



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™ copolyester resins. Machine direction shrink with the contoured beauty of a sleeve.

Croydon, PA: New RAS™ technology enabled by Eastman

Embrace™ copolyester, 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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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™ 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 Eastman Embrace™ technology copolyester 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 Cenvéo Company can provide you with the
“Complete Package”.

We offer the following products and services;

- **Specialty Packaging:**
 - Shrink Sleeves
 - Folding Cartons
 - Blister boards
 - In - Mold
 - Cut and Stack
- **Custom Labels**
 - **Envelopes**
 - **Publisher Solutions**
 - **Business Documents**
 - **Commercial Print**

Cenvéo offers a collective resource for all your packaging and printing needs. Design to market we help brands establish identity, create loyalty, and ultimately increase market share.

Please visit www.cenvéo.com for more information on our entire service platform, or email info@gilbrethusa.com.