

# CRYOVAC®

BRAND FOOD PACKAGING

## Custom Printed Rollstock

CRYOVAC® new Custom Printed Rollstock helps unlock your brands' potential and simplifies printed packaging by lowering minimum order quantities and providing flexible combinability options for rollstock films.

## BENEFITS



### Operational Efficiency

- Enhances printing flexibility
  - Lower minimum order quantities
  - Ability to run multiple designs on a single print order (must be same film type and roll size)
- Quickly produce samples for test markets or market studies
- Easily update or modify graphics without plate fees
- Reduced upfront costs, decreased inventory risks, and quicker speed to market provide a lower total cost of ownership



### Brand Experience

- Customize packages for seasonal, regional, promotional and limited time product offers
- Enable consumer engagement by personalizing packaging with variable images, text, or codes on every package



## CHALLENGE

Traditional printing methods for rollstock films are better suited for larger order quantities, which can pose a challenge for products with lower demand or niche markets that do not require high volumes. Moreover, the associated plate costs incurred when changing graphics can become expensive for brands with numerous SKUs or when frequent label changes are needed.

## SOLUTION

CRYOVAC® Custom Printed Rollstock offers significant advantages to both large and small brands, particularly in terms of flexible ordering. Utilizing digital printing technologies, Custom Printed Rollstock enables brands to avoid over-purchasing labels and the associated risks of obsolete packaging and waste. Additionally, the absence of plate costs and reduced set-up time streamlines the process of changing graphics more frequently, allowing brands to promptly respond to dynamic market changes.



## Custom Printed Rollstock

### SUSTAINABILITY

- Lower minimum order quantities can reduce the inventory space needed to store excess packaging, and lowers the risk of materials going to waste due to a design or regulation change
- Our proprietary inks made from water-based pigments do not contain Hazardous Air Pollutants (HAPs) and produce low VOC emissions compared to solvent-based inks. These inks are non-flammable or combustible and require no special handling or storage
- Waste is substantially reduced since printing plates are not needed for the set-up and creation of each SKU

### MATERIAL

#### NON-FORMING WEBS:

- Engineered for 2.5-3.5 mil, trap-printed laminates, in clear or white
- Available for easy open or lock down seals
- Ideal for films packaged at room temperature and below
- Thermal and post-pasturization treatments must be tested at customer facility



*Shown: Fresh Pasta*

### EQUIPMENT

- Runs on most standard horizontal form-fill-seal / thermoforming equipment
- Non-forming web registration is required to ensure graphics align on package



*Shown: Bratwurst*

### SPECIFICATIONS

- Color Specifications: Full color matching
- Print Width: Up to 54" wide
- Graphics Limitations: No metallics or over print varnish
- Reverse print only

### APPLICATIONS

- Suitable for most rollstock products: Fresh meats and poultry, smoked and processed meats, cheeses, fresh pastas, and more