



10 - 12 May • Bangkok
LABELEXPO
SOUTHEAST ASIA 2018

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Shrink Sleeve Workshop

Session 1

An introduction to sleeve technology,
markets and applications

Andy Thomas-Emans

Shrink Sleeve Workshop



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Introduction to workshop

- What is 'sleeve' labeling?
- When did it start and how has it evolved?
- What does it offer?
- What applications and markets is it used in?
- How big is the market and how fast is it growing?
- What film materials are used for shrink sleeves?
- What is the process for producing shrink sleeves?
- How are they printed?
- How are they applied?
- What are the main benefits of shrink sleeves?
- What does the future hold for shrink sleeves?

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What do we understand by Sleeve Labeling?

There are three types of sleeves:

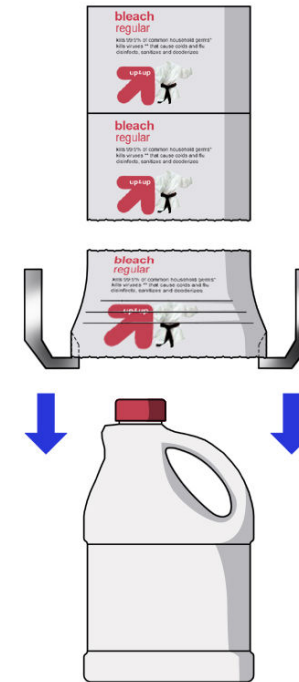
- **Stretch sleeves**
- **Machine Direction Orientated (MDO)** – which includes roll-on shrink-on, roll-fed shrink or roll-applied shrink
- **Heat Shrink sleeves**

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1. Stretch sleeve labeling



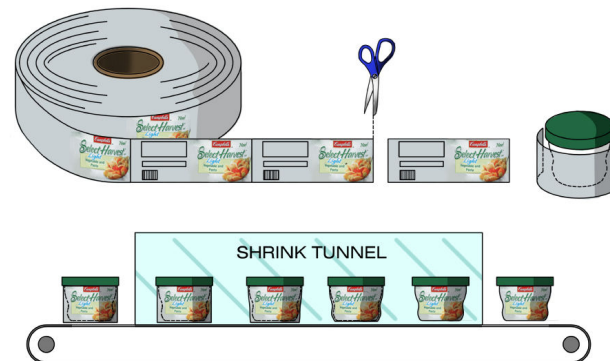
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2. Machine Direction Orientated (MDO)

Roll on Shrink on and Roll-applied Shrink



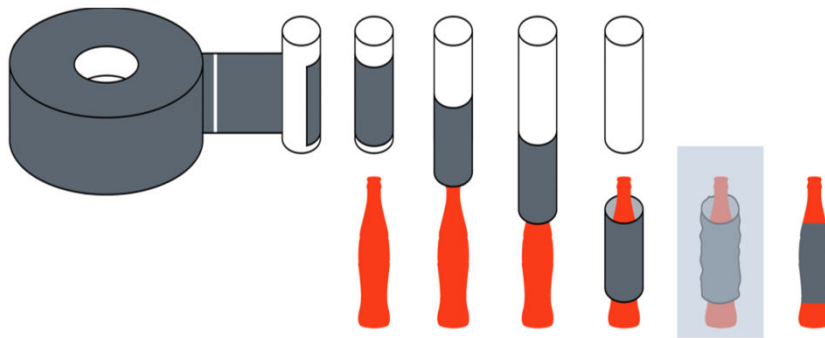
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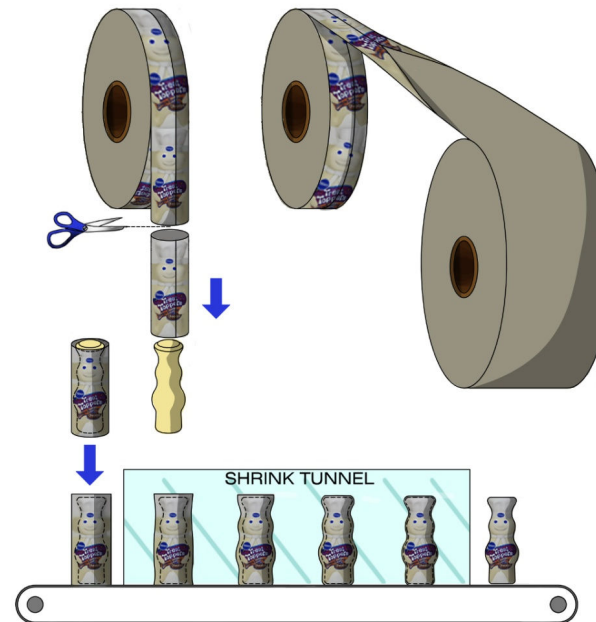
2. Machine Directed Orientation (MDO)

