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Siegwerk, Tripack and Multi-Plastics combine forces to unveil an innovative APR approved shrink sleeve on a clear PET water bottle at Label Expo Americas 2024

Tripack, Siegwerk and Multi-Plastics will be debating their collaborative recyclable solution for PET bottles at Label Expo Americas, September 10-12 in Chicago, IL.



United States, America, August 29, 2024 - Leading the charge towards sustainable packaging solutions, Siegwerk, Multi-Plastics and Tripack, have united their expertise to unveil a groundbreaking APR approved fully recyclable shrink sleeve water bottle project for the English Mountain Spring Water Company at Label Expo Americas 2024, September 10-12 in Chicago, IL. This collaborative effort underscores a shared commitment to environmental stewardship and innovation in the packaging industry.

Multi-Plastics, a key contributor to the project, provided their Envirocycle 30 percent post-consumer recyclate PET shrink sleeve film essential for the structural

integrity of the recyclable English Mountain Spring Water Company water bottle. Siegwerk's cutting-edge CIRKIT de-inking primer technology, combined with SICURA Orbis ink technology, to wash off in combination with deinking primer, was instrumental in ensuring the bottle's recyclability. Tripack's expertise in application technology enabled the seamless integration of PET shrink sleeves onto PET bottles, establishing a sustainable packaging solution that prioritizes efficiency and eco-consciousness.

The use of Multi-Plastics Envirocycle PET shrink sleeve film in this project highlights its role in enhancing the quality of recycling processes, preventing clumping, and significantly reducing the environmental footprint. Furthermore, Siegwerk's CIRKIT deinking primer and SICURA Orbis ink technology sets a new standard for ink removal, ensuring a clean and uncontaminated PET flake with minimal impact on wash water, thereby advancing the cause of sustainability within the packaging sector.

The shrink sleeves were printed using a PET film with 30 percent post-consumer recyclate which enhances the overall commitment toward achieving a higher standard of environmental responsibility. This collaboration created this shrink sleeve label based on the APR approved design guidelines. This included shrink sleeve material and inks that meet the APR standards for preferred design recognition. This strategic approach not only highlights our technical prowess but also underscores the collaboration’s dedication to fully aligning with the APR’s PET recycling requirements for all aspects of the shrink sleeve label.

This collaborative effort between Tripack, Siegwerk, and Multi-Plastics exemplifies a shared vision for a more sustainable future, where technical ingenuity meets environmental consciousness to drive positive change in the packaging industry. For more information about our sustainable initiatives, please visit our website: https://www.innovation-through-collaboration.com.

About Siegwerk

Siegwerk is a leading manufacturer of inks and coatings for the printing industry. Siegwerk provides world-class inks and coatings technology accompanied with specialized service solutions. Siegwerk’s ink and coatings products include water-based, solvent-based, UV/ LED curable, and specialty inks and coatings for the gamut of printing processes including flexographic, rotary screen, rotogravure, and offset printing. Inks and coatings are used on pressure-sensitive papers and films, unsupported film applications including shrink and in-mold labels. Our experts will guide you to the ink of the best performances.

About Multi-Plastics

Multi-Plastics, Inc. is a leading innovator in the plastics manufacturing industry, specializing in the production of high-quality, custom plastic solutions. Established with a commitment to excellence, Multi-Plastics, Inc. offers a diverse range of products serving the Envelope, Folding Carton, Thermoforming, Label, and Flexible Packaging markets. Leveraging advanced technology and a highly skilled team, the company is dedicated to delivering superior products that meet the evolving needs of its global clientele. With a focus on sustainability and customer satisfaction, Multi-Plastics, Inc. continues to drive progress and set industry standards through its cutting-edge solutions and exceptional service.

About Tripack

Tripack is your go-to partner for innovative packaging solutions. With over 20 years of expertise in shrink-sleeve packaging technology, we offer a range of services including the design, manufacturing, and installation of sleeving systems. Our contract packaging services complement your needs, providing flexibility and guidance until you're ready to bring the process in-house. Whether it's variety packing, carton packaging, or print registered club store bundles for promotions, Tripack delivers quality and reliability every time. We're your single-source

provider that can supply materials as well as the specialty packaging services you need.

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