

# Wrap Labels

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Ready and Frozen meals are becoming more prevalent on supermarket refrigerated shelves and ready meal delivery services. Traditionally these meals are packaged in a microwavable CPET or PP tray and wrapped in a cardboard sleeve, allowing for large graphics on the front and product information on the back.

However, sleeves are often not fixed to the tray and can be slipped off on shelf, posing a risk of product tampering. Sleeves are also generally manually applied, making them a costly decoration technology.

Pressure Sensitive card labels provide the coverage of a traditional sleeve to deliver large graphics, with the added benefit of sticking directly to the food tray, protecting the product from sleeves being removed on shelf. Card labels can also be automatically applied which improves the overall packaging cost and productivity.

## Key features

- ▶ Available in 135, 150 and 180gsm coated card
- ▶ Excellent print quality to provide attractive on-shelf appearance
- ▶ Available on hotmelt, emulsion and removable
- ▶ FSC certified facestocks

## Application areas

- ▶ Frozen Ready meals in supermarkets or home delivery services
- ▶ Refrigerated meat/fish/poultry trays

Product information

Product Code	Product Description	MOQ (SQM)	Width (MM)	Location
AM89400	DUKUZA BOARD 160 S2050 BG40	2000	1000	Local
F71777.1000	COATED CARD 135 ET9 BG40WH N	6000	1000	Indent
AA540	COATED CARD 135 S2045N BG40BR	1000	1000	Indent
AD681	MC ELITE CARD 150 S2000N BG40WH	1000	1000	Indent
AA614	COATED CARD 150 R5100 BG40BR	1000	1000	Indent
BC773	MC ELITE CARD 180 FSC S2045N BG40BR	1000	1000	Indent



Low  
MOQ



Quick  
Quote



Fast  
Delivery

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Label and  
Packaging Materials

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