



# CASE STUDY

EXLFILMPLUS® GPS SHRINK FILM  
ENHANCES PACKAGE APPEARANCE  
AND SECURITY



## Customer Overview

A leading food manufacturer with multiple locations throughout the US, sought to enhance product shelf appeal and security for a new project by upgrading from a thin gauge polyethylene shrink film.



**Improve shelf  
appeal**



**Enhance product  
security**

## The Challenge

The manufacturer sought a much more visually appealing shrink film than the thin gauge polyethylene film they were currently using because it lacked the gloss and clarity necessary for a strong retail presence. In addition, the new film needed to fully encapsulate the package and improve product stability. Furthermore, the manufacturer, which participates in a highly competitive space, required the new film to be economically viable.

## Proposed Solutions

The IPG team recommended Exlfilmplus GPS 60 gauge shrink film. The film was tested on the manufacturer's existing equipment, demonstrating excellent performance and smooth integration.

Exlfilmplus GPS addressed all critical issues. It delivered superior optics, enhanced gloss, and better clarity, while also ensuring complete enclosure of the product trays, unlike the polyethylene shrink film. The improved tray sealing provided greater product stability and enhanced the overall shelf appeal.

The manufacturer's marketing team was highly impressed by the enhanced aesthetics of the new packaging, recognizing its potential to elevate the brand's presentation in the retail space.



## Results

With the successful testing and strong support from the marketing department, the proposal advanced to the financial team for final approval. The team approved the 60 gauge shrink film, recognizing its significant benefits.

The end user acknowledged the long-term value of the new packaging solution, as it enhanced product visibility and brand marketability, positioning the company for better performance in an increasingly competitive marketplace.



**Enhanced product visibility**



**Increased brand marketability**



**Better performance**



*“I knew that was the best film for our product because of the gloss, clarity and how good it looked!”*

## Conclusion

As Exfilmplus GPS shrink film becomes integrated across various product offerings and production plants, the manufacturer is also exploring the use of IPG's products for additional product lines. This presents exciting opportunities for further collaboration and growth.