Roll-applied Shrink



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3. Heat shrink sleeve labeling



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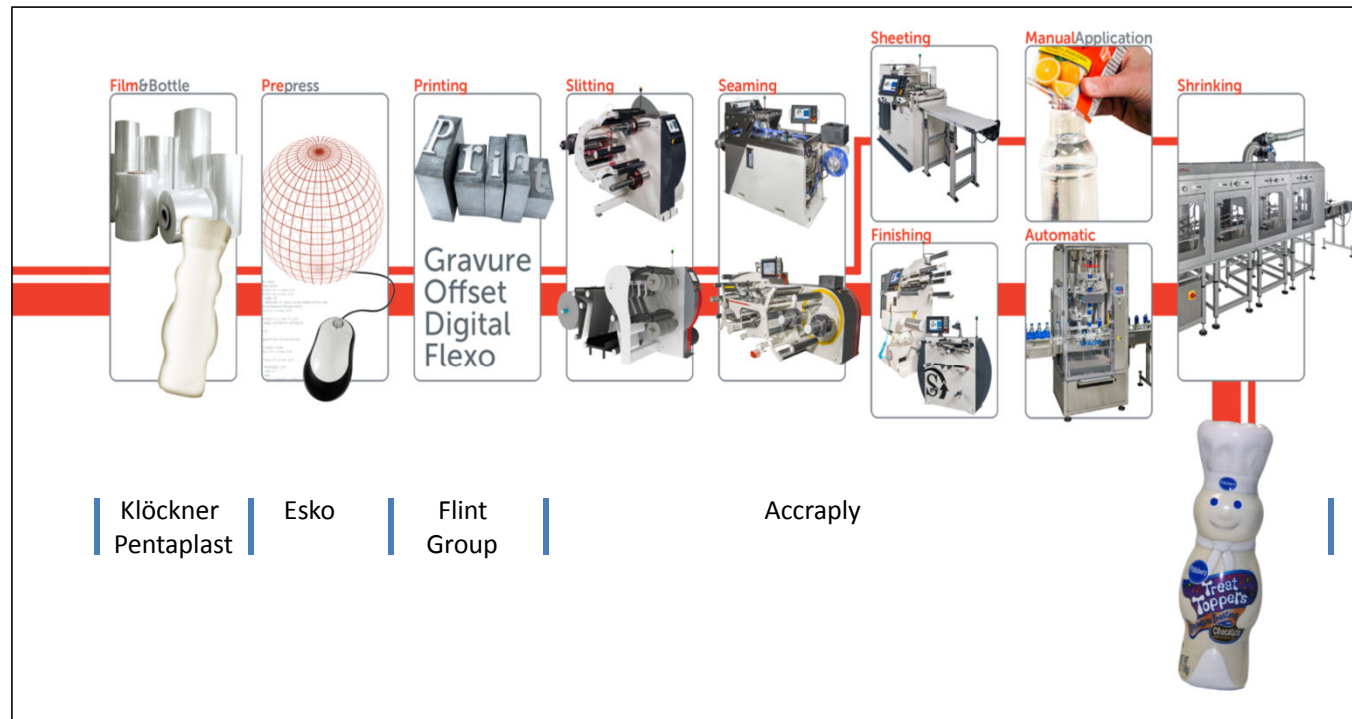
Heat shrink sleeve labeling is dominant technology

