

THE TOP
21+ TIPS



To

Beautify Your Package

Clysar

Did You Know...

*Advertising will influence only 8% of consumer purchases...but 35% of purchase decisions are attributed to eye-catching packaging!**

Beautify Your Bottom Line, with Head-Turning Packages from Clysar

In the blink of an eye, consumers will decide whether to purchase your product...or not. Here's the bottom-line challenge: Does your shrink package differentiate, dominate and dazzle on shelf?

Clysar has assembled a series of best practices that can help you achieve sparkling, beautifully wrapped packages with optimum shelf appeal. Using these proven tactics, brands are making over their packages from so-so to sensational, while solving some of today's most costly on-shelf challenges.



It's all made possible through Clysar's front-line experts who bring you the best film and equipment solutions for a sensational package and a beautiful package bottom line.

*According to a 2010 American Marketing Association/Market Force Information survey

Clysar®

TIP #1:

Billboard Your Brand with Printed Shrink Film

- **There's no better way to differentiate value, wow consumers and accelerate sales** than with printed shrink film, which uses full process color and 360° graphics to create high-impact billboard branding on shelf.



Ideal for multi-packs, printed film overwrap applications include:

- Existing multi-packs with trays or boots, labels and clear film or sleeves
- Folding chipboard or corrugate master cartons with no product view
- Bundles of 2-4 individual products (more if small or lightweight single servings like cereal boxes)
- Products which can easily be carried from shelf to cart (up to 5 lbs.)

TIP #2:

Stand Out on Shelf with Head-Turning Design and Vibrant Color

- **Make your package more compelling** by designing brand graphics to take full advantage of printed film's capabilities. Advances in printing and shrink equipment now let you splash packages with vibrant color and create intricate designs in 8 or more process colors. There are almost unlimited possibilities, including color gradations, lifelike photographic reproduction, illustrations and more.

Clysar can provide expertise to help adapt

your brand graphics to the unique considerations of shrink film and the profiles of your product.



TIP #3:

Solve the Headache of Facing Products

- **With clear shrink multi-packs, products need to be carefully oriented in the package to communicate on shelf**—which can be a time-consuming challenge on the shrink line. Because printed film covers the individual packages, there are no more worries over turned facings or proper product position. You're guaranteed perfect shelf presence, fewer rewrops and faster operating speeds!



TIP #4:

Give Your Multi-Packs More Marketing Flex-Ability

- **Want more flexibility in multi-pack design and promotion that support your marketing strategy?**

Printed film overwrap is ideal for mixing it up by creating seasonal packaging, special offers and promotions, new product combinations or co-branded bundles, all without changing the original packaging or UPC codes on individual products.

It's a versatile tool to market multi-packs for multiple channels, segmented demographics, seasonal promotions, individual account programs and more.



TIP #5:

Multiply Mini's Value with Shrink Overwrap

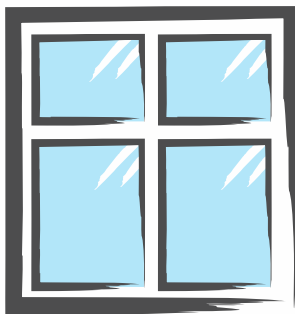
- **Today's mini multi-packs are often packaged in 1.25- to 2-mil poly, with open "bullet" holes on each side.** By switching to a full shrink-printed overwrap, you will gain two more full panels for graphics or product information, eliminate the gaps at the end of the packages and enjoy up to 60% source reduction when you use a standard 75-gauge Clysar® film.



TIP #6:

Be More Visible with Clear ShrinkBox® Gold

- Consumers want to clearly see products before they buy, especially when comparing colors, models, designs or features! Chipboard or corrugate packages obscure contents, which can lead to opened cartons, damaged merchandise, higher return rates, repackaging and more.

