

Product: Shrink Equipment- Brandpac BPTW-5000

# Shrink Wrapping Eliminates Costly Shipping Cases

Beverage Industries Look to Improve Marketability and Reduce Costs with Shrink Bundling

## ADVANTAGES:

- » 60% cost savings per package
- » Attractive tray-packs for retail display
- » Wraps up to 65 packs per minute



# Beverage Industry eliminates RSC shipping cases for cost effective shrink bundling

## Project Overview:

In order to cut the cost of RSC master shipping cases, beverage industries have turned to tray-supported shrink wrapping equipment. Shrink wrapping offers the ability to showcase items with clear polyethylene film that is about half the cost of traditionally used RSC cases.



## Implementation:

The Brandpac BPTW-5000 is meant to meet the demands for medium to high volume beverage industries. With its versatile continuous motion bottom overlap, it is the frontrunner of tray shrink wrapping systems. Depending on the height and weight of the product, the Brandpac BPTW-5000 can shrink wrap up to 65 packs per minute, resulting in around 26,000 packs per day.

The Brandpac BPTW-5000 series allows products to be showcased through clear film with accurate placement of graphics and logos on each package. This aesthetic forum for retail marketing comes at a fraction of the cost of traditional paperboard packaging and the finished product is easy to carry and attractive for customers.

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## Features:

- Speed: Up to 65 packs per minute
- Efficient: Continuous motion bottom overlap
- Cost effective: Saves 18¢ per pack
- Versatile: Adjustable flight bar for full range of product sizes



## The BPTW-5000 guarantees years of continuous service:

- Print registered film capability
- 3-way cooling section at the tunnel exit
- Fully guarded for safety and easy access
- Gentle product handling for tall bottles and other unstable products
- Heavy-duty frame construction for high durability

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## Total Packaging Cost Summary:

- » Material= Saves \$0.18 per package
- » Output= 65 packs per minute, equaling around 26,000 packs per day
- » Savings= Return on Investment in 8.5 weeks

## Maximize your equipment efficiency.

To find out how you can streamline your packaging process and learn about cost savings opportunities, contact one of our highly qualified packaging specialists! Call us today at 800.277.7007.