



ADD A NEW DIMENSION IN SHRINK TO INCREASE MARKETING OPPORTUNITIES!

Shrink Facts (XT720)

Active Benefit (in every label)
720° of label space for information or promotional opportunities

Uses

Permanently relieves the symptoms of congestion due to having a lot of wonderful things to say about your product but having no place to say them. Allows you to spell out information about:

- Drug Facts
- Cross Selling
- Product Use
- Brand Enhancements
- Additional Languages
- Product Performance
- Coupon Offers

Warnings

You may be at risk of falling in love with XT720
Ask a doctor if he or she would like packaging that makes more information available

When using this product try to be gracious regarding the compliments about how brilliant you are for specifying XT720

Directions

Use XT720 on as many applications as possible. Can be applied using standard shrink sleeve application equipment.

Other Information

Get 100% more printable surface • Patent Pending

Questions?

If you have questions about XT720 call the packaging professionals at C-P Flexible Packaging at 800-815-0667.
www.cpflexpack.com

BETTER IDEAS

NEW EXTENDED SHRINK SLEEVE PROVIDES ADDED SPACE FOR GROWING TEXT DEMANDS AND PROMOTIONAL OPPORTUNITIES

With 100% more space, the new, patent pending XT720 shrink sleeve can handle expanding drug facts, instructions, hazard or handling information, or a second language. This makes it an ideal option for carton replacement. Plus, it can provide promotional opportunities for cross-selling, consumer tips or coupons. Make the most of every product and every package with XT720. Another great idea from C-P Flexible Packaging.



THE EXPERIENCE TO INNOVATE

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