

“The transition from TD sleeves to Polyphane™ Fit STS reduced labeling costs by 33% without sacrificing quality. We switched from a complicated traditional sleeve labeling process to RFS, allowing PepsiCo to work at higher speeds, with fewer roll replacements than ever”

Richard García, General Manager  
Gatorade Corripio Plant, Dominican Republic



For over 40 years, Gatorade sports performance beverages have been providing hydration for athletes and general consumers alike. Gatorade is a global brand with significant market presence in over 80 countries.

#### Gatorade's challenge

In the Caribbean, popularity of the Gatorade brand grew exponentially, pushing PepsiCo to seek a top quality, cost effective, high shrink labeling solution. However, true to its commitment to protecting the environment, PepsiCo required all candidate high shrink labels to be sustainable, allowing for PET container recyclability.

PepsiCo elected to switch to Polyphane™ Fit STS roll-fed sleeve film. The material is engineered for steam tunnels and delivers a shrink ratio of up to 50 percent. Previously, Gatorade was labeled with traditional TD shrink label sleeves.

**Gatorade switches from traditional TD shrink sleeves to sustainable high shrink labels made of Polyphane™ Fit STS, allowing for PET recyclability and saving 33% on labeling costs**

#### The optimal choice: Polysack's Polyphane™ Fit STS High Shrink labels

Following a rigorous selection process in 2011, PepsiCo selected Polyphane™ Fit STS 45 microns high shrink label in combination with Sacmi's RFS labeling technology. PepsiCo was able to achieve a top quality, sustainable high shrink label with 30% higher yield, 33% savings and double bottling speed than traditional TD sleeves.

“We compared Polyphane™ Fit STS to our TD shrink sleeve” said Richard García, general manager at Gatorade Corripio plant in Dominican Republic.

“Film qualification went very smoothly, from print production to user acceptance testing. Polyphane™ Fit STS combines the shelf impact of TD high shrink sleeves with the operating efficiency and cost effectiveness of roll-fed sleeve labels. It is really the best of both worlds, and Polyphane™ Fit STS is performing extremely well.”



“ Since 2011, we have used Polyphane™ Fit STS on more than 150 million bottles; PepsiCo, being committed to improve product sustainability, encouraged Polysack to develop the thinnest high shrink film ever, which is currently being used and generating yet additional savings ”

Luis Fernando Díaz, SC operations manager, balance of CAR & CA at PepsiCo

Gatorade's hot-fill application process results in a certain percentage of expansion and contraction of the PET bottles, creating a "vacuum panel" inside the bottles. Polyphane™ Fit STS is engineered with a range of shrink properties, making it an ideal labeling technology for hot-fill PET applications.

### RFS by Sacmi

One of the key features of the Sacmi RFS labeler is the laser system. The welding performance allows the wrap-around labels to be seamed on a mandrel forming a sleeve label. The sleeve labels are created and applied directly on the bottles in a single process, significantly increasing efficiency and saving on materials and energy.

"The use of this technology does not require solvents or glues, ensuring advantages for product quality and reducing material costs," said Luis Fernando Díaz, SC operations manager, balance of CAR & CA at PepsiCo. "Glue seams are less robust and split when heated in the shrink tunnel, resulting in rework. With the elimination of glue, labeling is much more efficiently."

### Polyphane™ Fit STS: The first sustainable high shrink film with PET recyclability

High shrink labels are fast becoming the number-one enemy of the recycling industry. In June 2012, the Association of Postconsumer Plastic Recyclers (APR) issued a clear requirement to use only plastic labels that can be easily separated from the PET containers, using standard recycling equipment and processes. As Steve Navedo, Chairman of APR, reports, "Shrink sleeve labels on PET bottles are a significant problem for the effective recycling of postconsumer PET containers."\*

Featuring the lowest density commercial high shrink film in the world, Polyphane™ Fit STS is the first high shrink film to successfully pass the clear film PET recycling tests performed by PFE, APR's authorized lab.

With Polyphane™ Fit STS, customers maintain the quality of TD high shrink sleeves, using only 70% of the film weight used by traditional TD sleeves such as PETg or

PVC. Less raw material consumption translates into less shipping, less inland transportation, and less storage, lowering the CO<sub>2</sub> footprint by over 60%. In addition Polyphane™ Fit STS is a chlorine- and halogen-free film.

"By choosing a sustainable material, Gatorade Dominican Republic stays aligned with its facility, the most ecological in the Caribbean," said Mr. García from Gatorade Corripio plant.

### Polysack and Labels S.A. de C.V.: A synergy delivering high shelf appeal

The Polyphane™ Fit STS label remains the same size as the TD sleeve it replaced. It wraps around the top third of the bottle, leaving a large portion of the beverage visible for presentation. PepsiCo partnered with Labels S.A. de C.V. in San Salvador, El Salvador, to Flexo print the labels in seven colors on an Aquaflex press.

"Working with Polysack on the Gatorade project turned to be a great mutual success. Polyphane™ Fit STS proved to be a top quality film supported by a strong and R&D oriented firm" says Manlio Guzman, Technical Director for Labels S.A. de C.V.

"Labels S.A. de C.V. proved to be a highly capable and agile converter, transforming to Polyphane™ Fit STS with great success," said Mr. Díaz at PepsiCo.

### The Last Mile: The Lightest High Shrink Film Ever

Gatorade is currently implementing the latest version of Polyphane™ Fit STS which is 40 microns thick. This is the lightest high shrink film in the world, delivering 50% more labels per square meter than conventional 50 micron PETg or PVC labels.

"By switching to Polyphane™ Fit STS 40 microns, we saved an additional percent in weight, still working at high speeds and with fewer roll replacements than with TD sleeves," said Mr. García at Gatorade Corripio plant.

Polysack is continuously aiming at reducing film thickness and is currently pushing towards 35 microns.

\* Sleeve Label Study, The Association of Postconsumer Plastic Recyclers (APR)