



Shrink sleeve labelling



Be at the forefront of branding innovation with Orora shrink sleeve labelling

Orora continues to deliver innovative decoration capabilities thanks to a multi-million dollar investment in state-of-the-art shrink sleeve application equipment at our glass production site in Gawler, South Australia.

With a focus on product integrity, functionality and innovation, Orora offers a diverse range of innovative sleeving options for high profile beverage brands. We focus on the individual needs of each customer and work with you to realise your goals and ambitions for your brands.

You can work with our in house designers in our Innovation & Design (I&D) team, an Orora preferred

sleeve supplier or even provide your own sleeves for application. Our I&D team has a wealth of experience in developing concepts and solutions for brand marketing and promotions to ensure you get the best result from our sleeving technology.

We offer a design expertise and a range of print capabilities to ensure that the packaging we produce is fit for purpose, performs as it should and ultimately, helps bring your brand to life.



What we do

Orora printed shrink sleeves offer branding advantages over printed labels. Tell your brand story through 360 degrees of marketing space wrapped around your entire product. Printed shrink sleeves take your brand to the next level by using 100% of the package surface area to transform any container into a powerful marketing tool.

Why use shrink sleeve labels?

Shrink sleeve labels not only maximise the marketing space on your product, giving you far greater opportunity to impress your customers, they offer a number of other functional benefits, including:

Adaptable

Shrink sleeves can be applied to products of different shapes, geometries and size

Large print area

360° printed artwork moulds to contoured areas allowing for improved display and more area for the label design

Design integrity

The design is printed on the inside of the shrink material so the artwork doesn't easily bleed, fade or smudge

Brand protection

Inside printing also protects the design from damage caused by friction, handling and environmental factors e.g. humidity and moisture such as refrigerated environments

Stand out

Advances in printing technologies and design space allows creativity of design to stand out in a retail environment, providing a competitive advantage for your brand

Full coverage

Full container coverage provides insulation, light protection and tamper evidence to help maintain and enhance product quality

Multipurpose

Less SKU variation in inventory where different branding can be applied to plain bottles and containers as well as the ability to cover-up decoration on any scuffed stock

Small runs

Lower minimum order quantities than direct printing decoration

Recyclable and reusable

Sleeves are not glued to the container and can be cleanly removed for container recyclability and reusability

Printing capabilities

Shrink sleeves can be printed with both conventional and digital printing technologies, providing a diverse range of options to further enhance your brand.



Metallic inks

Give your brand and product a touch of luxury with metallic inks. When printed and left to dry, the metallic particles rise to the surface, reflecting light and creating a metallic sheen

Print Technology – Litho, Digital



Fluorescent inks

The ideal choice for adding bright eye catching colour to print designs. The pigments in fluorescent inks work by absorbing ultraviolet energy and transmitting it so that in normal daylight, the design appears to be glowing.

Print Technology – Litho, Digital



Ultraviolet inks

Keep your brand working after sale with a viral buzz built around hidden campaigns. Ultraviolet inks bring your design to life in the club, at parties or wherever backlights are available.

Print Technology – Litho, Digital



Thermochromic inks

Just as the chameleon changes colour to suit its environment, thermochromic inks are temperature sensitive inks that create colour change. Applications are only limited by the imagination.

Print technology: Litho, Digital





Tactile inks

Characteristic of snakeskin, tactile inks are visually striking and completely distinguishable to touch. Tactile inks utilise a high build varnish within a specific design resulting in a distinctively palpable texture.

Print Technology – Litho, Digital



Frosted look

Orora applies a special printing technique to provide the frosted appearance to a clear glass for an elegant look.

Print Technology – Litho, Digital





Embossed look

Leap to new heights with the understated power of embossing. Allow the smooth curves to shape your brand and dazzle your consumer.

Print Technology – Litho, Digital



Paper feel

A special substrate is applied to the sleeves to produce a matt finish that imitates the look and feel of paper for an artistic and traditional finish.

Print Technology – Litho, Digital



Untap your brand potential



Tell your brand story

Apply exceptional image printing to the 360° printing area to tell your brand story.

Personalisation

Connect with your customers and let them own their favourite brand





Limited edition

Take advantage of short run printing capabilities and create custom editions for special events.

