

Consumer Product Companies Rely on Shrink Sleeves to Manage Brand Identity, Sustainability and Cost-Savings Initiatives

White Paper

Consumer buying research shows that consumers use visual stimulation as the first line in their decision-making. This is the main reason that most companies spend millions on visual advertising in print, media, or on the internet. In a similar vein, shrink sleeves provide an immediate, point-of-sale visual appeal that drives sales.



Shelf Appeal

Products packaged in heat shrinkable sleeve labels make a dynamic brand presentation that sets your product apart from others to gain immediate consumer recognition. Here is an exercise you can try yourself: Simply walk through any grocery store and pick out a category of consumer products. Visually scan the shelf to note which packages jump out at you.

A brand has between 8 to 10 seconds to compete for your attention in order to “sell the product”. If your product is able to engage the consumer on sight, it will be picked up. Your chance for a sale and an increase in market share just improved.

Products that make a bold full body shrink sleeve statement are often first to be considered by consumers who value the implied,

inherent quality presented through the packaging.

It is very difficult to launch a totally new product, break into a mature product category, or revitalize an old brand. If this is your challenge, consider how a relatively inexpensive shrink sleeve label may send the consumer a signal that something new and special or “the same old/same old” product they thought they knew is worth another try.



Shape Considerations

Consumers are drawn to uniquely shaped containers. Innovative package styles that are aesthetically pleasing and functional are easier to sell. While these novel, break-through forms may be inhospitable to paper labels, they are easily accommodated with a body-hugging, heat-activated shrink sleeve. The form-fitting shrink characteristic enables consumer product companies to display unique products that capitalize on distinctive bottle shape and functionality. A single, full body shrink sleeve, which can shrink in place up to 76% (PETG film) of its original size, is able to conform to almost any container configuration. Shrink Sleeves conveniently encompass large bases, pinched waist and small neck containers of almost any shape or size with a unique, form-fitting dexterity. This characteristic property is what enables shapely, asymmetrical containers to look like they are painted with photo images. Graphic designers employ a variety of easy-to-use creative techniques that permit them to “distort” most graphics so the art appears perfect, even in high-shrink areas.

1. **All Aboard** – A shrink sleeve can accommodate photographic images on a 360-degree full body, wrap-around canvas. With so much convenient, visible real estate, the package designer can be truly creative in presenting brand identity, specialty promotions and product information.

2. **All in One** – A full body decorative shrink sleeve can also be used to provide package tamper evident sealing to a product to eliminate the need for multiple labels and packaging processes. A full body package-sealing sleeve is designed with a perforation to allow ease of opening and removal of the tamper band portion while the remaining primary label stays securely in place.

3. **All or Nothing** – “Peek-A-Boo” coverage of full body sleeves plays on the tamper-evident sealing and inherent transparency of film to create a clear, unprinted window section that offers consumers a safe, non-contaminating view of contents inside the package.

4. **All that Glitters** – Elegant “no label look” packages can utilize full body, tamper-evident shrink sleeves to capitalize on the “less is more” school of design with a minimalist, no-label appeal.

5. **All Shook Up** – The majority of shrink sleeve labels are reverse printed on clear plastic film material to present appealing high clarity images. In this reverse printing process, inks are safely sealed within 40-70 microns of crystal-clear film to protect graphics from the scuffing, marring or tearing which frequently damage traditional screen-printing and paper labels during transport, shelf display and contact handling. This encapsulation process assures that an unblemished product moves along the supply chain—from labeling to filling, to market in pristine condition.



Reduce, Recycle and Reuse Sustainability

As consumer products move forward in meeting sustainability goals, shrink labels stand out as an unparalleled resource.

1. Shrink Sleeves are available in several environmentally friendly sustainable films. A sleeve label can be produced from PLA (Polylactic acid – Corn based Biopolymer), or PETG (Polyethylene Terephthalate with Glycol), and PETG HY (micro voided high yield PET film). Hybrid films that reduce the amount of petroleum-based resins are also available, but not commonly used.
2. Shrink Sleeve films are available in a selection of thickness from 40 to 70 microns.
3. Lightweight high yield PETG HY shrink films eliminate product carton or overwrapping materials to permit greater shipping load densities with a corresponding reduction for fuel.
4. The non-adhesive, heat-shrink application enables fast, easy label removal prior to composting or recycling of sustainable containers. In addition, with no adhesive required for application, there is no residual adhesive left behind after label removal. PET containers with residual adhesive have been known to contaminate PET recycling streams.



Supply Chain Savings

Production bottlenecks within the supply chain often revolve around procurement, timing and material inventory management issues. With different SKUs assigned to a variety of flavors, formulations and line extensions, a wide range of dedicated bottles must be managed to meet just-in-time filling, packaging and shipping orders.

1. **One bottle fits all...** Shrink sleeve labels offer the marketer the ability to make simple, frequent color or graphic changes to label art in order to achieve product line extension and seasonal or specialty promotional versatility while using a standard stock bottle.

2. **Limited physical storage space requirements...** Pre-printed shrink label rollstock and a single size container reduce the amount of physical storage space and tracking requirements for accommodating multiple container SKUs.

3. **Readily handles changing supply chain demand...** Single size container inventory assures that the supply chain will not run out of critical packaging supplies during unexpected production surge demands.

4. **Fast-to-Market production speeds, time saving and easy roll changeover...** With shrink sleeve labels there are no messy adhesive clean-ups and no time-sapping, labor-intensive swap-out of container inventory. Just a fast, simple changeover of pre-printed shrink sleeve rollstock is all that is required to label multiple SKUs.

5. **More efficient, lower cost shipping...** The elimination of heavy, cumbersome cartons and protective overwrap permits greater product density in packing shipping loads...and a reduction in transportation costs.

6. **Material reduction supports sustainability efficiencies...** Elimination of cartons and overwrap eliminates the subsequent need for collecting, shipping and disposal of waste material and reduces material usage, which in turn also provides a reduction in associated shipping and warehousing costs.



Shrink Sleeves Give You More...

More Impact,

More Sustainability,

More Savings.

Gilbreth, a pioneer in shrink film printing for over 40 years, offers a broad range of shrink labels including full body sleeves, tamper-evident neckbands and specialty anti-counterfeit sleeve labels. Technical assistance is available to support specific applications.

