



## A Clear Appeal

The appearance and presentation of a ream of cut size paper on the shelf is largely determined by the material used to wrap it. The packaging has to be striking to stand out in retail displays, easy to identify and convey an image of quality.

These demands have led to a marked shift towards filmic overwrap rather than traditional paper wrapping and have seen Innovia Films emerge as the leading supplier of polypropylene films for the global paper industry.

Our reamwrap films offer many advantages to the paper supply chain, including:

- for the paper producer, fast reliable packaging line performance,
- during the distribution, product protection from moisture and from risk of puncture,
- for the reseller, maximised shelf appeal and visibility,
- for the consumer, the opportunity to see through the packaging to distinguish colour shade.

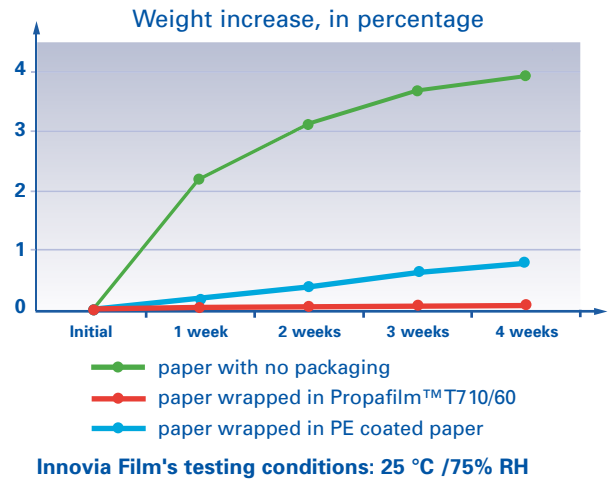
The advanced 'bubble' technology employed in the manufacture of our range of Propafilm™ films gives them their inherent dimensional stability and unique mechanical properties, making them especially suited for paper wrapping.

The films are acrylic coated on both sides to provide improved machinability on high speed packing lines. Unlike paper which is traditionally sealed with hot melt glue adhesive, the films give a strong seal simply by application of heat.

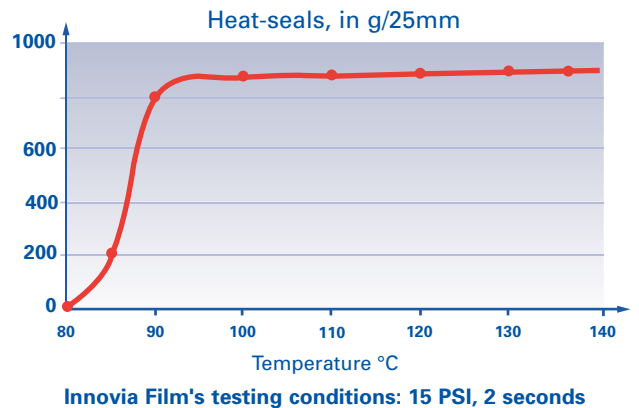
Propafilm™ films offer a very high degree of gloss and sparkle, and may be printed using gravure and flexography processes.



## Protection from moisture ingress



## Typical product sealability



## Our commitment to the paper industry

### Research and development

Significant research and development resources are focused on new product development for the cut size paper industry, ensuring innovative products are developed to meet the needs of this speciality market.

### Local service and dedicated technical support

Highly trained customer support is always available. Expert technical service and sales teams are on call to service the local market.

### World class quality

Our Propafilm™ films are the industry benchmark for ream wrapping and have been specifically developed with cut size paper in mind. Their technical properties are tailored to this speciality application and quality control aligned to the market requirements.

## Propafilm™ T710 - Technical Features & Benefits

### SHELF APPEAL

#### Packaging which stands out

- Exceptional optical properties conveying a perception of quality
- Superb clarity enabling 'see-through' for colour identification
- Outstanding gloss to maximise visual impact on the retailers' shelves
- Printability for brand differentiation and ease of identification



### PROTECTION

#### Wrapping that prevents product damage

- Excellent moisture barrier to maintain product quality
- Superb seal integrity to ensure product integrity and prevent moisture ingress
- Exceptional puncture and impact resistance for transit protection

### PERFORMANCE

#### Film that performs every time

- Sealability means that no glues are required, enabling cleaner packing operations and eliminating potential risks of contamination
- Wide sealing range ensures a large operating window and high speed packaging
- Superb hot tack to achieve high efficiencies and fewer miswraps
- Enhanced stiffness and flatness for optimum film feed
- Balanced orientation for clean and easy cutting
- Excellent deadfold for a tight wrap



## About Us

Innovia Films is a major producer of highly differentiated Biaxially Oriented Polypropylene (BOPP) films. The unique functional properties of our film, combined with our world leading coating and surface chemistry expertise, results in products which are very well recognised and valued by our customers.

We hold a leading global position in the markets we serve – high performance coated films, tobacco overwrap, labels and security films. Technical expertise and market-driven developments are key to our position at the leading edge of advances in these markets.



Our production sites are based in Australia, Belgium, Mexico and the UK. Service and support alongside product quality is a priority for us. Our strong network of commercial offices, agents and distributors globally support our sales into around 100 countries worldwide, ensuring a high level of customer responsiveness.

Innovation through our Research and Development is at the heart of our business. We work closely with customers, suppliers, academics and commercial partners to ensure speed of delivery of new products.

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