



Deseaming Shrink Sleeve Labels: vitafusion™ MultiVites

A global label solution provider, MCC is one of the largest label companies in the world manufacturing labels in the following market segments:



Home & Personal Care, Food & Beverage, Healthcare, Specialty, Consumer Durables, and Wine & Spirits. Multi-Color Corporation services these markets with business interests in the North American, Latin American, EMEA (Europe, Middle East and Africa) and Asia Pacific regions. With over 8,000 dedicated employees, we operate 71 label producing operations in 26 countries today. Multi-Color is an active member of the Association of Plastic Recyclers and is focused on working with suppliers and brand owners to address challenges in the plastics recycling industry.

Product Description

America’s #1 Gummy Vitamin Brand,” vitafusion™ MultiVites 150-count vitamin container from Church & Dwight is the first in market solution for vitamins to use Sun Chemical SunLam™ Deseaming Adhesive on shrink sleeve labels to improve recyclability of PET containers. A specialized seam adhesive is applied to the shrink sleeve during printing and converting at Multi-Color Corporation. This adhesive is designed to release its bond when exposed to a mild caustic solution in the whole bottle wash recycling process.



Benefits of a shrink sleeve utilizing deseaming adhesive include:

- improves recyclability of PET containers
- Reduces misidentification of PET containers during sortation
- Reduces opportunities for contamination in recovered PET flake
- Recognized by the APR for Responsible Innovation



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

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