

WINE WRAP	VS	SHRINK SLEEVE
<ul style="list-style-type: none"> <li>• Label applied to flat panel area</li> <li>• Can neck available for consistent branding content – typically no added cost during can production</li> <li>• Can color can be used as base brand element</li> <li>• Normal clear ‘no label’ look; Unique substrates available</li> <li>• Opportunity to utilize range of label embellishments</li> <li>• Full 360° decoration</li> </ul>	<p><b>BRANDING &amp; DECORATION</b></p>	<ul style="list-style-type: none"> <li>• Full container coverage (neck to bottom)</li> <li>• Uses generic unprinted bright cans</li> <li>• Foil stamping is available</li> <li>• No embossing or tactile features</li> <li>• Clear substrate only</li> <li>• More potential for application – appearance issues</li> <li>• Label seam creates defined break point in label graphics</li> </ul>
<ul style="list-style-type: none"> <li>• Varies based on substrate and embellishment and added label features</li> <li>• Typically lower cost than shrink</li> </ul>	<p><b>LABEL COST</b></p>	<ul style="list-style-type: none"> <li>• Cost impacted by added converting process (seaming and inspection)</li> <li>• Typically higher cost than pressure sensitive</li> </ul>
<ul style="list-style-type: none"> <li>• Cans labeled after filling</li> <li>• Simple label application methodology</li> <li>• Small machine footprint</li> <li>• Range of application equipment</li> <li>• Scalable to higher speed</li> </ul>	<p><b>LABELING PROCESS &amp; COMPLEXITY</b></p>	<ul style="list-style-type: none"> <li>• Cans labeled before or after filling</li> <li>• Two step process (application &amp; shrink tunnel)</li> <li>• Hand application can be used on small quantities</li> <li>• Larger machine footprint</li> <li>• May require boiler / steam generation</li> <li>• Label quality impacted by application &amp; shrink set up; higher risk of damaged cans</li> </ul>
<ul style="list-style-type: none"> <li>• Simpler solution, single pressure sensitive decorating machine installation</li> <li>• Lower initial capex investment</li> </ul>	<p><b>CAPITAL EXPENSE</b></p>	<ul style="list-style-type: none"> <li>• Application &amp; shrink tunnel increases equipment capex</li> </ul>

Shrink Sleeve



Wine Wrap



For additional information:

**Resource Label Group**  
**Landmark Label**  
**510-651-5551**

**Resource Label Group**  
**Paragon Label**  
**707-773-4363**



Additional Resources: