

Pack &  
Attract!

# PRINTED STRETCH FILM

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Superior characteristics, such as the exclusive “skin effect”, special anti-condensation properties and the typical “memory effect”, together with the wide range of types available, make Gruppo Fabbri **stretch film** the leading product in the fresh food packaging industry. As a further advantage for the customer, the printed version significantly helps to promote the trademark and product directly on the counters of the supermarket, attracting the consumer's attention and strongly determining their inclination to buy. Thanks to the innovative ten-colour technology and the superior quality of the CMYK four-colour printing, the **printed film** by Gruppo Fabbri overcomes the need to apply labels to the package, thus saving resources and extending the product's shelf-life helping it to breathe. Gruppo Fabbri also offers a fully committed service by means of its in-house graphics department which, in synergy with the customer, is capable of identifying the best graphical line to package and promote its products on the market.

## Main characteristics

### Flexographic CMYK printing

The high quality which characterises the printed version of the stretch film manufactured by Gruppo Fabbri is achieved by a special flexographic CMYK printing process: the use of full and bright colours, the effective performance of any shade are a clear and crucial component of a captivating graphic which can strongly affect the consumer's choice in making their purchase.

### Dedicated graphic line

Thanks to the experience gained over the years, Gruppo Fabbri's graphics department knows how to design specific layouts for each type of product, in order to present it more effectively at the sales point and to help the final consumer to recognise it more easily.

### Bright colours

Thanks to the special technology used in the printing process, for the brightness and firm fixing of the colours, Gruppo Fabbri food film enhances the package and highlights its content.

### Transparency and shine

The absence of condensation and a clear and balanced graphic, alternating with the transparency of the film, provides the food product with immediate visibility, enhancing its quality and freshness.

### The ideal combination is with automatic stretch machines manufactured by Gruppo Fabbri

Gruppo Fabbri is the only company on the market which manufactures both foodstuff film and automatic packaging machines: the synergy between these two types of product guarantees those working in the food packaging industry attain the maximum result with the minimum investment. Gruppo Fabbri film boasts excellent performance even on many other packaging machines present on the market.

### Wide range of solutions

The food film manufactured by Gruppo Fabbri is available in a variety of formulations and thicknesses and can be chosen according to the specific machinery and products it is intended for.

**2** 2 different formulations: 1 and 8.

**14** Min thickness: 14 µm.

**18** Max thickness: 18 µm.

**111** Inner reel core: 111 mm (optional: 76 mm).

**280** Min width: 280 mm.

**500** Max width: 500 mm.

**1200** Min film length: 1200 m.

**1800** Max film length: 1800 m.

The data refer to standard production. Our sales staff are always at your disposal for non-standard requests. Gruppo Fabbri Vignola guarantees quick, efficient and widespread technical assistance, thanks to a team of qualified and multi-lingual professionals, always at the disposal of customers.

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