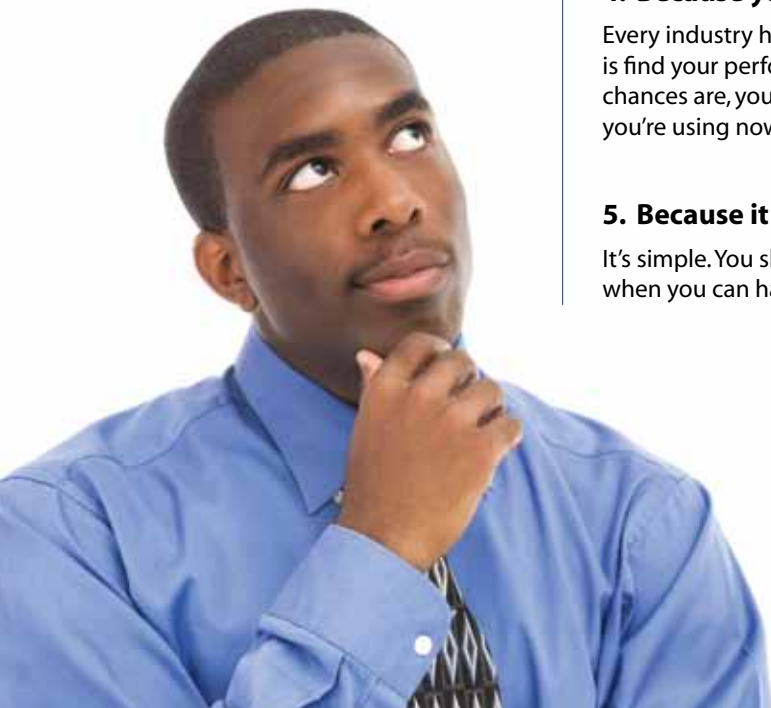


Thin is in

THE TOP FIVE reasons you should down-gauge your P.E. film packaging



1. Because you retain the same performance.

Optimized strength, seal and gloss is about the right formula, not bulk. The best films are multilayered with customized resins, leveraging each property to provide the highest-performance film packaging solution. Thinner, more effective films are achieved by using the finest resins available, but in a smaller proportion.

2. Because it saves you money.

Depending on the application, you could down-gauge your P.E. film by up to 20 percent. With 20 percent more film per roll, 20 percent longer run times and 20 percent less labour for product changeovers, every down-gauged film order adds up to significant savings in both money and time.

3. Because it helps the environment.

Thinner film means less packaging. And less packaging means reducing total consumption of raw materials and the amount of material your customer has to throw out. In a sustainability-conscious marketplace, less packaging also means one more competitive advantage for your brand.

4. Because you can.

Every industry has the potential to down-gauge its film. All you have to do is find your performance specifications—for both strength and seal—and chances are, you can order a P.E. film that is significantly thinner than what you're using now.

5. Because it makes sense.

It's simple. You shouldn't use a P.E. film that is thicker than it needs to be, when you can have a thinner, less expensive and more sustainable solution.