



NEWS RELEASE

For additional information please contact:
Agency contact: Gail Steckler
GIL-147

TO THE EDITOR

FOR IMMEDIATE RELEASE

Mr. Jim Insel
Gilbreth Packaging
3001 State Road
Croydon, PA 19021
(800) 630-2413
www.gilbrethusa.com



LEARN EVERYTHING YOU EVER WANTED TO KNOW ABOUT SHRINK SLEEVES

Gilbreth Hosts First Annual Shrink Training 101 at PackExpo
Visit our web site or stop by Booth # 3150 to Register

Croydon, PA: Consumer package designers, packaging engineers and marketers of food, beverage, household, nutritional and health and beauty products are invited to attend Shrink Training 101, hosted by Gilbreth Packaging for an informational presentation on when, where and how to use shrink labels.

The Gilbreth presentation will feature a design-to-market shrink label overview followed by a presentation of practical tips and techniques from a distinguished panel of resin suppliers, film suppliers, machinery manufacturers and co-packing industry experts. Show attendees may stop by Gilbreth booth # 3150 to register for the presentation or register in advance at our website, www.gilbrethusa.com.

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Gilbreth Packaging, a pioneer in shrink sleeves for over 40 years, develops innovative shrink label technologies, unique in-label sensory effects for a broad range of shrink labels; full body sleeves, tamper-evident neck bands and specialty anti-counterfeit sleeve labels.

For more information, please contact Jim Insel; Gilbreth; 3001 State Road; Croydon, PA 19021; (800) 630-2413; www.gilbrethusa.com.

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Photo Caption:

Gilbreth and a panel of shrink sleeve industry experts will present the First Annual Shrink Training 101 informational learning experience at PackExpo.

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