

Clysar® HPG Confidential Shrink Film

Solving E-Commerce Packaging Challenges

An Out-of-the Box Opportunity

Today, top consumer packaged goods companies (CPGs) are redesigning products and packaging specifically for the e-commerce channel, and rethinking every aspect to minimize costs while satisfying consumers.

New packaging materials—including Clysar® HPG Confidential—are instrumental in solving the unique challenges of e-commerce by reducing costs and keeping consumers engaged.



The Top E-Commerce Packaging Challenges*

■ Challenge: Use less packaging material

HPG Confidential solution:

- Reduces package weight/size
- Takes up less space and reduces costs throughout shipping and warehousing
- Right-sized for package
- Eliminates voids and void fill material like paper and air pillows

■ Challenge: Improve consumers' "unboxing" brand experience

HPG Confidential solution:

- Protective and strong
- Eliminates disposing of bulky packaging and shipping materials
- Looks crisp, clean and neat
- Can be printed with colorful brand graphics and logos

■ Challenge: Protect against damage and theft

HPG Confidential solution:

- Totally conceals content
- Protects against moisture, dust, UV light and scuffing
- Reduces pilfering and tampering

■ Challenge: Cost-effectively handle many product sizes and types

HPG Confidential solution:

- One shrink film SKU handles multiple product sizes, types and weight
- Eliminates excess or obsolete packaging SKUs
- Delivers flexibility in configuring products and shipping

**Packagingdigest.com 1/07/2019*

E-Commerce's Most Wanted

■ What CPGs want:

- Cost-optimized package
- Attractive branded appearance
- Great consumer unboxing experience

■ What consumers want:

- Practical, simple packaging designed for home delivery
- Less "wrap rage"
- To be environmentally conscious—less excess to throw away

2020-06

Clysar®

Clysar, LLC • 888-4-CLYSAR • marketing@clysar.com • Highway 67 South • Clinton, IA 52732 • www.clysar.com

Clysar® HPG Confidential:

The Best Shrink Solution for E-Commerce

Popular Detergent Cleans Up with HPG Confidential

One leading consumer brand company switched its iconic detergent to a new eco-box designed specifically for shipping via e-commerce channels. The spouted bag-in-box is similar to a wine box, and contains 60% less plastic and 30% less water than the original bottle.

The redesign comes in response to an Amazon initiative challenging CPGs to change products and packaging to make them easier to ship, while delivering better margins. The spotlight is focused on heavy goods with relatively low cost, such as beverages and cleaning products.

The new detergent package is wrapped and shipped in opaque 150-gauge Clysar® HPG Confidential shrink film, which conceals the contents and completely eliminates reboxing and bubble wrap. Ideal for online retailing, HPG Confidential film protects products against moisture, theft, damage and UV exposure.



HPG Confidential is available as custom printed film; offering the opportunity to engage consumers with beautiful, colored packages at their doorstep.



Clysar HPG Confidential is the ideal overwrap for bulky or heavy e-commerce products.

Stabilize, Overwrap and Ship

Ultra-Durable 150-Gauge Clysar® HPG Confidential

- ✓ Strong, opaque, lightweight
- ✓ UV blocking
- ✓ Silky smooth surface texture and clean, light gray color
- ✓ Conceals and masks contents
- ✓ Balanced shrink for tight, crisp, well-protected packages
- ✓ Strong seals won't rip or tear, even with heavy products
- ✓ Easy to run on most automated and manual shrink equipment

CALL 1-888-4-CLYSAR

FOR FREE E-COMMERCE APPLICATION SUPPORT

- Sample roll and data sheet
- Packaging testing and cost analysis
- Application trialing, training and start-up
- Clear films for bundling and shipping

Find more info and specs online:

<https://clysar.com/shrink-films/clysar-opaque-HPG-Confidential-film>

DID YOU KNOW?

Just one roll of strong, high-abuse HPG Confidential can replace more than 600 cartons and replace about a PALLET of knocked-down corrugated boxes.

About 165 billion packages are shipped in the U.S. each year in online retailing, with the cardboard used roughly equating to more than 1 billion trees.

- Forbes

2020-6

Clysar®

888-4-CLYSAR • marketing@clysar.com • www.clysar.com

All Clysar® films are proudly made in the U.S.A.

