




TRACO[™]
PACKAGING



“I think it’s very hard to find old-fashioned business tactics and practices like we have at TRACO. We actually promise what we can deliver and deliver what we promise.”

–John J. Palica

Founder & President



Flexographic printing capabilities

Our depth of knowledge and longevity in the shrink wrap industry allows us to boost your brand image

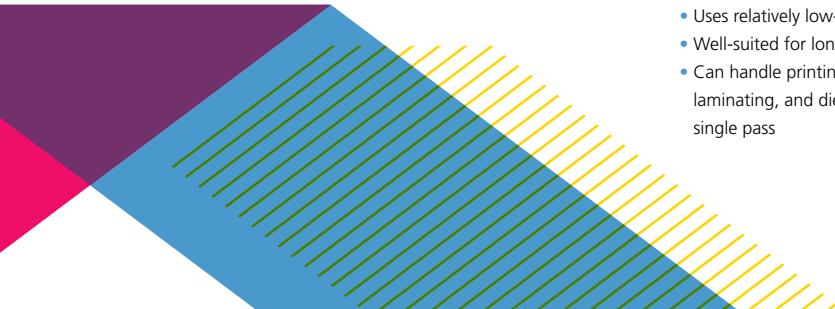
To make powerful branding experiences, you need the right equipment, the right team, and the right solution. That's why Traco Packaging invests in state-of-the-art technology and talented individuals. We deliver what

you need when and where you need it. From color matching to image quality to customer service down to shipping, Traco continually pays close attention to details to make sure customers receive the greatest value, again and again. One way we do this is to make sure customers can choose the printing method that works best for them: Flexography, Digital Printing, or Rotogravure.

Flexographic printing is like a traditional method of printing called letterpress

printing. This method of printing uses flexible printing plates wrapped around rotating cylinders to deliver the finished print on almost any type of substrate, including corrugated cardboard, cellophane, plastic, label stock, fabric, metallic film, PVC, PET, BOPP, OPS, foils, stick packs, and pouch films. After inking the plates, they have a slightly raised image and rotate at high speeds to transfer the image to the substrate. Flexography often uses a roll of material instead of individual sheets to better facilitate large orders that can run with few interruptions for reloading. If you need labeling or other packaging products, flexography holds its own when you need large orders or long print runs.

Advantages of Flexography

- Runs at extremely high speeds
 - Can print on a wide variety of substrates
 - Equipment requires little maintenance
 - Uses relatively low-cost consumables
 - Well-suited for long runs
 - Can handle printing, varnishing, laminating, and die cutting in a single pass
- 



Digital printing capabilities

- On Demand / JIT
- Quick Turnaround
- Perfect Registration
- No Plates Required
- Variable Data Printing
- Unmatched Print Quality

Traco's Digital Print Solutions offer the advantage of shorter run lengths without

compromising print quality. Short print runs have usually meant printing using flexography, but the quality suffered. With Traco's Digital Solutions using multiple HP Indigo

6900 Digital Presses, print runs can be from ten impressions to thousands with quality that exceeds rotogravure printing. This makes it perfect for mock-ups, samples, and testing as well as short runs.

Flexible packaging solutions on the digital press include shrink sleeve labels, pressure-sensitive labels, flow wrap film, pouch film, and more. Available substrates include PVC, PET, BOPP, OPS, foils, stick packs, and pouch films. Most art approved jobs are ready to ship in as little as 4 days.

Available Sizes

Sleeve Layflats: 20 – 154mm
Flat sizes up to 12.5" wide
Repeats up to 17.5"



Finishing Options

Roll Stock, Cutbands, Vertical Perfs, T-Perfs, Pull Tabs

Finishing Services

Sleeve Seaming, UV Coating, Flexo Effect Printing, Slitting, Die Cutting, Over-Laminating, Corona Treatment

Hi-Fidelity Color Options

4-Color Process 
6-Color Process 
PMS Spot Color Matching, Opaque White, Silver Metallic, Specialty UV Invisible Security Ink (Yellow, Blue), and Fluorescents (Pink) are available (Green, Orange, coming soon).

Special Print Finishing Available

Cold Foil, Matte, Adhesive finishes are available using our new Digicon 3 Press.



New Capabilities

Introducing Variable Printing with HP SmartStream® Mosaic & Collage

Mosaic: Automatic creation of random designs based on seed artwork, create one to millions of unique designs.

Collage: Automatic structured creation of designs based on combinations of defined basic artwork elements.

Create a single to hundreds to thousands to millions of unique designs quickly. Variable printing effects using HP SmartStream® Collage and Mosaic give unparalleled creativity to make your products jump off the shelf.

New Digital Inks

Bring your packaging to life with new HP Electro-inks in Opaque White, Silver Metallic, Fluorescent Pink (Green, Orange, coming soon), and Specialty UV Invisible Security Inks in Yellow and Blue.

Digital Printing Security Features

Micro-printing, Yellow and Blue UV Invisible Inks, watermarking, and

Create a single to hundreds to thousands to millions of unique designs quickly with HP SmartStream® Mosaic & Collage.

