



**TAYLOR**

# Shrink Sleeves

A revolutionary approach to packaging





## What is a Shrink Sleeve?

A shrink sleeve is a type of printed label that allows full-body coverage and 360° branding of the container to which it is applied. The finished label covers the container without visible gaps.

## How are They Made?

Shrink sleeves are an alternative to ordinary labels applied with an adhesive. Heat is used during the label application process, allowing the label to conform to fit nearly any size or shape of container. The labels themselves are made from a plastic film material such as:

- Oriented polystyrene (OPS)
- Polyethylene terephthalate glycol (PETG)
- Polyvinyl chloride (PVC)

## Taylor: Your Full-Service Provider of Shrink Sleeves

Shrink sleeves have revolutionized packaging. Eye-catching, durable, functional and cost-effective, shrink sleeves are a growing trend. With so many choices and quickly evolving technology, you need a partner who can guide you through the myriad of options to the right solution. Taylor Prime Labels & Packaging is at the forefront of labeling innovation and will make sure that you are, too.



The projected annual growth rate for **shrink sleeve labels** (6.5% CAGR) is more than **double** that of the packaging industry as a whole.



# Benefits of Shrink Sleeves



## STAND OUT ON THE SHELF

Vibrant colors and photo-quality images. An assortment of metallic and special effects.



## PROTECT THE CONTENTS

Perforations and tamper-evident options available. Durable and resistant to both moisture and abrasion.



## CREATE COMBINATION PACKAGING

Multiple containers can be banded together. Ideal for product samples and cross-sell opportunities.



## MAXIMIZE MARKETING

Full-body design with 360° exposure. A seamless fit that contours to containers of any size or shape.



## DRIVE COST EFFICIENCIES

No need for custom-printed containers. Streamlines and simplifies the supply chain.



## SUSTAINABILITY

Cans decorated with shrink sleeves are easily recycled. Excess printed cans are able to be re-purposed through the application of shrink sleeves.





## Everything in a Single Source

Details matter with shrink sleeves – countless factors must be considered to ensure a successful shrink sleeve application. That's why Taylor provides everything from 3D proofs and prototypes to referrals for shrink sleeve application equipment and bottle decorators. The result is a comprehensive shrink sleeve solution unlike any other in the industry.

### A Wide Range of Products

- Full-body sleeves
- Tamper-evident bands
- Neck bands
- Multi-packs
- Individual sleeves or rolls

### Special Finishes and Effects

- Specialty and fluorescent inks
- Matte and gloss varnish
- Holographic effects
- Cold foil

### Choice of Print Platforms

- Digital print for small quantities / quick turnaround
- Web offset print for medium quantity, highly detailed designs
- Wide web, highly efficient, 10-color flexo for higher-usage SKUs
- Let us tailor a program specific to your needs

### In-House Graphics Team

- Supports your design/prepress specialists to ensure success
- 3D scanning capabilities to simulate sleeved containers and shrink distortion





## Support From Start to Finish

Whether you're transitioning from labels to shrink sleeves or launching a new product, Taylor's team of experts can guide you through the entire process.

### Through Inception, Commercialization and Beyond

Taylor's shrink sleeve specialists act as trusted partners to assist your operations team, sleeving equipment vendors, marketing team and art house/prepress suppliers. We provide ongoing field technical service visits to ensure satisfaction and proactively identify opportunities to increase efficiencies.

### The Perfect Film for Every Need

Taylor offers the full range of shrink film materials including PVC, PETG and OPS, ensuring that you get the perfect solution for your performance specifications and required shrink percentage. We help you choose a shrink film that will look best on your package and perform efficiently with your sleeve application equipment. Along the way, we explore opportunities to "down gauge" and reduce both the cost and environmental footprint of the process.

#### Case Study

## Onshoring Solves Multiple Problems

### Challenge

A salad dressing manufacturer was sourcing their labels overseas. Shipping was costly, the production time was extensive and rush orders were not an option. The product did not perform to expectations, either; the shrink sleeves made it difficult to open the jar and when it did open, the label often ripped beyond the intended margins.

### Solution

Taylor Prime Labels & Packaging designed an HD flexo-printed full-body shrink sleeve with 360° graphics and a perfectly placed perforation.

### Results

- The new, visually high-impact product stands out on the shelf in a very competitive market.
- The shrink sleeve is durable and scuff-resistant.
- Opening the container is much easier and the perforation protects the label from tearing.
- Turn times and shipping costs have been reduced, and inventory management simplified.
- The production process enables more oversight, as the client can now attend press checks and receive local sales support.



## Multi-Pack Shrink Sleeves

Selling multiple bottles or cans in one package? Printed multi-pack shrink sleeves benefit manufacturers and consumers alike.



### CONVENIENCE

It's easier for consumers to handle and carry the bundled items, enhancing the shopping experience.



### BRANDING

The sleeves are customized with eye-catching graphics and essential product information, boosting visual appeal.



### SECURITY

The bottles or cans are held together, ensuring they remain intact during transportation and on store shelves.



### PROTECTION

The shrink sleeve adds a layer of protection against dust, moisture and UV light, preserving the product's quality.



### SUSTAINABILITY

Multi-pack shrink sleeves reduce the need for bulky and heavy secondary packaging materials.





# Applications in Any Industry

The many advantages of shrink sleeves make them ideal for applications in nearly every industry.



**AUTOMOTIVE**



**FOOD & BEVERAGE**



**GROCERY & PRODUCE**



**PERSONAL CARE**



**HOUSEHOLD**



**NUTRACEUTICAL**



**PET**



**WINE & SPIRITS**



# About Taylor

Family owned for more than 45 years, Taylor is one of the largest graphic communications companies in North America. We are headquartered in North Mankato, Minnesota, and employ 10,000 people across operations in 32 states and seven countries.

**TAYLOR**

1725 Roe Crest Drive, North Mankato, MN 56003  
800.631.7644 | [taylor.com](http://taylor.com)

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