

# Paper Coating Needs Increase Annually

The need for paper coating is on the rise with online shopping as one driver in this increase. Each year during Thanksgiving weekend, shoppers are turning to their computers and cell phones more and more to find the perfect gift or the best deal. More online shopping means more packages to ship, and more paper to coat.

Paper coating demand is expected to rise to more than 3.2 million tons of material by 2020 from 2.4 million tons of material in 2014, according to a new report from Smithers Pira, a leading expert in packaging, paper and print market trends worldwide.

This increase in demand is partially due to the need for more packaging per year, including packaging for items purchased online.

With more and more retail customers choosing to stay home to shop, packaging needs are on the rise. For example, Thanksgiving weekend in 2015 saw \$11 billion in online sales from Thanksgiving Day through Cyber Monday.

Adobe Systems' market research also noted Cyber Monday hit a record high at \$3.07 billion in sales this past year. Evidently, shipping and packaging are on the rise, which correlates to paper coating increases, as well.

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In general, more than 30 percent of paper-based packaging has some kind of coating as a barrier or as another function, and this statistic includes the 100 percent of liquid packaging requiring a coating. These paper coatings can be a compound or polymer to impart weight, gloss, or lower ink absorbency on the paper surface.

As one of the most advanced paper coating companies in the industry, we plan to continue providing the best service and products in coatings. Three coaters help us support industry needs—two that are equipped with flotation dryers and one that is equipped with hot melt gravure coating.

Our wide web coaters can work with paper rolls as large as 62 inches wide. These same coaters are specially designed for low or high coating weights. Methods include the following:

- Gravure
- Direct reverse gravure
- Offset gravure
- Roll coating
- Offset pattern
- One color offset print
- Pan with trailing blade and roll coating
- Slot die

Our Hot Melt Coater and Laminator can use an offset gravure coating method. Its thermoplastic melting point is at 300 degrees Fahrenheit, or 149 degrees



Located in Green Bay, Wisconsin - Operations: **920-983-8000** Sales: **920-983-8008**

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Celsius. Overall, our equipment is capable of laminating multiple layers of similar or different substrates.

Specific food-grade paper and our FDA-approved coating surfaces can be produced to the most specific of formats and requests for various packaging coating purposes.

With the paper, packaging and coating industries only expanding, Sierra Coating Technologies is ready to help with projects of many sizes and difficulty. Having already worked successfully on dry food packaging coating many times, we know the best procedures and back them with quality work and industry standard adherence.

Whether it is for mass production of paper coating for packages containing liquid products or for other packaging needs, Contact our team today to learn more about how we can help you with your coating needs.