

# 10 WAYS

# Shrink Packaging Is Protecting Products & People

## Meet Consumer Demand for Protective, Sustainable, Hygienic Packaging



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

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



## 02

### Improve E-Com Packaging & Reduce Transport Impact

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. Plus, 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.



## 03

### Contain Liquids & Granular Products

Shrink packaging can be particularly effective in helping avoid product leaks and spills, whether on shelf or via e-commerce. From containing liquids like cleaning products to granular products like cat litter, shrink film can mitigate cost, clean-up and negative consumer experiences.



## 01

### Guard Against In-Store Pilfering Damage & Tampering

In-store theft and product tampering are direct hits to the bottom line. Shrink film adds tamper-resistant security to a wide range of products, creating a tight barrier. You'll restrict access to products and make it difficult to pilfer interior product components. Best yet, it's a cost-effective tactic for improving security while still providing a clear product view.



## 04

### Protect Against Dust, Grime, Moisture & Scuffing

Versatile shrink film creates a barrier of dust-free protection that keeps products looking fresh in store. Shrink packaging eliminates scuffing and damage, yet won't obstruct the product view, and is ideal for a wide range of applications from electronics to DIY products.

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05

## Mask High-Value or Confidential Products

From the mailbox to the distribution center, strong opaque shrink films provide privacy and security solutions. Use privacy films to shield confidential printed materials from prying eyes; mask sensitive products like prescriptions in the mail; or shield theft-prone products like high-value automotive or industrial components.



06

## Minimize Shopping, Maximize Value

Multi-packs offer an excellent way to manage volume and value for everyday stock-up essentials—those important cleaning or personal products that consumers don't want to run out of. Shrink film is perfect for bundling products for bulk buying, store pickup and online replenishment programs.



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## Reduce Touches, Improve Food Hygiene

Consumers have never been more sensitive to the safety risks of handling products. Shrink film offers a sanitary layer of protection for prepared foods and fresh fruits and vegetables, guarding against cross-contamination.



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## Block UV Rays

Light-sensitive products can break down with exposure to the ultra-violet rays in sunlight or LED light fixtures. Use strong, opaque UV-blocking shrink films to stabilize products, protecting them in transit and in store.



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## Extend Shelf Life

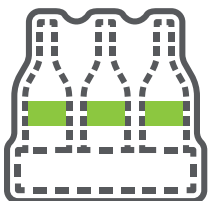
With fewer trips to buy fresh foods, packaging can help keep foods fresher, longer, both in the store and in the consumer's refrigerator. Studies prove that fresh produce wrapped in shrink film has an extended shelf life of 3-10 days, depending on the type of produce.



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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 punctures, dirt and the effects of rough handling.



## What Can We Help You Protect?

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

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