

Shrink Packaging Solutions

For People, Products, Planet



Graphically Better ROI

High-Resolution Printed Shrink
without an Added Primer

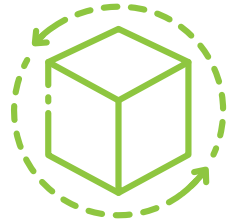


Clysar®
888-4-CLYSAR



Challenge:

Improve Print Quality While Eliminating Cost



Featured Success:

Print-Treated HP Gold Film

A flexible film converter specializing in high-definition brand graphics wanted to improve the cost and overall quality of their printed shrink packaging. The company was accustomed to applying a print primer to their shrink film to ensure ink adhesion. By supplying sparkling clear film with a special print-ready surface, Clysar eliminated the need for the extra coating, dramatically improving process efficiency and graphic appeal.

Packaging Improvements:

- **Productivity:** Eliminates the need to pre-treat the shrink film with a primer
- **Consumer appeal:** Optimizes brand graphics, delivering vivid color, sparkling highlights and tight print detail
- **Cost savings:** Reduces costs system-wide, from materials to labor
- **Sustainability:** Eliminates the need for additional package elements (sleeves or labels)

Sales Success Tip:



The packaging segment of the printing industry is seeing consistent growth (19.8% annually)*, and commercial printers and packaging converters continue to add printed shrink film into their mix. Printed shrink film is a win-win solution, helping printers tap new markets while aiding brand owners in reducing packaging costs by as much as 40%-60%.

*Printing Impressions 2019

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