HP Link technology can keep your product safe from counterfeiters.

The Advantage of Making Mockups and Prototypes

The advantage of making a mockup or prototype is the ability to see your final product just as it will appear on the shelf. Traco's Digital Print Solutions offers the advantage of shorter run lengths without compromising print quality.

Traco's Digital Presses can be used not only for mockups but first time introduction runs, working bugs out of product design and production systems before committing to expensive production costs. For years, customers have trusted Traco for their packaging prototypes and production needs.

Get a **FREE** quote for your digital packaging, prototypes, and mockups by calling **800.284.9727** today or by visiting our web site at www.tracopackaging.com.





Our work speaks for itself.



Traco packaging professionals can assist you with the right shrink film and labels to meet all of your company's packaging challenges.

Trust

Trusted by the most iconic brands as well as new start-ups and private label brands. You too can trust Traco.



○ **Shape,
Size,
Colors**

Any container you have can be enhanced with shrink sleeves to effectively speak to your consumers.

○ **Creative, Flexible, Nimble**

Today's consumer environment demands your product to stand out. We can produce the right packaging, in the right quantities, at the right time to meet your specific needs.

○ **Variety, Mix
& Match**

Full body sleeves or tamper-evident neck bands with PS body labels. Traco works to your specs to produce what works for you.



You will find our shrink sleeves in all types of retailers and specialty stores with national brands and private label applications. Some of the benefits of our labels include:

- Next generation polyolefin film for strong, clean seals and superior clarity
- Made in the U.S.A. and overseas to meet your specific requirements
- Custom formulated PVC, PETG/LV, and OPS films to extend shelf life, appearance, and quality

In addition to our superior films, Traco manufactures our own line of L-Bar sealers and shrink tunnels. We have long-term relationships with manufacturers for larger equipment specialized for medium to high volume production lines. Installing the right equipment to match your packaging objectives is critical in maintaining production efficiencies and budgets to consistently produce high quality, eye-pleasing packaging.



Premium Grade Shrink Film

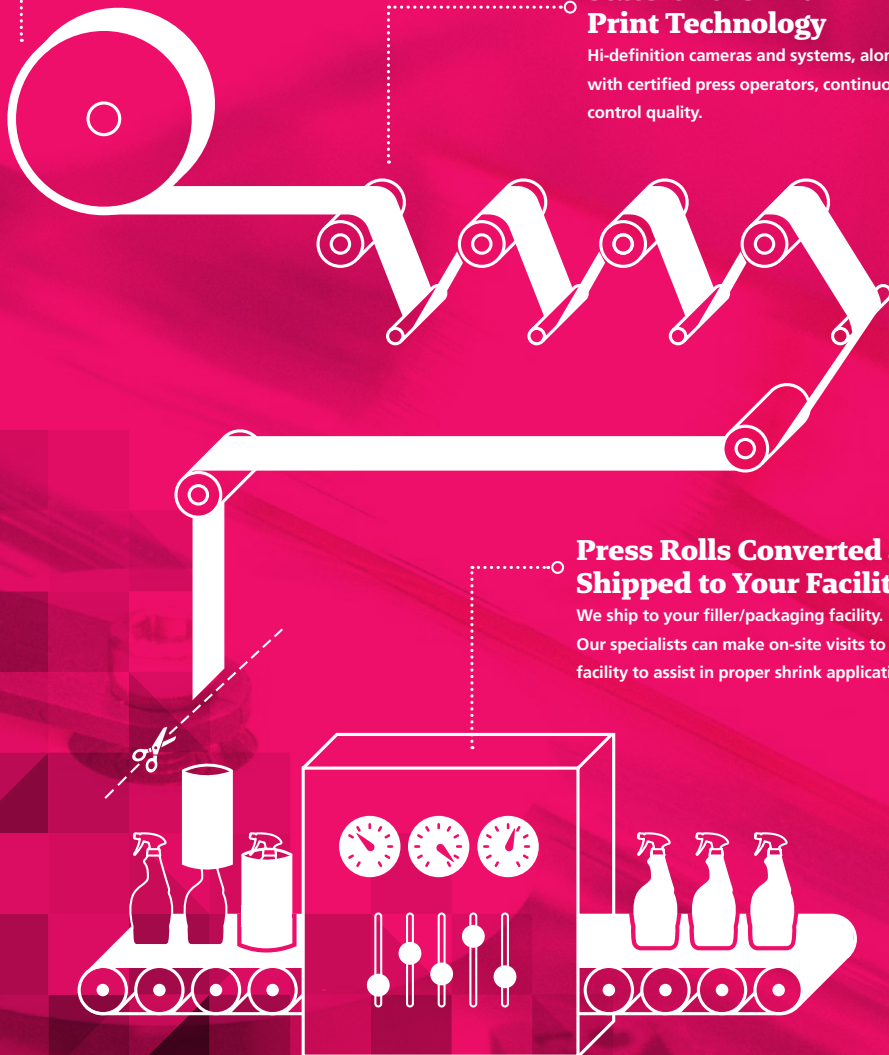
- 13-inch pure digital
- 26-inch, nine-color digital flexo
- 52-inch, ten-color rotogravure

State-of-the-Art Print Technology

Hi-definition cameras and systems, along with certified press operators, continuously control quality.

