



Washable Ink Shrink Sleeve (WISS)

Shrink Sleeve on Palmolive Oxy Dishwash Bottles

Colgate is a leading global consumer products company, tightly focused on Oral Care, Personal Care, Home Care and Pet Nutrition. Colgate sells its products in over 200 countries and territories around the world under such internationally recognized brand names as Colgate, Palmolive, Speed Stick, Lady Speed Stick, Softsoap, Irish Spring, Protex, Sorriso, Kolynos, elmex, Tom's of Maine, Sanex, Ajax, Axion, Fabuloso, Soupline, and Suavitel, as well as Hill's Science Diet, Hill's Prescription Diet and Hill's Ideal

Balance. For more information please visit the Company's web site at <http://www.colgatepalmolive.com>.



COLGATE-PALMOLIVE COMPANY

SKC Inc. is a U.S. subsidiary of SK Group, one of the largest companies in South Korea and a world leader in energy and chemicals. SK group has established itself as a global leading company specializing in energy, chemicals, IT, semiconductors, marketing services and bio industry by continuously generating innovation and pursuing sustainability.

SKC, Inc. is the sole film division of SK Group in North America that focuses on PET film manufacturing. With four production lines and capacity of over 120 MM lbs annually, SKC Inc. is a major PET Film supplier in North America providing a wide range of PET films used in a variety of sectors including packaging, medical, industrial and more. As the world's first mass producer of bio-compostable film, SKC Inc. continues to strive for excellence while remaining environmentally conscious and sustainable. Learn more about us at <https://www.skcfilms.com>



Product Description:

This washable ink shrink sleeve (WISS) technology well addresses the shrink sleeve's impact on PET bottle recycling. The shrink sleeve is made of SKC Ecolabel™ film, which was recognized by APR as a crystalizable PET copolymer film that is compatible with PET bottle recycling stream. Colgate worked with its shrink sleeve converter and used an ink system which can be completely washed off from the ground shrink sleeve flakes during the hot caustic soda wash process. The ink formulation, printing quality and label application process were optimized to meet Colgate's quality and aesthetic standards of the 20 Oz Palmolive Oxy bottles. The final WISS achieved an equal performance to the conventional shrink sleeves on Colgate's this oval-shaped bottle with a complicated contour and the bottle's recyclability was evaluated against APR's "Bleeding Label Test", which showed no negative impact on PET bottle recycling.

SKC Ecolabel™ is world's first fully recyclable shrink sleeve material. It was tested and recognized by APR for its complete recyclability. SKC Ecolabel™ was developed from a modified PET resin that does not clump during the PET recycling stream, while conventional shrink films cause clumping that disturbs PET recycling process. When used with washable ink, SKC Ecolabel™ can easily be recycled with clear PET flakes, which increases post-consumer recycling yield and helps divert packaging waste from landfills and incinerators.

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Thank you for participating in the 2019 Showcase! Your commitment to plastics recycling is greatly appreciated!

Steve Alexander, APR Executive Director _____

John Standish, APR Technical Director _____