

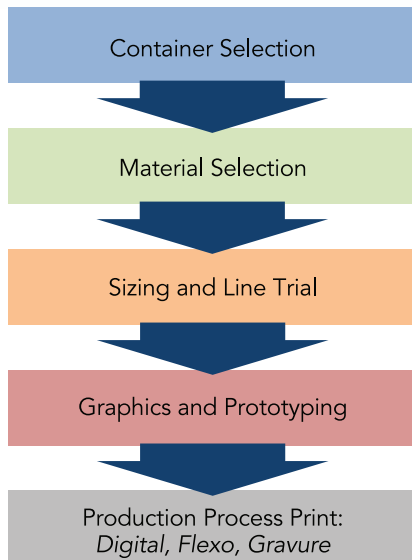
# Shrink Sleeves



## What is it and why does it matter?

Shrink sleeves are successful in a wide range of markets largely due to their aesthetic appeal and functional versatility. These highly attractive labels are printed on a flexible shrink film that reduces in size through the application of heat. Once the film shrinks, it conforms tightly to the shape of the container or product, creating a sleek label and product package. With a 360 degree display of brilliant artwork and text, shrink sleeves give products maximum aesthetic impact and retail presence.

## How does it work?



## Target markets

Tobacco  
Vapor  
Spirits  
Food & Beverage  
Pharmaceutical & Nutraceutical  
Consumer Goods  
Household Goods  
Health & Beauty  
Technology  
Retail

## Applications:

- Full & Half Body Sleeve
- Tamper Evident Bands
- Multi-Packs
- BOGO Packs
- Recyclable Labels
- Combo/Promo Packaging
- Combination Labels
- Overwrap Films

## Features, advantages and benefits:

- 360° of full color graphics and brand promotions
- Full-body shrink labels creates transparency to see the product
- Tamper evident bands generate easy-of-use/opening
- Reverse print provides protection from scratching
- Shrink films form well with uniquely shaped containers & proper distortion
- 3-dimensional effects can be achieved
- Inventory reduction by combining components
- Multi-pack potential for club stores

## Plant

Croydon, PA



## For more information, contact

**Brian Garnett**, General Manager

3001 State Road | Croydon PA, 19021

T: 215.826.2443 | M: 267.974.9467

brian.garnett@westrock.com

[www.westrock.com](http://www.westrock.com)

© WestRock Company, Rev 1/2016