Press Rolls Converted and Shipped to Your Facility

We ship to your filler/packaging facility. Our specialists can make on-site visits to your facility to assist in proper shrink application.



Premium Packaging Solutions.



Promote, Cross-Sell & Up-Sell Products with Multi-Pack Shrink Bands

Deliver strong, safe packaging solutions when products are combined into multi-packs with Traco shrink film or bands. Available in clear or custom print with partial or full coverage graphics.

SuperShrink® Dome Bags

Traco was the original leader in developing shrink bags for the gift basket industry. Our film makes the clearest and toughest shrink bags available today. You can get FDA-approved direct and indirect food contact bags.

- Custom arcs and domes
- Square shaped
- Vented options
- Stock and custom sizes up to 40" wide and 52" long





Custom Bands



Stock Bands

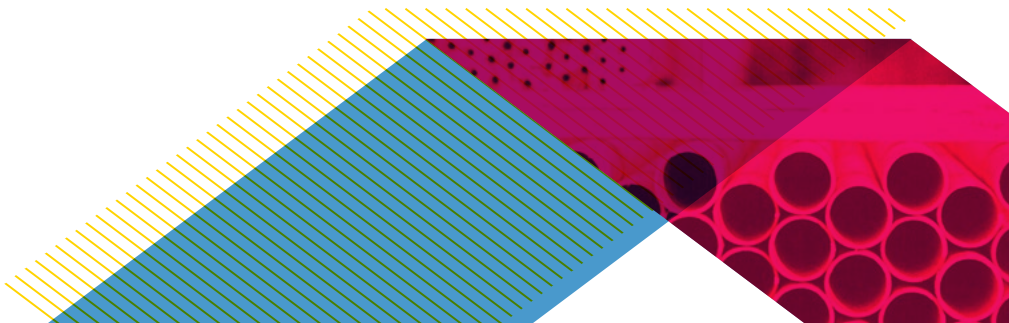
Tamper-Evident Neck Bands

Traco has the largest selection of band sizes in the industry coupled with quick response time for custom runs. Try a sample to ensure exact fit—no surprises! Custom manufactured to meet the most stringent customer specifications. Tolerances meet or exceed all industry standards.

- All sizes, gauges, and colors in clear, opaque, and tinted
- Order stock prints or request custom printing
- Specify pull tabs, vertical and horizontal perforations

Protect Your Food Products with SuperShrink® Pre-Forms

Choose in-stock pre-form shapes and sizes, or specify color and custom printed pre-forms for your products.





○ **Polyolefin Shrink Film**

We supply our customers with polyolefin film that has very different and unique features to help them achieve better results, including:

- Industrial applications
- Stronger seals
- Improve zipper strength
- High speed applications
- Low temperature requirements

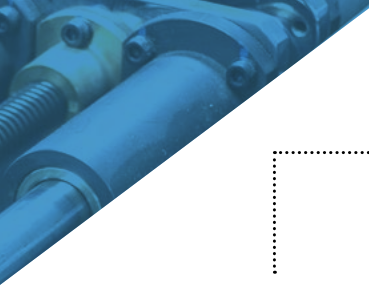


○ **PVC Shrink Film**

Our extremely durable PVC shrink film, with exceptional seam strength and sparkling clarity, is an industry favorite—because it works! Traco's PVC film is known for its smooth, flat surface, highly reflective appearance, and high clarity.

- Custom length rolls available
- Center Fold (CF)
- Single Wound (SW)
- Tube (TU) 100 gauge, 200 gauge

Extra clear for CDs, DVDs, books, gift baskets, calendars, multi-packs, software, and more.



L-Bar Sealer/Tunnel Semi-Automatic Shrink- Packaging System

Output 8–12 packages per minute with our L-Bar Sealer. The easy “plug and play” 120-volt installation gets you up and running fast. Competitively priced to deliver best-in-class performance.

One Step™ PAC II

This unique all-in-one L’Sealer and shrink chamber is only 56 inches in total length and features a 12 x 18.5 inch L seal area. Featuring new band seal technology that seals and shrinks PVC or polyolefin.



Award-Winning Innovation.



Traco has been internationally recognized for our superior shrink sleeves. Traco was awarded Best Shrink Sleeve Packaging at the annual HP packaging printing contest.



First printer to install the HP Indigo Digital Press for printing shrink sleeves.



**To get your products seen by
more consumers, contact one
of our shrink experts today.**

800.284.9727 

www.tracopackaging.com 



TRACOTM
PACKAGING

Breathe life into your packaging.

www.tracopackaging.com

Shrink Wrap • Shrink Sleeves • Shrink Bands • Digital Printing
Labels • Packaging • Flexo Printing • Equipment

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