

# Shrink sleeves stand up to sanitising trend

**WITH the shift towards a more globally conscious and aware society, consumers are increasingly making more purchasing choices based on their future environmental impacts. Shrink sleeves offer a recyclable packaging option versus pressure-sensitive labelling, which limits recyclability because of the adhesives used.**

This is according to Siyakha Imperial Printing's project head, Jessica Busa, who also points out that as constant brand interaction has become the norm, packaging has had to meet consumers' expectations. 'With the right technical converter, shrink sleeves not only mould neatly into unique container shapes, without the risk of peeling or tearing, they also allow for more graphic coverage,' Jessica notes. 'Advanced substrate technologies enable the material to shrink at a higher percentage than previously possible, permitting the use of narrower necks and shapes. Incorporating foil in the shrink sleeve design creates an attractive finish that further attracts consumer attention.'

Jessica adds that consumers have developed a heightened awareness of the hygiene risks that the pandemic has brought and widely sanitize items they've purchased – resulting in packaging facing an additional threat of damage. Shrink sleeves, however, keep the risk of damage to the information or packaging aesthetics to a bare minimum because they are reverse printed.



## Promoting global label recycling

**CELAB (CIRCULAR ECONOMY FOR LABELS) is a new self-adhesive label industry coalition to encourage the universal adoption of best practices, while fostering regionally appropriate initiatives and cooperation to promote matrix and release liner recycling.**

Due to the wide variance in production processes and recycling capability in different markets, CELAB's structure includes a global steering committee and regional branches. The committee sets priorities for the consortium while the regional branches create work streams on various aspects of matrix and release liner recycling, including analysing technical issues, promoting the use and creation of recycling networks and solutions, interacting with government regulators, and educating the industry and public.

Matrix and liner accessibility will be measured in cost difference to landfill – a metric to be established by regional working teams.

'CELAB is technology- and solution-neutral to ensure that the most viable solutions that contribute to sustainability are developed and promoted for matrix and release liner recycling,' comments spokesperson, Paul Nathanson.

Membership is open to all companies that commit to CELAB's objectives and are willing to help support its work. For further information, visit [www.celabglobal.org](http://www.celabglobal.org).

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