- Uses heat shrinkability of selected films
- Printing typically carried out on the inside of the film web
- The printed label web is formed and sealed into a sleeve
- The seamed sleeve is cut and applied over the container – manually or automatically
- The sleeved container passes through a heated shrink tunnel and the film sleeve is shrunk to fit the container

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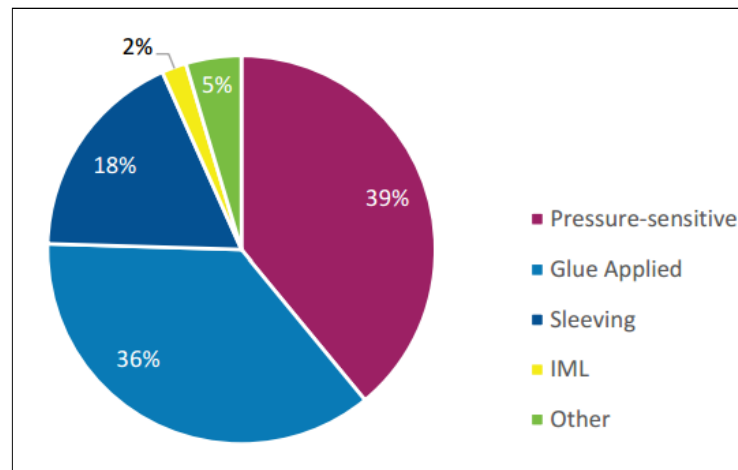
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Statistics on sleeve labeling market:

- Sleeve label market currently estimated at around 18% of the total world label market
- Annual growth forecast 4.5% to 6%
- Growth for all types of labels at 3.5%



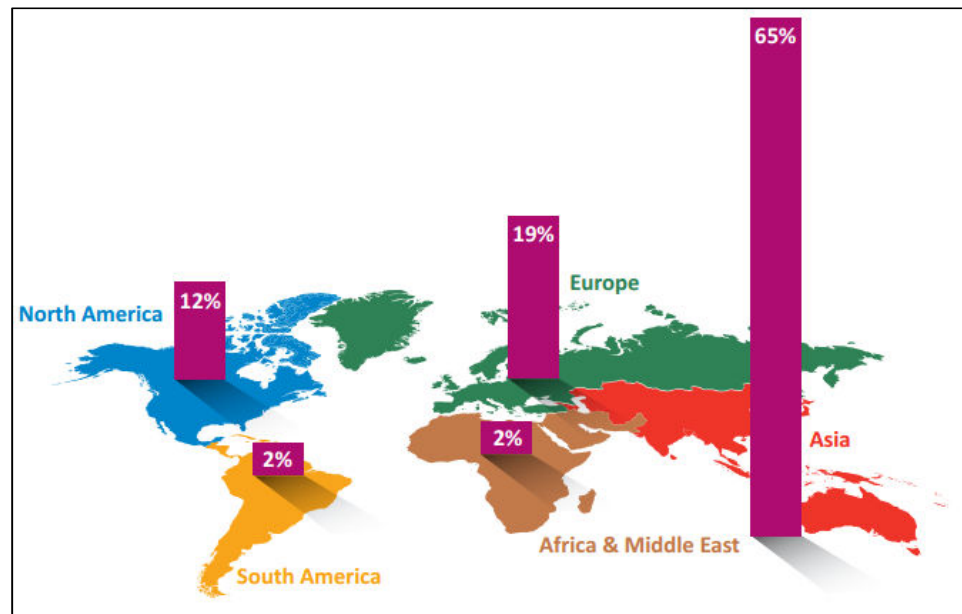
Source: AWA 2016 Global Sleeve Label Market Study

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Main global markets for sleeve labels?