Occasions

With our low order quantities and digital printing capabilities, let your customers celebrate every occasion with a special label and design





We provide complete packaging solutions for winemakers all across the asia-pacific region

How we do it

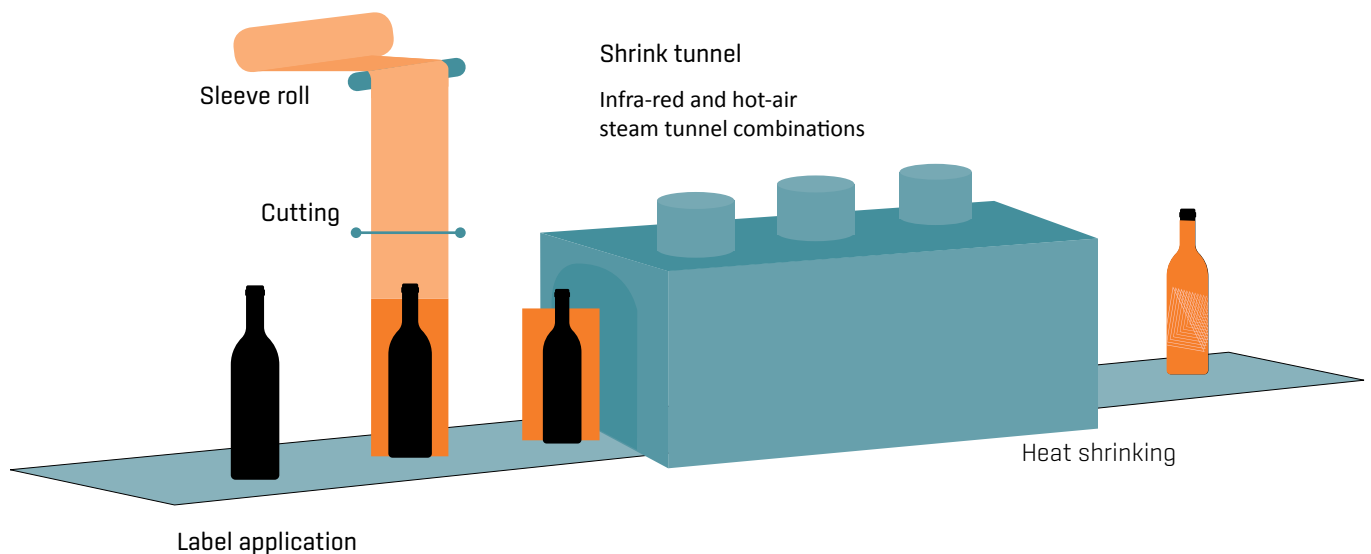
A shrink sleeve labeller is a machine that applies shrink sleeve labels to a variety of containers. The machine feeds sleeves of printed thermal shrink film around containers, which it then 'shrinks' onto the packaging to create a custom fit and seal around the container.

- Shrink sleeve label rolls are loaded into the applicator
- Containers are pre-conditioned, usually with a small amount of heat, to ensure the shrink sleeve will glide smoothly over the container.
- Shrinking equipment includes radiant heat tunnels, hot air tunnels, steam tunnels and hybrid tunnels (that combine heat and steam) for shrinking sleeves onto containers.
- Orora uses a steam tunnel for shrink sleeve applications because it uses less energy than other types of tunnels, produces better results and is easier to configure. This technology can also be used on filled product containers because of its relatively low temperatures (usually between 170-180 degrees) making it safe for filled products to pass through.
- The containers are air dried to remove any excess moisture from the shrinking process.
- A protective coating is sprayed onto the finished containers to protect the sleeve from scuffing.

Why choose Orora?

- Orora can source and supply sleeves and deliver them to you as per our normal process of supply on raw bottles
- Orora's in-house Innovation and Design team is ready to work with you to develop your brand and design for optimal sleeving application
- Orora can also work with your preferred sleeve supplier to source artwork and printed sleeves
- Ask us about sourcing 'off colour' glass bottles to save cost – it's easy to cover the glass with custom shrink sleeve labelling

Shrink sleeve application to container





Contact us

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About Orora Limited

Orora Limited produces an extensive range of packaging and visual communication solutions. The company generates revenues in excess of A\$4 billion annually and employs more than 6,700 people across 43 manufacturing plants and 88 distribution sites in seven countries.

Learn more at www.ororagroup.com