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**WHY VINSAK IS BULLISH ON THE GROWING SHRINK SLEEVE LABEL MARKET?**



The rise of urbanisation in Asia Pacific, Middle East and ever increasing population and increasing dependency on packaged foods, drinks & other products are the three main factors which are

leading to exponential growth of Shrink Sleeve Labels in the market. Other factors such as brand competitiveness, cost efficiency, and on-shelf appeal also contributed to the growth.

Most of the packaged goods are sold mainly due to their attractive packaging so require high quality printed labels. These highly attractive sleeve **labels** are printed on a flexible shrink film reduces in size through the application of heat, thus making to match the size of the product and providing a better look and feel. In many cases, these films work out more competitive that conventional self-adhesive film labels due to the absence of release liners, adhesives etc. The additional decoration capabilities of cold foil stamping, metallic colours, special varnishes etc. really make the look and feel of the shrink sleeve as luxurious as a film Self-adhesive label.

The market share of sleeve labels is estimated to be 12% of the global labelling market in 2016. The market of shrink sleeves is expected to reach to USD \$ 10.6 Billion by 2024 with CAGR of more than 5% annually as per Persistence market research. The Asia Pacific region accounts for 38.4% sales of printed shrink labels for packaging. Overall it's a tremendous opportunity waiting for print manufacturers in Asian countries.

VINSAK pioneer in packaging and printing solutions is advancing at a rapid pace providing sleeve printing and finishing solutions to printers and converters. As per VINSAK, currently Brand owners are focusing on shrink labels because of:

- Applied to a variety of generic packaging containers such as plastic, glass and metal which makes it a more cost-effective option
- Highly resistant to penetration and damage.
- The tamper evident protection seal incorporated in its sleeve label design provide product security.
- Shrink sleeves offer a 360-degree visual area that allows designers to display more information.
- The printing is done on the inside of the shrink sleeve. The design does not easily smear, blur or distort.



VINSAK have partnered with LOMBARDI and have done more than three installations of Synchroline -8 Colour-UV Flexo Press in 2016. Synchroline also witnessed tremendous response from visitors

during Label Expo India'16 and Drupa'16. The rising popularity of Synchroline is due to its ability to print on varied substrates such as paper, film, sleeves etc.

Key Features of Synchroline Press are:

<b>Max Roll Width up to 650 MM</b>	<b>Lombardi patented Air Blade System (ABS)</b>
<b>Pre-register system</b>	<b>Servo motors on each of the printing units of the press</b>
<b>Corona treatment unit</b>	<b>Lamination, cold foil, slitter, two die-cutting stations</b>

Offline equipment from ABG International, UK continues to offer value added finishing even for shrink sleeves. ABG have launched new Digicon Series 3, the world's fastest semi-rotary die cutting system runs at 150 metres per minute in semi-rotary mode developed to meet the strong demand for higher speed cutting. It uses a combination of the Auto die plate load/unload, Auto-slit and Iscor modules save over 10 minutes of make ready per job. Digicon is having the 50-ton capacity for hot foil and embossing module which allows multiple foils feeding along *and* across the web, and raises embossing to a new level.



Cold foil stamping, special inks or scratch-off coatings applied via Flexo or screen, tactile effects from screen etc. all help to create the look and feel of a luxurious shrink label.

VINSAK will continue to provide more advanced solutions for shrink sleeve labels as a market of sleeve labels will continue to increase due to mounting demand of beverage and packaged food in consort to food and beverage, healthcare, personal care and other applications.

## **About VINSAK**

VINSAK is a pioneer in manufacturing and supplying printing and packaging solutions in India, Africa, and the Middle East. VINSAK has enabled many businesses to succeed financially by providing them customised solutions that were well integrated and supported. These include manufacturers of print that extend from large and well-established brands to entities that are in their nascent stage of growth. The vision of VINSAK has brought solutions that were innovative, high quality and more critically an ideal fit for businesses to succeed in today's competitive environment. These and the commitment to serve the customer's business interested have enabled VINSAK's growth that now spans extensively across the nation

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