

# CLARITY™ DISPLAY FILM



An Exceptional  
Package...



with Unbeatable  
Gloss and Transparency!



# ADVERPAK™

PREMIUM DISPLAY FILM

# Achieve **Maximum Shelf Appeal** with Intertape Polymer Group's **Line of PE Display Films**

In a split second, the consumer makes a decision to stop and look at a product or walk by. Attractive, brilliant packages with colorful graphics and exceptional clarity make the consumer stop and take notice of your product. IPG's new PE Display Films have the power to stop the consumer in their tracks.

Intertape Polymer Group™ is proud to introduce a new family of premium Polyethylene Display Films — CLARITY™ and ADVERPAK™. Both films have been designed to increase your product's marketability, stimulate impulse buying and increase multi-unit sales. CLARITY™ Display Film features an unbeatable transparency that allows customers to immediately view your product through the film. ADVERPAK™ Premium Display Film advertises and promotes your product's brand name and image on quality printed film.

An **Exceptional Package**  
with **Unbeatable Gloss**  
and **Transparency!**



**Display films** allow manufacturers, contract packagers, and copackers the ability to create durable, standalone multi-packs of product. Not only do they keep your products clean, securely wrapped and protected from damage, they offer substantial ecologic and economic benefits over other conventional packaging methods. Using film can help eliminate the cost of paperboard or corrugate and the space used to store such items.

**Ideal for retail applications in the following industries:**

Beverage, Food, Contract Packaging, Health & Beauty, Pharmaceutical, Printing & Publishing, Home Improvement, Pet Foods, and many, many more!

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**Exceptional Optics:** IPG Display Films have a 6% haze and brilliant gloss for great commercial appeal. Most PE Bundling films have a haze percentage of 10% or greater. The lower the haze percentage the better clarity and see-through marketing impact a film can have. *Benefit:* Consumer Product Companies spend millions of dollars on market research to design the proper graphics, colors, and packaging styles. They want their brand name to be displayed in the best possible way. IPG Display Films offer that opportunity.

**High Modulus:** IPG Display Films exhibit a high modulus for high speed sleeve wrapping or full enclosure. *Benefit:* High modulus films run faster on production lines increasing output and exhibit better burn through resistance.

**Down Gauge Opportunities:** Intertape Polymer Group continues to design films that offer a "Light Gauge Solution" for our customers. IPG Display Film's formulation is designed to down gauge certain mono layer shrink bundling films. *Benefit:* Stronger, tougher, thinner films reduce the amount of film and cost required to wrap a package.

**Film over Film Capabilities:** IPG Display Films exhibit excellent film over film wrapping characteristics. This performance feature is standard on IPG Display Film. Film over film wrapping is difficult as most often the outer layer of film wants to stick to the previously wrapped film. IPG Display Films do not stick to previously wrapped polyolefin or polyethylene wrapped packages. *Benefit:* This developing trend for club store multi packs reduces corrugated costs.

**Exceptional Seal Strength:** IPG Display Film's proprietary formulation demonstrates exceptional seal strength on sleeve wrappers and form fill and seal machines. *Benefit:* Strong seals ensure package integrity and offer the opportunity to downgauge.

**Heavy Gauge Polyolefin Replacement:** IPG Display Film works extremely well on full enclosure sealing systems. The film has shrink characteristics similar to competitive heavy gauge competitive crosslinked polyolefin shrink films. *Benefit:* Substantial cost savings when compared to 2.0 and 3.0 mil crosslinked polyolefin films.



CLARITY™



Competitor

# ADVERPAK™ PREMIUM DISPLAY FILM



**Strong Graphic Capabilities:** Adverpak™ Premium Display Films offer all the features and benefits of Clarity™ Display Films, with the addition of eight color printing capabilities. *Benefit:* Consumer Product Companies can create high impact, stand alone unsupported packaging, replacing costly printed corrugated packaging.



**Typical Properties for B105 – 2.0mil Film**

Property	Shrink (%)	Gloss (%)	Haze (%)	COF	Yield (in <sup>2</sup> /lb)	Modulus (psi)	Tensile Strength (psi)	Elongation at Break (%)	Elmendorf Tear (gm)	Dart Impact (gm)
MD	67					42,000	4,500	610	385	
TD	10					52,000	4,400	1,250	4205	
Value		65	6	0.5	15,000					155
Test Method	Intertape Polymer	ASTM D523	ASTM D1003	ASTM D1894	ASTM D4321	ASTM D882	ASTM D882	ASTM D882	ASTM D1922	ASTM D1709



**Our Extensive Line of Shrink Film Products**



IPG offers a unique line of crosslinked and non-crosslinked polyolefin shrink films, available in a wide choice of gauges, widths and film designs, to ensure you have the best film for your application. These include:

**Exlfilmplus™** – Performance Shrink Film

**Exlfilmplus™ LTG** – Light Gauge Shrink Film

**Exlfilmplus™ LTF** – Light Force Shrink Film

**Exlfilmplus™ AF** – Anti-Fog Shrink Film

**Exlfilm™ QSL** – Quick Shrink & Slip Film

**Exlfilm™ HSP** – High Speed Shrink Film



intertape polymer group™ [corporate profile](#)

Intertape Polymer Group Inc. (IPG) is an acknowledged leader in the packaging industry. Leveraging its advanced manufacturing technologies, extensive research and development capabilities and a comprehensive strategic acquisition program, the company believes it has assembled the broadest and deepest range of products in the industry.

IPG is widely recognized for its development and manufacture of specialized polyolefin, plastic and paper-based packaging products, as well as complementary packaging systems for industrial and retail use. Additionally, IPG is a woven and flexible intermediate bulk container (FIBC) manufacturer. Its performance products, including tapes and cloths, are designed for demanding aerospace, automotive and industrial applications and are sold to a broad range of industrial/specialty distributors, retail stores and large end-users in diverse industries.

Established in 1981 with headquarters in Montreal, Quebec and Sarasota/Bradenton, Florida, IPG employs approximately 2,100 employees with operations in 17 locations, including 13 manufacturing facilities in North America and one in Europe.

Intertape Polymer Group Inc. is a publicly traded company with its common shares listed on the New York Stock Exchange (NYSE) and the Toronto Stock Exchange (TSE) under the stock symbol "ITP."

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