

# Shrink Packaging Solutions

For People, Products, Planet



## Show & Sell for DIY

Replacing Heavy Polyethylene  
Packaging with PHOENIX™ Shrink Film

Clysar®

888-4-CLYSAR





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 Made in  
**USA**  
All Clysar® films  
are proudly made  
in the USA

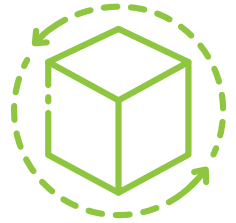
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# Challenge:

Accentuate Appeal, Eliminate Excess Packaging

# Featured Success:

PHOENIX™ 45-Gauge Multi-Purpose Film



A manufacturer of pre-cut hardwood boards used for shelving and home projects is enjoying big gains in shelf appeal, sustainability and cost savings. The brand replaced cloudy, thick 110-gauge polyethylene packaging with sparkling clear 45-gauge PHOENIX™ polyolefin shrink film. The strong, versatile, puncture-resistant shrink film handles multiple SKUs of bundles and lengths.

## Packaging Improvements:

- **Sustainability:** Delivers sustainability gains over the package lifecycle by downgauging packaging material nearly 60%, and provides ongoing energy savings with 15% lower tunnel temperatures
- **Consumer appeal:** Creates instant appeal with a crisp, form-fitting presentation at retail
- **Presentation:** Improves package clarity and product view to showcase wood grain and color
- **Productivity:** Improves operational efficiencies and run times by providing more film on every roll, in turn reducing changeovers; solves rework issues due to inconsistent seals
- **Protection:** Solves issues of film punctures and rework caused by sharp corners
- **Tech service:** Provides stronger value and package optimization with responsive, knowledgeable local distributor

## Sales Success Tip:



The home improvement market is stronger than it has been in years, and is anticipated to reach \$265 billion in sales in 2020. Target PE replacement applications for do-it-yourself and remodeling products that would benefit from a form-fitting package and clear product view.

[ipropertymanagement.com/research/home-improvement-industry-statistics](http://ipropertymanagement.com/research/home-improvement-industry-statistics)