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Emsur, Karlville, SK microworks and Siegwerk join forces to carry out the SleeveConnect project.

summer, pier, jetty, Desk, Dusk, Sunset

SleeveConnect represents the pinnacle of excellence in shrink sleeve technology. This groundbreaking initiative showcases the remarkable synergy achieved through the collaboration of four industry giants: Emsur, a global leader in flexible packaging; Karlville, an industry leader in cutting-edge machinery; Siegwerk, a globally renowned provider of customized inks and coatings; and SK microworks, a prominent name in film industry. Together, they have given rise to an ingenious packaging solution that not only facilitates striking bottle designs but also champions environmental sustainability.

The washable inks of the rPET bottle's c-pet sleeve make it an easily recyclable monomaterial that can also incorporate innovations in the recycling process, such as a digital watermark that allows for accurate detection during sorting.

The bottle produced by the innovative start up “BTC Concept” has a high-quality shelf impact thanks to the high opacity white sleeve which gives more visual "body" to the design and enables a non-coloured bottle to give both high quality shelf impact whilst being 100% recycling friendly under the correct reprocessing conditions. The different finishes, such as Soft Touch or Matt Effect, make the product even more attractive and demonstrate the endless possibilities when printing the sleeve.

Uncoloured bottles will be a good source of high quality recyclate for the future and this sleeve solution is the ideal complement for any type of transparent bottle. The production process is realised on the Karlville machines after the sleeve has been processed in Emsur with washable inks and coatings from Siegwerk and C-Pet shrink film from SK microworks.

The #SleeveConnect project will be launched at the trade fair Labelexpo Europe, the world's largest event for the label and package printing industry. From 11 to 14 September, at Karlville Booth, the production process of these innovative sustainable bottles will be on show.

EMSUR is a global leader in the development and production of packaging solutions for food, beverage, household, personal care and other products. EMSUR works with leading companies around the world to protect their products and the people who rely on them, make brands visible and improve supply chains through a complete range of flexible packaging solutions.

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