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## **Groundbreaking PHOENIX™ Premium Performance Shrink Film Wraps Any Product Easier, Better**

*Clysar's new PHOENIX™ premium performance shrink film—an exceptionally versatile, easy-to-run new polyolefin shrink film—offers packagers a cleaner, clearer, stronger, better shrink alternative.*

**CLINTON, IA – October 12, 2018** – Clysar, LLC, makers of high-performance polyolefin shrink films, is introducing the first-ever shrink film to satisfy the packaging market's increased need for one “go to” shrink film that delivers optimized performance over a wide range of products in various packaging conditions.

Debuting at Pack Expo 2018, PHOENIX™ premium performance shrink film from Clysar is a new groundbreaking shrink film that is exceptionally easy to run on any type of equipment; handles a wide range of heat, speed and operating variables; protects products with unmatched seal strength and memory; and offers the cleanest, clearest optics of any competitive shrink film. Packaging demonstrations and film information will be available Sun., Oct. 14 – Wed., Oct. 17, 2018, at Clysar Booth 2635, SOUTH HALL.

Clysar's PHOENIX™ premium performance shrink film offers significant improvements over competitive films in a number of critical areas:

**Easy and Reliable to Run.** PHOENIX™ shrink film offers the industry's widest operating window, and handles a wide range of variables in seal and tunnel temperatures without affecting package quality. It is also exceptionally resistant to burn-through and can be run on various types of packaging equipment.

***MORE-MORE-MORE***



## ***Clysar Introduces PHOENIX™ Shrink Film 2-2-2-2***

**Beautiful Cleanup and Sparkle.** Providing the cleanest, clearest optics of any film on the market today, PHOENIX™ shrinks tightly and evenly, and conforms to the most challenging product shapes.

**Optimized Strength, Puncture Resistance and Memory.** Increased overall film strength, memory and puncture resistance make PHOENIX™ packages ultra-strong and resilient. PHOENIX™ is particularly ideal for products with sharp or pointed profiles and heavy or irregular multi-packs.

**Consistently Faster Seals, Pack-Out.** PHOENIX™ accelerates throughput by delivering strong, consistent seals even at high speeds. Its improved slip characteristics mean wrapped products require little cooling time, and newly wrapped packages won't stick, rub or rip.

**“Drop In” Versatility.** A superior multi-purpose solution, PHOENIX™ premium shrink film combines the best properties of Clysar® polyolefin shrink films, advancing speed, strength and optics. It is ideal for almost any type of packaging application, and allows packaging operations that change out products or packaging configurations to consolidate SKUs.

According to Vicki Larson, President of Clysar LLC, “PHOENIX™ film is the first truly differentiated shrink film the industry has seen in years. Clysar has invested significantly in manufacturing technologies, R&D and field testing to commercialize the PHOENIX™ film concept. The result is a premium film that delivers true value and solves the top challenges our customers face.

Commercialized in several applications, our customers agree that PHOENIX™ film is the best polyolefin shrink film on the market today.”

New Clysar® PHOENIX™ film is available in multiple gauges, in a variety of put-ups. It is suitable for a wide range of packaging applications, including box overwraps, books and magazine overwraps, pharmaceuticals, e-commerce packaging, cosmetic or health and beauty packages, digital storage and DVDs, pizza and frozen food, multi-packs and bundling, paper products and sharp, irregular or otherwise challenging items. Clysar offers complete technical and sales support to evaluate the new film for retail packaging. Details and sample rolls are available through Clysar and authorized Clysar distributors.

***MORE-MORE-MORE***



***Clysar Introduces PHOENIX™ Shrink Film 3-3-3-3***

**About Clysar, LLC**

Founded in 1963, Clysar manufactures high-performance polyolefin films for a wide variety of packaging applications including e-commerce, produce, bakery, pizza, office supplies, hardware and consumer products. Clysar® offers the packaging industry's most comprehensive, customizable line of industry-leading shrink films, including: new PHOENIX™ premium performance shrink film; LTC Lowest Total Cost thin films; HP Gold all-purpose films; ShrinkBox® corrugate-replacement films; EZ-R and EZ Gold easier-to-run high-speed films; HPG Confidential opaque privacy films; LE Gold low shrink force films; and ABL "able to wrap" anything films. Headquartered in Clinton, IA, the company has over 300 employees focused solely on shrink film.

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**Photo Caption:**

*Clysar's new PHOENIX™ premium performance film offers packagers a versatile, easy-to-run shrink film that is clearer, cleaner, stronger, better than any other shrink film on the market today.*