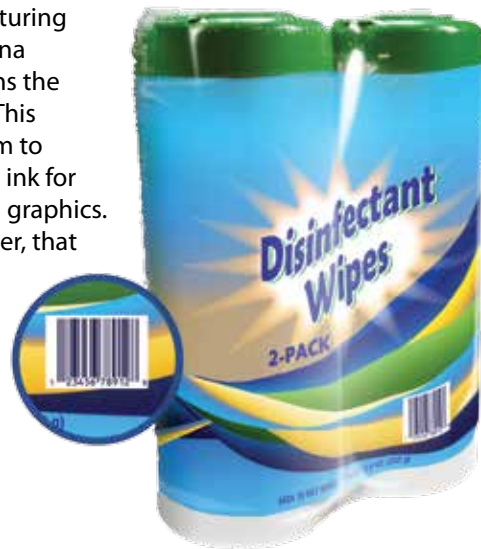


Solve these issues by using high-abuse display films like Clysar® ShrinkBox® Gold—a clear corrugate replacement solution that's getting raves from retailers and CPGs alike. The shrink film is strong enough to replace corrugate boxes, while revealing all critical product features and attributes. The instant visibility also adds efficiency for inventory and stocking.

TIP #7:

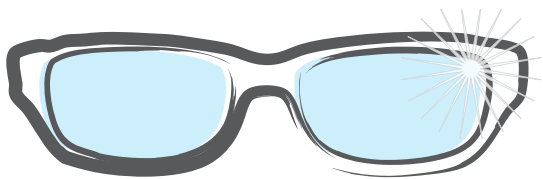
Request Corona for Crisp Inline Printing

- The shiny surface of shrink film can make it difficult to hold ink. If you are printing shrink film or even adding print codes inline, you'll get the best possible impression by ordering your film with a print (also known as corona) treatment. A treatment done in the film manufacturing process, corona slightly roughs the film surface. This allows the film to better accept ink for crisp, colorful graphics. (Note, however, that print-treated film can't be ordered with perforations or slip treatment.)



TIP #8:

Sparkle on Shelf with High-Clarity Film



- **Did you know there's a noticeable difference in the clarity and sparkle of shrink film, a quality known as "haze"?** Customers report that moving to a clear, more sparkling film has actually increased sales. You can compare film clarity by reviewing film's properties. Look for ASTM test method D1003, and compare numbers by gauge. The higher the number, the clearer the film. Clysar offers a number of exceptionally clear films, like HPG all-purpose film, or EZ Gold for high-speed applications.

TIP #9:

Shine On with Added Gloss

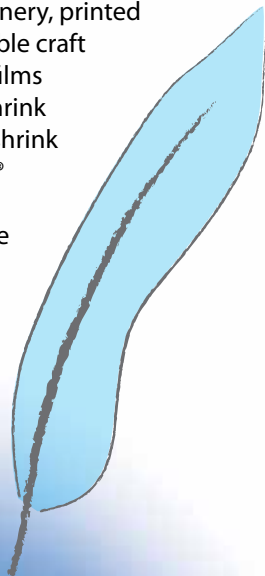
- **Gloss and reflective shine are compelling film properties that attract consumers and add extra packaging pizzazz to everything from pizza, to housewares, to health and beauty products.** While the naked eye can often tell the difference between gloss levels, you can also compare film properties using ASTM D2457. Again, the higher the number, the more glossy the film. Ask your distributor to create mockups using different films and evaluate them under typical retail lighting—you'll see the difference!



TIP #10:

Lower the Force for Delicate or Flexible Products

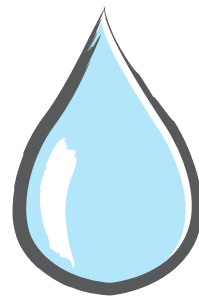
- **Are you experiencing product damage or distortion?** Films with high shrink force can shrink down so aggressively they literally bend, crush or curl products. If you package items like paper filters, stationery, printed materials, magazines or flexible craft items, look for “low energy” films that offer a high degree of shrink while providing low, gentle shrink force. These films, like Clysar® LE Gold, are engineered to shrink completely around the product and create tight, flaw-free, beautifully wrapped packages without deforming contents.



TIP #11:

Clear Away Condensation with Anti-Fog Films

- **Are consumers having difficulty seeing your products due to cloudy film and drippy condensation?** Films with anti-fog technology, like Clysar® AFG, provide a clear view for refrigerated foods even when ambient temperature swings. Anti-fog agents in the film wick away moisture droplets, whether your product is refrigerated or at room temperature. It's great for food like trayed sausage, poultry and meat or individual packages and multi-packs of respiring fruits and vegetables.



