



HOLLAND PACKAGING

THE  
SHRINK-WRAP  
BUNDLING  
EXPERTS

# CHOOSING THE RIGHT SHRINK WRAP PACKAGING SOLUTION FOR YOUR BUSINESS



# CHOOSING A SOLUTION

## How to Choose the Right Packaging Solution for Your Business

At Holland Packaging, we have extensive experience working with shrink-wrap bundling systems and the people who rely on them. Our standards have steered us towards offering Autopack, a global leader in shrink film automation equipment with over 45 years of experience.

With the dependable Autopack product line, we have worked with many manufacturers of well-known brands to select packaging systems based on their product and end-of-line packaging needs.

### We work closely with you to understand these three core pillars of your business:

- Everything about your product
- The layout of your manufacturing plant and production line(s)
- And most importantly, the ideal end result you want to accomplish

The solutions we offer are determined by these three factors to develop the best shrink wrap bundling system for your product and business.



## UNSTABLE PRODUCT SHRINK WRAP SOLUTION

Holland Packaging offers an Autopack shrink wrap bundler solution designed for collating and **packing unstable products**. An unstable product is an unsteady item that can easily fall over due to its shape or size, such as being top-heavy or too tall and narrow. This is where shrink wrap bundling can help.

An unstable product can be anything from bottles, cans, or shaker jars in the food and beverage industry to, pump canisters or RX bottles in the household, personal care, or pharmaceutical industry. The industries and applications where unstable packaging can be used successfully are unlimited.

There is a wide range of items that can benefit from unstable product packaging. For instance, having an ongoing need for different quantity packs for promotional purposes is common. Or, when you want to provide high-quality shrink packaging without the added cost of cardboard, an unstable packaging solution can be a great choice for your business.

### Benefits of Unstable Product Shrink Packaging:

- Product is secure from tampering
- No added cost or waste of cardboard
- No extra bulk or weight added
- Ideal for creating promotional shrink-bundled packs



## TRAY AND SHRINK PACKAGING SOLUTION

Holland Packaging offers an Autopack [tray and shrink-wrapping](#) solution for applications where products require the stability of a cardboard tray with the protection of shrink wrap bundling.

Our Tray and Shrink bundling solution provides many advantages to manufacturers and product distributors. This shelf-ready packaging system provides affordability over full case packing. Bullseye shrink-wrap openings on the sides make items easier to lift, palletize and transport.

And, since tray-shrink wrapping offers more visibility of the product, big-box retailers can stock and display inventory quickly, then easily collapse and recycle the corrugated tray. For an efficient tray and shrink solution, let Holland Packaging create the right system for your packaging needs.

### Benefits of Tray and Shrink Packaging:

- Adds stability for heavier items
- More affordable than full case wrapping
- Provides easier stacking of items
- Allows retailers visibility of product to track inventory levels



## CASE PACKER SOLUTION

Holland Packaging offers an Autopack [case packer solution](#) for applications where products require the stability of a sturdy cardboard case.

The case packer solution offers a compact design and can be configured onto a number of different Autopack multi-pack bundlers, for a complete packaging solution. The Autopack case packer collates and loads products onto a preformed cardboard sheet then wraps it into a carton that folds around the product.

Depending on your application, they can also be configured for case wrapping or shrink-wrapped tray wrapping. It then uses a Nordson hot melt glue system to seal the case securely, offering protection to products for stacking or transport.

### Benefits of Case Packer Packaging:

- Automates case packing process for more efficiency
- Provides added security of product during transport
- Easy to stack and palletize
- Provides retailers with fewer damaged products.



# PACKAGING REQUIREMENT WORKSHEET

(Check all that apply.)

## Your Product

### Which industry best describes your product?

- Food
- Beverage
- Personal Care
- Household
- Health & Beauty
- Pharmaceutical
- Other

### Which shape(s) best describes your product?

- Square / Rectangular
- Round
- Oval
- Unique

### What material is your product's container made of?

### Which product pack pattern do you typically use (2x2, 2x4, etc...)?



# PACKAGING REQUIREMENT WORKSHEET

(Check all that apply.)

## Manufacturing Plant and Production Line

Describe your plant and production line requirements.

- Straight Infeed
- Curved Infeed
- Vertical Collator
- Non -Collating Direct Infeed
- Continuous Motion Overlap
- Single Track
- Tandem Track
- Inline Outfeed
- 90 Degree Outfeed



# PACKAGING REQUIREMENT WORKSHEET

(Check all that apply.)

## End Result Requirements

Autopack machines integrated with several Autopack options to customize your product packing needs.

### Which option(s) are you interested in?

- Case Packer
- Tray Packer
- Shrink Wrapper
- Pad Inserter
- Aerosol Handler
- Tear Strip Perforation
- Printed Film Registration Device





# NEXT STEPS

**Using the information from your worksheet,  
let's start a conversation!**

**Find out how our shrink wrap bundling and automated packaging  
solutions can benefit your product, business, and bottom line.**

Contact us today at: [sales@hollandpkg.com](mailto:sales@hollandpkg.com)



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## COMMONLY USED TERMS

### Bullseye Enclosure

A Bullseye Enclosure is the round opening of the film on each side of a shrink-wrapped product. An example would be the openings on the sides of a wrapped case of water. The “Bullseye” forms as the heated shrink wrap conforms to the shape of the bundled product, leaving openings that resemble a target.

### RSC Case

An RSC or Regular Slotted Container is made from corrugated cardboard and is known as a Knock Down Case. An RSC has 4 flaps on the top and bottom that meet in the center face of the box and are sealed to create a case.

### Wraparound Case

A wraparound case starts as a blank sheet of cardboard. It is then wrapped around the product to form the case and is sealed. It offers more protection than a tray or shrink-wrapping.

### Print Film

Print film is a type of packaging film used with automatic shrink bundler machines for applications that require repetitive printing on the print film material for marketing and branding products. It is used with a printed film registration device.

### Pad-Shrink

Automatic shrink wrap machines that provide pad-shrink collate and load items onto a corrugated pad, then shrink wraps them into a totally enclosed package.

