For more information, visit [www.averydennison.com](http://www.averydennison.com).

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