TIP #12:

Recover from Abuse with High Film Memory

- **A common aesthetic challenge is to maintain an attractive package after abusive handling!**

It seems like some shoppers just can't resist poking fingers into your package, especially those with unsupported areas or voids, leaving the film with divots, holes and dings.

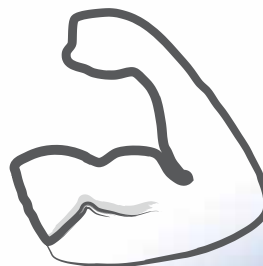
Film with high memory will resist punctures, recover from finger pokes and remain looking great on shelf. If you've got a truly tough application like irregular shapes, high profiles or heavy products, consider Clysar® ABL film—the “able to wrap anything” film with a truly superior memory.



TIP #13:

Avoid Rips & Tears by Beefing Up the Strength

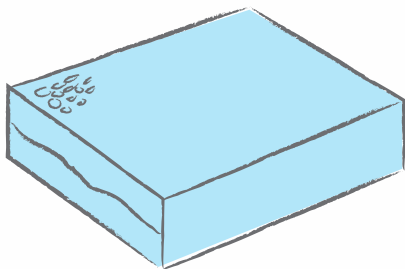
- **Ripped, torn or punctured film is another leading turnoff at retail and a common cause of package failure.** Shrink films vary widely in their strength and ability to protect, even at the same gauge or thickness! Ask your Clysar distributor for film with sufficient tensile strength (the ability to resist breaking the film) and tear strength (the ability to resist tearing) to protect your product throughout distribution.



Improve protection by moving to a shrink film with superior tear and tensile strength, like Clysar® HPG and LLG films, which offer excellent product protection. Or consider moving to a higher gauge film based on your product needs.

TIP #14:

Eliminate Funky Fish Eyes



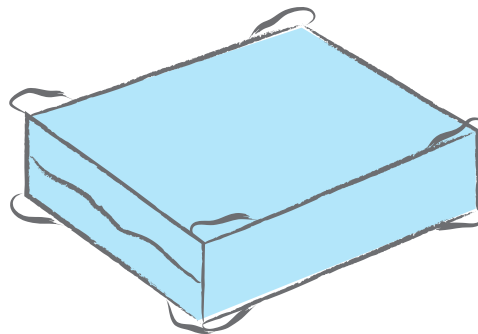
- **Fish eyes are a pattern of small, under-shrunk spots on the surface of the shrink film that look like shiny flat blisters.** They are often caused when some of the film comes in contact with the product too early and cools while the rest of the film is still being heated. To smooth out your surface, have operators turn up the tunnel heat and speed up the conveyor slightly. They may also need to reduce air flow, and use a little less film around the package.

TIP #15:

Do Away with Floppy Dog Ears

- **Dog ears—the unshrunk flaps of film that protrude along the seal in the package's corners—are one of the most common and unsightly “cleanup” issues.**

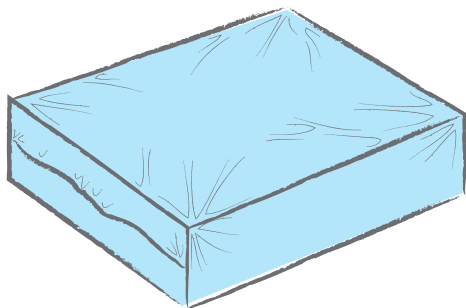
There's several ways to address dog ears. First, increase air evacuation by strategically placed perforations and reduce the bag size. Then, slow down the conveyor while increasing the air velocity and increase the tunnel temp. Redirect the tunnel's air flow to the ends of the package to target the cleanup points.



TIP #16:

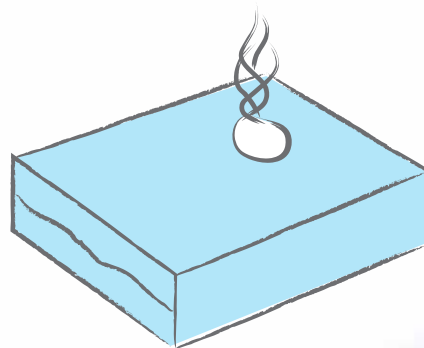
Smooth Out Crow's Feet

- **Wrinkled, sagging film at the corners of a package, known as crow's feet, are a sure way to detract from your product.** They can be fixed by slowing down the conveyor, increasing the tunnel temperatures, decreasing air evacuation and redirecting the air flow to the areas with the wrinkles. Operators can also try using fewer perforations, or placing them in different areas of the package for a tighter shrink.



