

# Shrink Sleeves

Shrink sleeves have revolutionized packaging. Eye-catching, durable, functional, and cost effective shrink sleeves are a growing trend. With so many choices, and quickly evolving technology, you need to choose a partner that can guide you through the myriad of choices to the right solution. At Taylor Communications, we are at the forefront of labeling innovation and will make sure that you are too.



## Benefits of Shrink Sleeves

Shrink sleeves offer a range of benefits, from aesthetic to functional:

- Stand out on shelf
  - Vibrant colors and photo quality
  - Assortment of metallic and pearlescent effects
- Maximize marketing space
  - Full-body design with 360-degree exposure
  - Seamless fit contours to all types of containers - any size, any shape
- Create combination packaging to band multiple containers
  - Include samples for cross sell opportunities
- Protect the contents
  - Security seals and tamper evident options
  - Durable - moisture and abrasion resistant
- Cost effective
  - Eliminates custom printed containers

## Case In Point

### The Challenge

A salad dressing manufacturer was sourcing their labels overseas. Shipping was costly, the turn time was extensive, and rush orders were not an option. The product did not perform to expectation either: the shrink sleeves made it difficult to open the jar and when it did open, the label often ripped beyond the intended margins.

### Our Solution

An HD Flexo printed full body shrink sleeve with 360 degree graphics and a perfectly placed perforation.

### The Results

- A highly impactful product that stands out on shelf in an exceedingly competitive market.
- Improved functionality ... durable, scuff resistant and functional shrink sleeves. The perforation eliminated label tearing and opening difficulties and enhanced user experience.
- Significantly reduced turn times and shipping costs, and easier to manage label inventory.
- Increased production oversight ... the client is now able to attend press checks and receives local sales support.



# Shrink Sleeves

We offer numerous film options, including PVC and PETG. Film selection is based on the application, performance specifications and required shrink percentage.

Cold foil, UV metallic and fluorescent inks, spot matte/gloss are used in various combinations to create perfect, eye-catching graphics.

Our products include:

- Full body sleeves
- Tamper evident bands
- Neck bands
- Multi-pack bands
- Flat or seamed



## Services

We provide a full-service shrink sleeve solution from 3D proofs and prototypes, to HD printed sleeves and referrals for shrink sleeve application equipment or bottle decorators.

Whether you're transitioning from labels to shrink sleeves or launching a new product, trust our team of experts to provide the technical support and expertise to guide you through the process.

