



NEWS RELEASE

TO THE EDITOR

FOR IMMEDIATE RELEASE

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GILBRETH PACKAGING TAKES SHRINK IN A WHOLE NEW DIRECTION

“AWARD WINNING” RAS™ PETG FILM TECHNOLOGY

RAS™ (Roll Applied Shrink) labels enabled by Eastman Embrace™ copolymer resins. Machine direction shrink with the contoured beauty of a sleeve.

Croydon, PA: New RAS™ label technology enabled by Eastman Embrace™ copolyesters, is offered by Gilbreth to provide brand owners, decorators and contract packagers with an innovative interchangeable flexibility that works on existing labeling lines. Recognized for Innovation in the Shrink Film market, Gilbreth was awarded first place by the PLGA (Packaging & Label Gravure Association) 2010 Global Print Quality Awards in the “New Materials” category.

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www.Gilbrethusa.com
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360° coverage in a Machine Direction PETG shrink film with up to 55% shrink. The technology enables the use of existing wrap equipment and requires the addition of a heat tunnel to allow this film to conform to most containers. RAS™ label technology is designed to work not only with relatively simple bottle shapes, but also more challenging shapes and complex package contours.

The roll applied shrink labels by Gilbreth with machine direction shrink film are produced for the market by both Klockner Pentaplast and Bonset using RAS™ technology resins. The new technology allows for machine-oriented film to create the look of a shrink sleeve without the conversion expense.

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Designed for high-impact visual appeal and cost-saving efficiencies, RAS™ permits ultimate shrinkage using hot melt, solvent or laser welds. Offering Consumer product companies, decorators and copackers greater decorating and design flexibility than traditional MDO films.

Longtime developmental partner and creator of the RAS™

Technology, Eastman Chemical Company has the following to say about Gilbreth:



“With focus in shrink films, Gilbreth continues to lead efforts in bringing innovative label concepts to market”

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Gilbreth Packaging - A pioneer in shrink labels now offers the opportunity to “Complete the Package” as part of the Cenvéo family of packaging companies. Cenvéo can provide one source for all your needs in the areas of [envelopes](#), [custom labels](#), [specialty packaging](#), [commercial print](#), [publisher solutions](#) and [business documents](#). To learn more about Cenvéo please visit www.Cenvéo.com

For more information, please contact; Theresa Sykes; Gilbreth Packaging – A Cenvéo Company; 3001 State Road; Croydon, PA 19021; (800) 630-2413; www.sykes@gilbrethusa.com.

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Photo Caption:

Dynamic, contour-hugging shrink labels offered by Gilbreth are made from RAS™ technology enabled by Eastman Embrace™ copolyester material. Roll Applied Shrink labels can be applied on existing high-speed equipment.

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