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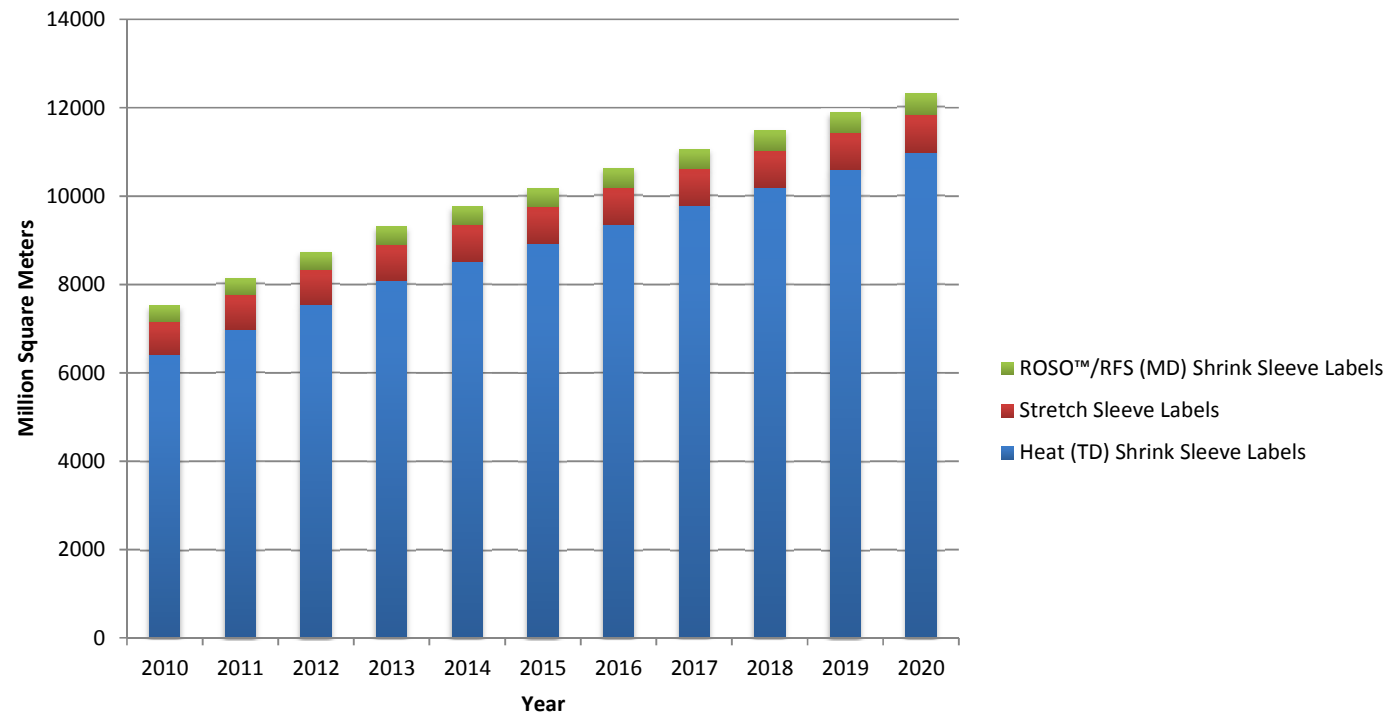
The global sleeve market. Source: AWA 2016 Global Sleeve Label Market Study

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Historical and forecast growth of sleeve label market to 2020



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Source: AWA Global Sleeve Label Market & Technology Review 2016
AWA Alexander Watson Associates

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Things you will learn about the heat shrink sleeve process:

- Shrink sleeve labeling is a good growth process
- Different film materials have varying amounts of shrink
- CAD applications predict horizontal and vertical distortions, predict how a substrate will react in a shrink tunnel
- How to make barcodes scannable after the shrinking process
- Printing processes used for sleeve printing
- Importance of Ink formulation
- Seam location will vary from one sleeve to another
- Different types of sleeve applicators and heat tunnels
- The future still looks to be a good growth opportunity



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