



Innovative labels and solutions for beverage industry

Enhance the appeal of your PET bottles with our wrap-around labels. You can use them for everything from beverages – such as soft drinks, juice, beer, mineral water, and dairy products – to liquid detergents. Or create eye-catching multipacks with AmerShrink™ shrink film.

- Soft drinks
- Beer
- Juice
- Mineral water
- Liquid detergents



Maximise the appeal of your products

Strong and cost-effective labels

Our wrap-around labels offer excellent strength and cost-efficiency for smooth and contoured bottles. The reel-fed BOPP labels resist tearing and moisture very well, ensuring that your products will always look amazing. Our labels can also be shrink-wrapped to fit virtually any bottle, jar or container sent through a reel-fed line.

Our labels are easy to separate from PET bottles, which makes the bottles easy to refill and recycle. This also reduces their environmental impact. Furthermore, our labels perform very well on the latest high-speed lines – enabling you to reach the capacity of 50,000 bottles per hour. What's more, with continuous downgauging we can include more labels on each reel and thus reduce the line downtimes.

Make an amazing impact

In addition to large product runs, our wrap-around labels are also suitable for special promotions and other limited runs. This is made possible by special effects using fluorescence and temperature-sensitive inks. Reverse printing and other effects, such as matt, pearlescent, and embossed coatings, as well as holograms and paper-look labels can also be used to increase the appeal of your products. Furthermore, you can make special campaigns more visible using our AmerPromo™ coding system.

Double-sided printing – one side with up to nine colours and the other with one – enables your products to stand out from the competition. Choose exactly the transparency, gloss or high opacity you want from a wide range of clear, white, and metallised films.

Excellent versatility with AmerShrink™

AmerShrink™ is an innovative shrink film for multipacks – usable with beverages, dairy products, and cosmetics. Thanks to its flexibility, it adjusts to all packing unit shapes, maximising their stability. You can use it loose with PET, PE, and PP bottles, and on trays with glass bottles. With cans and cartons, you can either use it loose or on trays.

This high-gloss film is available in transparent and white. High-quality flexographic printing in up to 10 colours makes your packaging units truly stand out from the crowd. What's more, carefully selected materials are also fully recyclable and usable in food packaging.

Technical specifications

Wrap-around labels

- Materials: BOPP, Met BOPP, pearlescent BOPP, matt BOPP or various duplex-laminated BOPP film combinations
- Max. print width: 1,320 mm
- Film thickness: 30–50 µm

AmerShrink™ shrink film

- Materials: PE
- Max. film width: 2,700 mm
- Max. print width: 1,400 mm
- Max. print repeat: 817 mm
- Film thickness: 30–100 µm
- Film shrinkage: MD 60–80%, CD 10–30%
- Shrinking tunnel temperature: usually 160–200°C

Other products that might interest you

- AmerThermo™ – reclosable thermo bag

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