

PRESS RELEASE

For Immediate Release

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Dion Label Printing Installs Shrink Sleeve Equipment

Westfield, MA January 9, 2012- Dion Label Printing recently installed shrink sleeve seaming and inspection equipment. A shrink sleeve is a 360 degree tube that shrinks with heat or steam to fit around containers of various shapes. Shrink sleeves can also be designed to either cover an entire product container or only a portion of the container. Shrink sleeves are printed on film material with shrink properties.

An advantage of shrink sleeves is that they can increase customer attention on limited shelf space. Compared to a regular label, shrink sleeves offer more real estate for artwork and design concepts. Shrink sleeves are a waterproof solution for products exposed to moisture, making them ideal for the beverage industry. Shrink packaging is used in more nonconventional ways such as to wrap two product containers together or as a light barrier to protect the container's contents. Shrink sleeves are also energy efficient as the entire packaging may be recyclable. As the flexible packaging industry continues to rapidly grow, shrink sleeves are becoming a more popular packaging choice.

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Shrink sleeve manufacturing starts with printing on film specific to shrink application. Dion's new equipment will then form the film into a seamed tube of material. Next, seamed tubes go to the shrink inspection equipment which inspects the printed tube and prepares the roll for shrink sleeve packagers. Finished shrink sleeves can be provided in rolls or as individual sleeves. In addition to the main seaming and inspection units, Dion has a portable shrink box that tests sleeves by shrinking sleeves to its product container in seconds.

Dion Label Printing, Inc is a digital and flexographic label printer located in Westfield, MA. Dion prints labels, shrink sleeves, tags, tickets, and specialty applications for multiple industries. Dion Label Printing is a leader in the packaging industry with two HP Indigo presses, 8 flexographic presses, shrink sleeve equipment, sustainable practices and print options as well as finishing options including hot stamping, cold foil, silk screening, embossing, and specialty coatings.

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