



The Shrink Sheet

Distributor Newsletter

Conflex...Flexible People Make Flexible Systems

June 2007

Reminders:

- Lap sealing can offer up to a 25% film reduction vs. side sealing
- Reducing film = reduced cost per package
- Use Lap Seal as a foot in the door to go after competitive film business
- Lap seal is best suited for prospects running a smaller range of product sizes

We're on the web

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Distributor Newsletter

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Want To Stand Out From the Crowd? Try Selling Lap Seal

Chances are that when a prospective customer tells you they need a new shrink wrapper, you are going to direct them to a side seal system because of flexibility. *Good thought...but do you realize your competition is thinking that same thing.*

Maybe that same prospect is telling you, the packaging expert, that they want a side sealer. *Fair enough...sell them what they want.*

However, if thoroughly questioned that same prospect would say cost per package is more important than their need for flexibility. *Especially when shown the numbers!*

Running the numbers means a 10% - 25% film reduction using lap sealing over side sealing!

Run the Numbers...An Example

Application: Multipack of Matches

Size: 2"W x 3"L x 1"H

Formula

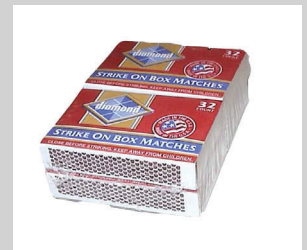
Side Seal = $W + H + 3''$

Lap Seal = $2W + 2H + 3''$

Film

12" Singlewound

9" Singlewound



Multipack of Matches

25% Film Reduction vs. Side Seal

5 Other Benefits of Lap Sealing:

1. Half the Roll Changeovers vs. Side Seal Centerfolded Film = 2X Length
2. No Scrap or scrap tail breaks to worry about and better for the environment.
3. No Side Seal mechanism to worry about, clean, repair etc...
4. Quick Change Forming Plows can be just as fast for product changeover.
5. Cost of equipment is typically lower—Think CW 160!

Be the packaging expert. Think Lap Seal next time your prospect needs a new system. They may tell you they want a side seal and that may be what your competition is offering, but running the numbers may help you stand out from the crowd.

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