

# 10 WAYS

# Shrink Packaging Is Protecting Products & People

## How the World Looks at Packaging Is Changing Dramatically



*Companies are seeking ways to improve product safety, increase protection and adapt to wholesale changes in the way products are bought and sold.*

*Functional, protective shrink packaging is ideally positioned to meet these challenges. Here are ten ways shrink packaging can support brands, business and consumers in today's marketplace.*



# 01

### Minimize Shopping Trips, Support Shifts in Buying Behavior

Multi-packs offer an excellent way to manage volume and add value for stock-up essentials—those everyday cleaning and personal products that consumers like to keep on hand. Shrink film is ideal for bundling products for bulk buying, store pickup and online replenishment programs.



# 02

### Reduce Touches, Protect Food Products

Consumers have never been more aware of the safety risk from handling unprotected products. Shrink film is ideal for adding a sanitary layer of protection for prepared foods and fresh fruits and vegetables, guarding against cross-contamination.



# 03

### Extend Shelf Life

With fewer trips to buy fresh foods, packaging can help keep foods fresher, longer, both in the store and in the consumer's refrigerator. Studies prove that fresh produce wrapped in shrink film has an extended shelf life of 3-10 days, depending on the type of produce.



# 04

### Reduce Transport Impact

With increased cost and demands on over-the-road transport, companies are looking for ways to reduce shipping space on trucks. Using thin shrink film to overwrap primary packages eliminates bulky outer containers, lowering dimensional weight for lower impact, less cost.



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### Bundle for Remote Giving

As giving for holidays and celebrations move online, gift baskets and pre-packaged product assortments are playing a popular new role. Sparkling shrink film protects and displays gift products, while protecting against punctures, damage and tampering.



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### Safeguard Fragile Necessities

Fragile or thin products like filters for home care, vehicle care and other products benefit from thin protective packaging that keeps contents clean and protected from handling, damage, dust and grime.



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### Shield School and Home Office Products

Clear, attractive overwraps create a sanitary protective barrier for bundled office and school supplies, keeping books, digital and paper products safe from excess touches and damage from dust or moisture. Ideal for store pickup or online fulfillment.



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### Improve E-Commerce Packaging

E-commerce has become a lifeline for providing goods and services, but consumers are increasingly frustrated with issues like disposing of bulky outer packaging, product protection fails or concerns over confidentiality. Strong, thin, lightweight, opaque shrink film solves all these pain points.



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### Keep High-Demand Basics Flowing

Manufacturers of high-demand products such as prepared foods, pizza, cleaning supplies and paper goods are experiencing unprecedented demand. Shrink film offers numerous ways to keep output at peak, including high-speed films that maximize packaging output to supply strategy options like double rolls and efficiency packs that deliver more packages per roll of shrink film and eliminate changeovers.



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### Stage Products for Shipping, Store Delivery and Curbside Pickup

Offering the versatility to wrap nearly any size or shape product, shrink film offers a strong, thin, protective barrier for staging, stabilizing, wrapping and fulfilling orders for online, store delivery or curbside pickup. Because shrink film is U.S. Postal approved, it is also an excellent choice for overwrapping printed materials.

### Clysar: Minimizing Supply Uncertainty and Risk

Capacity swings, material shortages and supply interruption are real concerns for many packagers and retailers. A low-risk domestic supplier, Clysar helps maintain a steady, stable supply to keep packaged products flowing.

Our shrink film is manufactured exclusively in our United States-based campus in Clinton, Iowa, and all materials and components are sourced from North American supply partners.

#### About Clysar

As an essential packaging supplier, Clysar is working to keep protective shrink packaging flowing for food, medical and pharmaceutical products, health and hygiene items, cleaning products and other critical goods. Together, we are committed to working with our distributor partners and customers to provide frontline packaging solutions.

#### What Can We Help You Protect?

Contact us at [marketing@clysar.com](mailto:marketing@clysar.com) to learn more about Clysar and our dedicated distribution network. We have the expertise and comprehensive shrink products to protect your products, your customers and your reputation.

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