

MAY 2020

WHITE PAPER

Shrink Sleeve Cans by FINPAC ITALIA



FINPAC

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YOUR SLEEVE SPECIALIST

STANDING OUT FROM THE CROWD

Sleeved cans solutions by FINPAC ITALIA

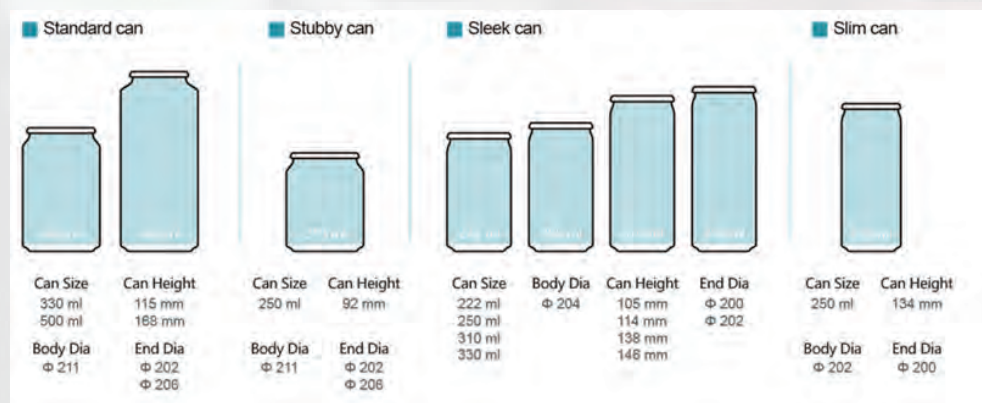
As the craft beverage market continues to boom, FINPAC ITALIA has become a prominent supplier in the industry. From beer to juices, passing through sparkling wine and energy drinks, sleeved cans can help independent bottlers and major brands to stand out from the crowd of a standardised printed cans on shelves.

As FINPAC ITALIA we have recently seen a trend of customers opting for cans rather traditional bottles.

Even more specifically, they are coming to FINPAC ITALIA inquiring from 222 ml for sleek and slim cans to 500 ml standard cans sleeve labeled cans.

In this article, we will discuss what a shrink sleeve labeled can is, why it is appealing to companies and why FINPAC ITALIA should be your #1 choice when it comes to craft beverage packaging.

In terms of different volumes cans could be as follows:



What is a Shrink Sleeve Labeled Can?

So before we go into why these shrink sleeve cans are becoming popular, we first need to understand what they are.

A shrink sleeve can is simply a normal aluminum can (most commonly 330 ml or 500 ml if beer filled) with a shrink sleeve label applied to it.

Heat shrink labels have been around for years, but just recently have they exploded into the can market.

Dedicated equipment is required for the shrink sleeve application, so typically labelling specialist as FINPAC ITALIA handle the application and can offer turn key solution for cans labelling.

Why Should I choose a Shrink Sleeve Can Over an Alternative Packaging Option?

We know there are countless options to package your craft beverage, so what is so appealing about a shrink sleeve can?

Let's compare some popular packaging options to a shrink sleeve can:

1

Glass Beer Bottle vs. Shrink Sleeve Labeled Can:

When compared to traditional glass beer bottles, aluminum cans are lighter, more affordable and are very convenient to ship. You don't have to worry about the cans breaking during shipment like glass bottles have the possibility to do.

Cans are also 100% recyclable and due to the lower carbon footprint, shrink sleeve cans are considered a very eco-friendly package.

2

Pressure-Sensitive (PS) Labeled Can vs. Shrink Sleeve Labeled Can:

The primary advantage of a shrink sleeve labeled can over a PS labeled can is the decoration. PS Labeled cans have a limited print area, which exposes the undecorated portions of the aluminum can. Shrink Sleeve labels allow for 360 degree coverage, which portrays a professional look and provides a large billboard for graphics and branding opportunities.

3

Printed Can vs. Shrink Sleeve Labeled Can:

Printed cans are great, they really are. However, the high minimum order requirements restrict who can consider them as a viable option. Most aluminum can manufacturers require truckload minimums per SKU, which is well over 150.000 cans. Even if the MOQ isn't a problem for you, storage space tends to become an issue. If you are a relatively new company, you most likely don't have the warehouse space available to store that amount of cans. Some large companies are able to meet these demands, but what about independent or small bottlers launching a new product? This is where shrink sleeve cans become a great option and only requires a minimum order quantity of 1/2 pallet (around 4.000 cans). Shrink sleeve cans give you the flexibility to test the market, without a large capital investment and inventory confinement.

Now that we may have piqued your interest in shrink sleeve labeled cans, you need to understand why you should choose FINPAC ITALIA Container as your supplier.

1

More than 400 shrink sleeve installations by FINPAC running around the world from Australia to Argentina:

FINPAC ITALIA has a huge and long experience in shrink sleeving technology and we are considered as a reliable and cost-effective supplier for this kind of machines thanks also to a long-term partnership with global turn-key suppliers for beverage lines.

2

Short Lead Times:

Since aluminum cans are printed in-line by the manufacturer, lead times are known to fluctuate! By utilizing FINPAC ITALIA as your shrink sleeve can provider, you can have your project completed in close to 5 to 8 weeks. These short lead times allow you to get the product on the shelves quicker, which in turn will increase your profit.

3

New Material Effects & Printing Technologies:

Latest trends for sleeving labels are nowadays available with amazing results: from glittering to metalized, from mirroring to gold & silver, from luminescent to flou and UV effects. Several printing technologies can be applied on cans for high-end resolution label: offset, gravure, UV flexo, solvent flexo and digital printing, just ask to FINPAC ITALIA packaging experts team the best solution for you needs, without forgetting best results are possible to achieved only by digital printing as nowadays considered the state-of-the-art for shrink sleeve top quality. because top quality matters!

SOME FINAL WORDS

FINPAC ITALIA thanks to our Packaging Manager Mr. Sandro Arconti and his team can provide a full package solution. We can handle the sourcing, the shrink label design and the application. Whether you are a craft brewery looking to launch a new seasonal beer, or even a start-up iced coffee company, FINPAC ITALIA will provide you with a winning solution, because top quality matters!



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