



# klöckner pentaplast

## press release

**FOR IMMEDIATE RELEASE**

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### **KLÖCKNER PENTAPLAST INTRODUCES PENTALABEL® ROLL-SLEEVE FILMS FOR HIGH SHELF APPEAL AND HIGH-VOLUME APPLICATIONS**

**Gordonsville, USA/Montabaur, Germany – September 14, 2010** – The Pentalabel® film product line has been extended to include Pentalabel® PETG roll-sleeve films for shrink-label packaging. This innovative film solution provides brand owners the high shelf impact of full-body shrink sleeves for their high-volume applications. Pentalabel® roll-sleeve films can be used for full- or partial-body coverage with a wide array of container configurations. By using Pentalabel® roll-sleeve films, brand owners can achieve the same 360° superior graphics of shrink-sleeve films with the high efficiency and speed of roll-on and paper labels. These innovative films are engineered to be processed on existing roll-fed label machinery with minimal additional investment. Pentalabel® films are offered globally. Klöckner Pentaplast is the only supplier that produces roll-sleeve film on two continents – North America and Europe. With over 20 years of polyester production experience, Klöckner Pentaplast is a leading global producer of rigid polyester films.

Pentalabel® PETG roll-sleeve films provide the best shrinkage capabilities (over 20%) available in the marketplace today. Greater shrinkage properties ensure smooth seams and the ability to shrink to simple and multiple contour containers made of plastic, glass, or metal; thereby, providing design flexibility for maximum shelf appeal. Pentalabel® PETG roll-sleeve films have a low shrink-initiation temperature so minimal shrink tunnel length is required for energy savings and high-output line speed. Pentalabel® PETG roll-sleeve films provide an attractive total system cost due to high-speed labeling, low scrap rate, quick changeover, and wide-web printing.

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Pentalabel® PETG roll-sleeve films are available in transparent clear with a gloss/gloss surface finish. These films are suitable for gravure, flexographic, and rotary offset printing; run on existing printing equipment using conventional inks; work with heat-bar, solvent, hot-melt adhesive, and laser seaming; and use steam or hot-air shrink tunnels. Pentalabel® PETG roll-sleeve films are ideal for beverage, dairy, food, and healthcare label applications.

“As a worldwide leader in the production of rigid polyester films and a trusted source for shrink-label films, we are exceptionally well positioned to deliver total solutions like Pentalabel® PETG roll-sleeve films,” notes Michael Ryan, Klöckner Pentaplast’s group vice president, strategic marketing. “These pioneering films give customers the option of creating high-impact labels and container configurations while maintaining high efficiency.”

#### **About the Klöckner Pentaplast Group**

The Klöckner Pentaplast Group is the world’s leading producer of films for pharmaceutical, medical device, food, electronics, and general-purpose thermoform packaging, as well as printing and specialty applications. Founded in 1965 in Montabaur, Germany, Klöckner Pentaplast has grown from its initial facility to 19 current production operations in 11 countries.

The Klöckner Pentaplast Group is wholly owned by affiliates of The Blackstone Group. The company has sales of over \$1.3 billion (€930 million) and employs more than 3,000 people committed to serving customers worldwide. For more information, visit our web site at [www.kpfilms.com](http://www.kpfilms.com).

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