

Sleeve label technologies are exciting

New Co-extruded Low Density Shrink Sleeve Label Film

The growth in sleeve labels is among the highest for any label technology. Global growth rates for all sleeve label formats are estimated at 6.5%. Growth is strong in all sleeve label formats and especially in shrink sleeve technologies, with continuing investment by material producers, printers and end users in equipment and technologies.

Sleeve label technologies are distinguished from other labeling formats by their ability to provide a full 360° presentation of graphics and data.



European and North American companies are promoting the economic collection, recovery and recycling of post-consumer PET containers. Current used sleeve label materials are difficult to separate from the PET flakes during recycling, spinning and blow molding of recovered PET. Contamination with OPS, PVC or PET-G resulted in complaints about polluting fumes and processing.

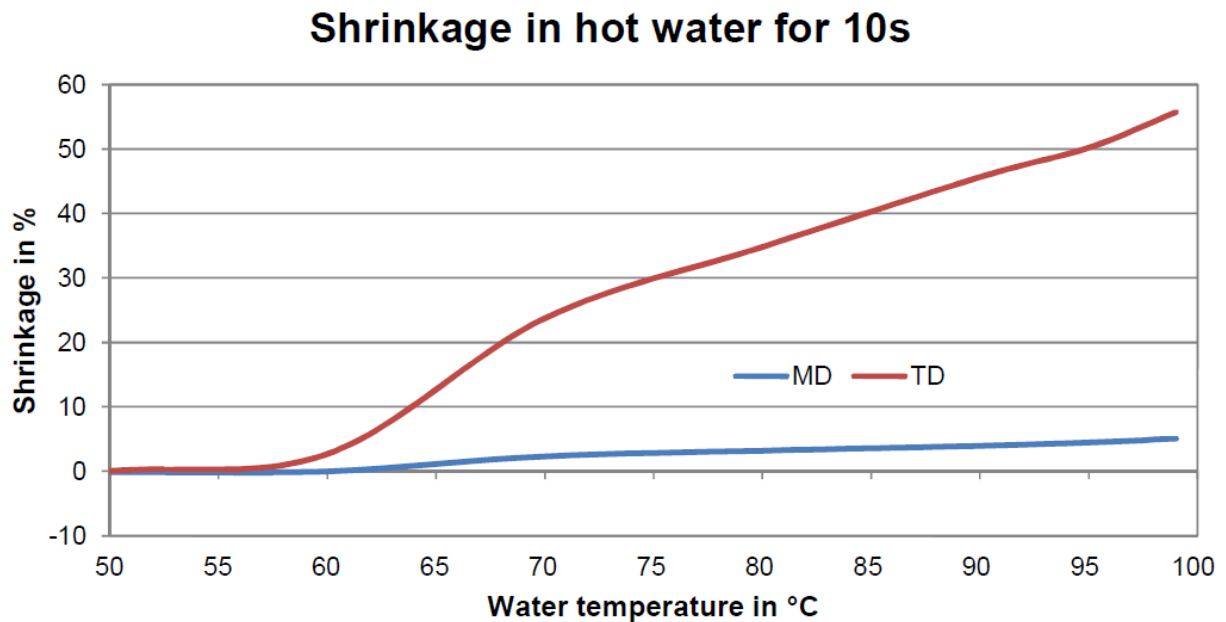
The new co-extruded shrink sleeve film by Brückner Maschinenbau is suitable for label flotation separation in PET bottle-to-bottle recycling processes. The shrink sleeve film, a polyolefin film, satisfies this requirement, and its low 0.92 g/cm³ density can provide yield advantages compared to other commonly used TD shrink materials.

The new co-extruded shrink sleeve label film provides on-bottle shrinkage of up to 50% together with an excellent haze of about 5%. And the film is ideal for customers requiring low density, medium shrink sleeve labels for the food, beverage, healthcare and other consumer good markets.

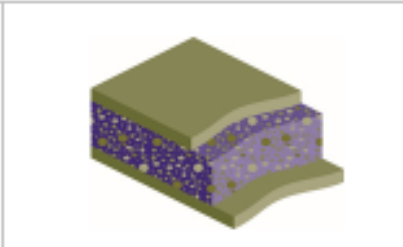
Key advantages:

- Film density below 1 g/cm³ before and after shrinkage
- Enables flotation separation of label from PET bottle to bottle recycling
- Shrinkage up to 50%
- Low haze

Shrinkage behaviour over temperature



3-Layer Polyolefin TD-Sleeve Film



Material	Gauge
COC	8µm
PP+COC+PE	25µm
COC	8µm
Total	42µm

Highlights

- Density: 0,92 g/cm³
- Shrink up to 50%
- Haze 5,8%
- High yield
- Film density below 1g/cm³ before and after shrinkage
- Facilitates flotation separation

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Author: Roland Lund, R&D