

Case Study “Innovation” Customized Solution

Gilbreth is committed to offering its customer the latest innovations. We learned that our customer base would soon have a need for sustainable packaging. We began an initiative to provide our customers sustainable alternatives to standard packaging films. We collaborated with Plastic Suppliers to develop and market the first Biopolymer shrink film. EarthFirst® PLA is a corn based biopolymer shrink film. Gilbreth prides itself on being the first shrink sleeve supplier to offer biodegradable packaging products.

When EarthFirst® was introduced to Gilbreth; it was not a marketable film. It had technical, handling and application issues that needed to be addressed. We worked closely with Plastic Suppliers and our customers to develop a market acceptable shrink film. Any customer looking to increase sustainability can now use EarthFirst® PLA and in most cases, it is an easy replacement for PVC and PETG petrol-based films. EarthFirst® PLA can be composted in an industrial composite site in 60 days. Gilbreth was the first company to use and identify the benefits of EarthFirst® PLA shrink film. The development of this film allows Gilbreth to offer our customers an alternative to the standard petrol-based shrink films.

Our recommendations for introduction and acceptance of new biopolymer and sustainable EarthFirst® PLA film

- Run trials to evaluate Original EarthFirst® PLA film
 - Improve MD Shrink
 - Brittleness- press issues
 - New ink systems
 - Seamability
 - Run application trials
 - Application issues
 - Temperature requirements
 - Shrink force too great
 - Recommend changes and improvements
 - Create a promotional label to highlight attributes
 - Produce and distribute labels through tradeshow and sales calls
 - Educate our customers to the advantages of EarthFirst® PLA
 - Create an advertising and marketing campaign to introduce the film
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- **Custom Solution**
 - Film Innovation
 - Vendor relationships
 - Application experience
 - Identify market opportunities
 - On site tech / start up support
 - Latest ink technology
 - Innovative Process Technologies