

“ We benefit from the best of both worlds: high shrink labels enabling full PET container recyclability, and saving over 25% vs. conventional TD shrink sleeves ”

Giovanni Cattaneo, Chief Operating Officer
San Benedetto

Established in 1965, San Benedetto is a leading Italian manufacturer of soft drinks, sports beverages, probiotics and bottled water. San Benedetto understands the impact quality ingredients have on the end product and takes the same approach to transmit an image of that quality through its packaging design and product labeling.

The challenge

San Benedetto was using a polypropylene-based roll-fed low-shrink label with a hot melt adhesive seam for its Batik Succoso juice brand, but the company wanted to upgrade the look of the product by switching to a full body, high shrink label. However, the alternative full body shrink labels were too expensive, thus hard to justify economically. San Benedetto was looking for a label that **not** only provides better product image but also delivers superior ROI, enables recycling of PET bottles, with the least possible environmental impact.

San Benedetto migrates from ROSO™ to Polysack's RFS sustainable label and finds high shrink labels to be low cost and high quality

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

Leveraging Polyphane™ Fit STS High Shrink labels and Sacmi RFS labeler, San Benedetto was able to achieve a unique complete solution: a full body sustainable high shrink label with 30% higher yield and double bottling speed than the alternative sleeve labels.

At the beginning of 2009, San Benedetto re-launched Batik Succoso with Polyphane™ Fit STS. “With half the number of roll changes in production and double bottling speed, labeling is not a bottle neck in our production line” said Paolo Berton, Production Manager at San Benedetto.

Polyphane™ FIT STS offers better shelf-impact, 30% higher yield, elimination of the gluing process, double bottling speed and a reduction in operational costs. “We evaluated conventional PETg, PVC and other high shrink films, concluding that Polyphane™ Fit STS provides the best ROI compared to alternative materials” said Giovanni Cattaneo, Chief Officer at San Benedetto.





“With half the number of roll changes in production and double bottling speed, labeling is no longer a bottle neck in our production line”

Paolo Berton, Production Manager
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The high shrink labels were Flexo printed in eight colors with solvent inks by GPS in Schio, Italy. “With superior optics based on excellent clarity, haze and a gloss, Polyphane™ Fit STS is an ideal medium for high-end graphics presentation” said Matteo Grotto, CEO at GPS.

“Polyphane™ Fit STS was selected for its superior printing, labeling, welding and shrink performance” said Ronny Ben Shoshan, product manager at Polysack. “Film consumption was reduced from 300 Tons of PETg to 210 Tons of Polyphane™ Fit STS, while maintaining the same quantity of labels”.

Combining shelf appeal with sustainability

With high shrink labels becoming the number one enemy of the recycling industry, the Association of Postconsumer Plastic Recyclers (APR) recommends the use of plastic labels which can be easily separated from the PET containers using standard recycling equipment and processes. Steve Navedo, Chairman of APR, stated “shrink sleeve labels on PET bottles are a significant problem to the effective growth and stability for the recycling of postconsumer PET containers”.*

Polyphane™ Fit STS clear film is the first high shrink film allowing full PET recyclability. Featuring the lowest density commercial shrink solution in the world, Polyphane™ Fit STS is the only film successfully passing APR’s clear film recycling tests performed by PFE, APR’s authorized lab.

In addition to ecological advantages related to recyclability, Polyphane™ Fit STS is a chlorine and halogen free film. Customers attain the same quantity of high shrink labels, using only 70% Polyphane™ Fit STS in weight, compared with alternative materials like PETg or PVC. Less raw material consumption translates directly into less shipping, less inland transportation and storage, lowering the CO₂ footprint by over 60%.

San Benedetto has also been able to reduce its energy consumption. The previous roll-fed shrink film required

a hot air tunnel temperature of 600°F to shrink just 8%. With Polyphane™ Fit STS, the company utilizes its existing steam generator at 210°F while achieving 50% shrink.

When efficiency meets effectiveness

Since misplaced labels or split seams undercut the perception of quality, San Benedetto sought an alternative seaming technology for its labels. Glue seams also prove to be less robust and split when heated in the shrink tunnel, resulting in rework.

San Benedetto decided to install the Opera Roll Fed Sleeve (RFS) labeler from Sacmi Labeling. The modular labeling machine allows the application of wraparound thermo-shrink plastic film labels starting directly from the film on the roll and uses laser-welding technology for seaming. The labeling operation is fully integrated with the bottling line and can handle line speeds of more than 50,000 bottles per hour. With the elimination of the gluing process, the labeling procedure operates more efficiently, and lessens consumable cost.

“The laser seaming technology from Sacmi pairs well with the Polyphane™ Fit STS material; it gives us a perfectly secure seam all along the full contour of the bottle for an extremely tight fit without gaps” said Mr. Berton from San Benedetto.

The next challenge: Saving an additional 20% in labeling materials

Polyphane™ Fit STS 40 micros will be the lightest high shrink film in the world delivering 50% more labels per square meter than conventional 50 micron PETg or PVC labels.

“By upgrading to Polyphane™ Fit STS 40 microns, we expect to save an additional 20% in label films, keeping the same high-appeal impact and enjoying an additional ecological added value coming from less shipping, inland transportation and storage” said Mr. Cattaneo.

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