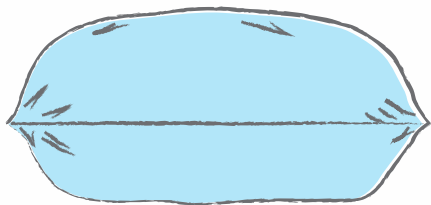
TIP #17:

Ban Burn-Through and Pin Holes



- **Overheated film is the leading cause of whitened film and open burn holes, which can leave your product exposed on shelf.** Resolve these pitfalls by increasing conveyor speeds and reducing tunnel temperature. Undetected air flow problems in the shrink tunnel are also leading culprits for package rejects, so check for too much air velocity, improperly directed air flow or clogged screens—easy fixes that solve a multitude of packaging issues. Also, make sure the film does not touch the walls or ceiling of the tunnel!

TIP #18: *Clean Up Uneven Shrink*



- **Just like poorly fitting clothes, uneven shrink can create a sloppy impression!** Proper air evacuation in the shrink tunnel is needed to create a tailored, even “fit” around the package. For many products, pre-perforated film will aid in proper “ballooning” and provide a beautifully wrapped package. Your distributor can also install a machine perforator and create special air evacuation patterns for hard-to-wrap packages such as irregular products, those with voids or large, flat packages.

If you already have an on-machine perforator, remember that worn perforating rolls are also a leading cause of poor cleanup.

TIP #19: *Address Unsightly Seals*

- **Thick, lumpy seals can detract from overall package aesthetics and lower the perception of quality.** Luckily they are a fairly simple issue to resolve!

Seals with excess plastic buildup are often the result of too hot temperatures in the seal system or too long a time in the tunnel. Seals with a very jagged appearance or incomplete cutoff indicate temperatures are too cold. Depending on your issue, adjust machine heat in 25° increments until you get a clean, thin, even seal and crisp cutoff. Your Clysar distributor will be happy to help you “dial in” your shrink equipment to get the optimum seal appearance.



TIP #20:

Make Over “Non-PC” PVC Packaging

- **Lately, PVC films have become an ugly word to retailers and consumers alike.** The film emits toxic fumes in the manufacturing process, corrodes equipment and releases carcinogenic dioxins when incinerated. It also can break down into harmful components when landfilled. Most PVC films contain concentrated levels of DEHP (diethylhexyl phthalate), a plasticizer which can cause health risks, according to the FDA.

To gain immediate improvement in sustainability and appeal to eco-sensitive buyers, switch from PVC to a Clysar® polyolefin film like LE Gold or ABL: chloride-free, chemically inert films that can run on existing PVC equipment.



TIP #21:

Gauge Accordingly

AKA AVOID THE DIRTY LOWDOWN
(WITH APOLOGIES TO BOZ SCAGGS)

- The drive to sustainability has many CPGs looking to **downgauge materials**. While today's thinner films, like Clysar's LTC family, perform well, they do have their limits.

Make sure gains in material reduction won't affect your package's shelf appeal, or cause waste and cost downstream. Test film carefully to find the right blend of strength, processing efficiency, package appeal and protection at the lowest functional gauge. Evaluate lower gauges in your shrink lines for performance, then send wrapped products through testing that mimics the distribution channel to make sure films still protect products and deliver the best impression.



Beautifully wrapped packages, produced at the lowest total cost, aren't the job of a generalist!

Clysar distributors are true shrinkwrap specialists. They have the expertise to marry the right films, processes and equipment for the best value...and the best bottom line.

Ask Your Distributor for More FREE Clysar 21 Tips Guides

The Top 21 Tips for Reducing Shrinkwrap Packaging Costs

The Top 21 Tips to Improve Shrink Packaging Sustainability

The Top 21 Tips for Troubleshooting Shrinkwrap & Equipment

Find a Clysar distributor near you:
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Your Preferred Clysar Shrink Packaging Specialist