

Roll-Fed Shrink Film Delivers 50 Percent Shrink Ratio for High-Impact Appeal

Batik Succoso finds sweet success in new label



San Benedetto is an Italian manufacturer and distributor of soft drinks, sports beverages, probiotics and bottled water. While the company was founded in 1956, its heritage dates back to the Renaissance. Established near an artisan well that is still in operation today, the water that is sourced for its beverages is drawn from 1,000 feet below ground to ensure all its original features are unchanged and unadulterated.

The company knows the impact quality ingredients have on the end product. It does not compromise on what goes into each of its products and makes every effort to protect that quality. And it takes the same approach to projecting an image of that quality through its product labeling.

San Benedetto was using a polypropylene-based roll-fed shrink label with a hot melt adhesive seam for its Batik Succoso juice brand. However, the company wanted to upgrade the look of the product to make it strongly reflect a quality position more in line with the quality of the product itself.

However, the polypropylene-based roll-fed shrink film only allowed up to an 8 percent shrink ratio, which limited the amount of space the label could cover on the contoured bottle. Coupled with what it felt were limited graphics characteristics of the film, San Benedetto thought matching the high-impact shelf appeal of shrink sleeve labels was unobtainable.

“There was a lot of space on the bottle we just couldn’t take advantage of, and we felt we were missing an opportunity. We never gave up pursuing film options that would cost-effectively allow us to match the high impact of sleeves.”

Lorenzo Benvegna, product manager with San Benedetto



Top to Bottom Appeal

At the beginning of 2009, San Benedetto's patience was rewarded when it relaunched Batik Succoso with a new roll-fed shrink film label called Polyphane™ Fit STS, which has a guaranteed shrink ratio of 50 percent.

The labels were flexo printed in eight colors with solvent inks. With superior optics based on clarity of 98, haze of 3 and a gloss rating of 135, Polyphane Fit is an ideal medium for high-end graphics representation.

"With a shrink ratio of up to 50 percent, Polyphane Fit allows San Benedetto to take full advantage of the entire Batik bottle, including the neck," said Laura Clark, marketing director for food and beverage, Avery Dennison. "The ability to apply the label top to bottom and around the full bottle delivers a significant advantage for improved shelf impact."

Polyphane Fit film is a proprietary polyolefin that is machine direction oriented. This provides high tensile strength properties and excellent on-press stability. It also does not require refrigerated freight or air-conditioned storage because the film has a higher shrink initiation temperatures vs. conventional sleeve label materials.

Leveraging efficiency

Along with improved shelf appeal, San Benedetto sought an alternative seaming technology for its labels. While a label represents only a fraction of the total cost to package a product, its impact on the consumer is significant. Misplaced labels or split seams undercut the perception of quality. It wanted to eliminate glue from the labeling process because it was an added consumable and reduced the operating efficiency of the labeler. Glue seams also proved to be less robust and split when heated in the shrink tunnel, resulting in rework.

San Benedetto opted to install a Roll Fed Sleeve Technology (RFST) labeler from Sacmi Labeling. The modular labeling machine allows the application of wraparound thermo-shrink plastic film labels starting directly from the film on the roll

and uses laser-welding technology for seaming. The labeling operation is fully integrated with the bottling line and can handle line speeds up to 1,000 bottles per minute.

"The laser seaming technology from Sacmi pairs well with the Polyphane Fit material," Benvegna said. "It gives us a perfectly secure seam all along the full contour of the bottle for an extremely tight fit without any gaps."

While San Benedetto realized a cost savings by eliminating glue as a consumable and the related extra work associated with added time for machine setups and downtime for cleaning, it has also been able to reduce its energy consumption. The previous roll-fed shrink film required a hot air tunnel temperature of 600 degrees F to shrink just 8 percent. However, the Polyphane Fit STS allows the company to use its existing steam generator at just 200 degrees F.

"Polyphane Fit combines all the graphics benefits of shrink sleeves with the operating efficiencies and cost-effectiveness of roll-fed shrink labels. It's really the best of each labeling method."

Laura Clark, marketing director for food and beverage, Avery Dennison

"Many other shrink films and sleeves were considered for this application, Polyphane Fit STS was selected for its superior printing, labeling, welding and shrink performance," said Ronny Ben Shoshan, product engineer with Polysack. "Polyphane Fit films are unique in that they perform more like shrink sleeves than traditional roll-fed shrink. We only had to adjust the graphics slightly to take advantage of the higher shrink ratio and enlarged display area."

Polyphane Fit was developed and is manufactured by Polysack Plastic Industries Ltd., Israel. Avery Dennison Corporation has exclusive rights to distribute and sell Polyphane Fit roll-fed shrink films in the United States, Mexico, Canada, Australia and New Zealand.



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Asia Pacific

32/F., Skyline Tower
39 Wang Kwong Road
Kowloon Bay, Kowloon,
Hong Kong
+852 2802-9618

Europe

Lammenschansweg 140
2321 JX Leiden
The Netherlands
+31 71/579-4100

Latin America

Av. Warnes 2225 -
C1427DPB - Ciudad
Autonoma de Buenos Aires
Buenos Aires, Argentina
+54 11 4014-2226

North America

8080 Norton Parkway
Mentor, OH 44060
800.944.8511