

COMPANY CAPABILITIES

FILM MANUFACTURER OFFERS BUNDLE OF OPTIONS

Charter's shrink bundling films offer clarity, print quality and strength.

Charter Films provides a line of collation shrink bundling films that allow brand owners to attract customers with high-resolution graphics or showcase their products in clear packaging.

Charter Films features three commercial grade collation shrink films that allow brand owners and retailers to meet specific application needs and value considerations. Its collation films promote products by grabbing the consumer's eye with superior clarity and gloss. The films' visual attributes can also improve package graphics. Clarity, gloss and graphic print qualities can set a brand apart in the highly competitive retail environment. Strong printability, clarity and gloss make any one of its collation shrink films a suitable choice for improving product visibility.

In addition to its printability, clarity and gloss, Charter's collation shrink bundling films are known for their strength. The integrity of these films is proven in the critical "bull's-eye" area, which many



consumers use to grip and carry a case. Charter's film strength allows consumers to handle the case without film tear and package failure, minimizing product loss in retail outlets. Stronger packaging benefits the consumer, the retailer and the brand owner.

Every production line at Charter is equipped with auto-gauging systems for accurate production control

in real time. Buyers can be assured of collation shrink films manufactured to specifications. By causing potential processing problems during printing and wrapping, out-of-control gauge can lead to unnecessary costs. Inconsistent gauge control often forces manufacturers to run heavy to meet minimum gauge tolerances. Heavy gauge can lead to excessive film use, compromising important sustainability initiatives.

Another advantage of the company's collation film grades is its use of coextrusion technology. Charter's coextrusion process allows it to engineer several attributes into each film grade. This ability offers an advantage over monolayer films, especially in more sophisticated applications like collation shrink. Coextrusion technology enhances toughness and stiffness, allowing reduced film gauge. Gauge reduction reduces the cost of the finished film and supports critical source reduction initiatives. **F&BP**



Charter's film strength allows for case handling without film tear and material waste.

FOR MORE INFORMATION

Charter Films
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