New Solution for Collation Shrink Film based on DOWLEX™ NG Linear Low Polyethylene (LLDPE) Resins

Collation shrink packaging is one of the fastest growing segments in Asia Pacific. The underlying reasons are:

- Environmental concerns over resource depletion (i.e. forests), energy consumption, post-consumer waste and more associated with traditional packaging
- Trends toward bulk “warehouse” shopping and multi-pack packaging
- Desire to combine shipping packaging with display packaging for cost savings
- Achieve cost efficiencies by reducing more costly paperboard packaging and printing
- Create “see-through” packaging to promote product branding

What is the current market looking for?

As film converters and end users seek new ways to make collation shrink work even more efficiently, several specific needs become as clear as the films they desire:

- Need for high gloss/low haze films to achieve excellent shelf appeal
- Need for films capable of high-speed machining
- Need for coex films to achieve both ease of printing and appeal, while also fulfilling strength and sealability issues
- Need for excellent uniform shrink around products
- Need for balance between film’s strength and customers’ ease of opening
- Need for product differentiation potential in film products
- Need to reduce costs for packing

What can we offer with DOWLEX NG LLDPE?

Combining excellent optics and shrinkage with a choice of stiffness and abuse resistance, these packaging solutions offer an attractive way for converters and brand owners to maximize the benefits of collation shrink film products.

Gloss

In lab testing, versus existing competitive market samples, selected DOWLEX NG based solutions demonstrated 15-20% improvements in gloss. Such improved gloss could add eye-catching sparkle and shine to boost shelf appeal and customer awareness.

Haze

Haze is an unwanted aspect of film packaging in general. Thus, the 20-40% reduction in haze compared to the existing market samples should be welcome news to every converter and packer! Together with the improved gloss, DOWLEX NG LLDPE Resins based formulations can offer excellent optics – the key to stunning film packaging.

Controlled Shrinkage

Overall Dow shrink film resins deliver an adequate level of orientation and thus can yield films with a high level of Machine Direction (MD) shrinkage – above 65% - and adjustable Cross Direction (CD) shrink rates. High shrink tension levels in films comprising Dow resins allow for exceptional package integrity and can be used in numerous collation and overwrap shrink applications.

Strength

Impact strength and tear resistance are among the most important aspects of collation shrink packaging. How the film reacts to potential punctures and stresses determines its final protective packaging success. DOWLEX NG LLDPE resins deliver excellent performance in terms of both impact strength and tear resistance.

Benefits for film converters and brand owners

The benefits are many for converters and brand owners alike, and they lead to valuable conclusions for both as well.

- Film converters - these shrink solutions based on DOWLEX NG LLDPE resins offer consistent, high quality films capable of significantly advancing the most important qualities of shrink wrap – creating potential for higher value and differentiation of their products to their customers.
- Brand owners - clearer films with eye-popping graphics capabilities can create the desirable “eye magnetism” for the collated products. And, the films’ balance between packaging strength and consumers’ ease of opening can benefit everyone along with supply chain. Finally, these solutions allow brand owners to confront today’s tough environmental issues by reducing natural resource consumption and post-consumer waste, while lowering resin and energy consumption in creating the packaging.
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