

Case Study “Innovation” Customized Solution

Gilbreth maintains an excellent relationship with all of its suppliers. We utilize these relationships to keep our customers on the cutting edge. We pride ourselves on being the first to evaluate new products. Eastman Chemical began producing a new PETG polymer for shrink film. We collaborated with a downstream supplier to produce the first full body label in PETG LV film. Gilbreth assisted Eastman in determining market acceptance and feasibility.

Gilbreth was the first company to use and identify the benefits of PETG LV shrink film. The PETG LV film is superior to the current PETG product; the film allows Gilbreth to offer our customers a better alternative to the standard shrink films. Within one year, we have successfully transitioned or secured new business in PETG LV film. Eastman awarded Gilbreth a “Supplier Excellence Award” in sincere appreciation for our developmental efforts on PETG LV films.

Our recommendations for introduction and acceptance of new PETG resin / film

- Evaluate and identify “selling points” for the LV film
 - MD growth – “Smile Free”
 - Versatile shrink curve
 - User friendly
- Create a Show / promo label to highlight attributes
- Produce and distribute labels through tradeshows and sales calls
- Create an advertising and marketing campaign to introduce the film
- Educate our customers to the advantages of PETG LV

Custom Solution

- Film Innovation
- Vendor relationships
- Application expertise
- Identify market opportunities
- On site tech / start up support
- Latest ink technology
- Innovative process technologies