



Stronghold Reinforced Bullseye Shrink Packaging

Downgauge Your Film and Save

Heavy shrink multipacks, such as those for bottled water and other beverages, typically use a thick gauge shrink film in order to provide tensile strength when the pack is handled by the bullseyes. Polypack has created a brand new solution which allows for the use of a thinner gauge film to be used while still providing the same strength at the bullseyes of the pack.

The Stronghold packaging concept utilizes a shrink film that is half as thick as the original pack. The tensile strength is achieved by folding over the shrink film at the ends along the path of the film feed, which doubles the film thickness at the bullseyes. With the outside edges of the film folded over, the shrink film is applied to the multipack in an overwrap machine. The end result is a pack that can be carried and handled in the exact same manner as packs made from thicker film, but at a significant cost savings per pack. This downgauging of film provides for a much faster return on investment for the shrink equipment.

We value your opinion! Please let us know what you think about this new packaging innovation, and whether or not you think it would work for your facility. Please contact us via email at info@polypack.com and let us know your thoughts.



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