

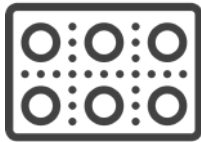


Laminating Trends & Capabilities 2016

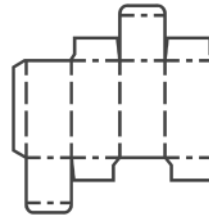


The Top 3 Lamination Trends for 2016

1. Eco-Friendly Blister Cards



2. Brand-Elevating, Metalized Polyester (MET-PET) in Packaging



3. Recyclable, Sustainable Retail Gift Cards



Eco-Friendly Blister Cards

Lamination is often used to create either structural strength or a printer-friendly surface. Most paper machines that make printing paperboard do not provide an optimal printing surface. New products can be made with better printing surfaces and decorative appeal using lamination. For example, a 10-point thick, white paper can be adhered to brown paperboard to create a 36-point strong, printable blister card.

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As more brands begin to incorporate green initiatives, the need for sustainable packaging is growing. As a result, brands are switching from clamshell to [paper-based blister card packages](#).

The paper-based blister cards reduce petroleum-based plastic use for packaging


by 50% or more. Typically, two-part and fold-over blister cards are used for individually packaged consumer products. Blister cards are an exemplary solution for

products which, while small, are highly valuable and may have a distinct shape.



Brand-elevating, Metalized Polyester (MET-PET) in Packaging

Whether you are customizing your product for the season or looking to highlight your brand on retail shelves, adding an extra shine to your packaging is a great way to stand out to consumers. Laminating a metalized polyester (MET-PET) film to paperboard creates a surface shine that is ideal for high-end retail presentation. Creating attractive product packaging sets your product apart from the competition, enhancing your brand awareness and enticing a prospective buyer to make a purchase.



Learn more about the silver box advantages of MET-PET by downloading [this free eBook](#). >>

Sustainable, Paper-Based Retail Gift Cards

Recently, commercial printers have noticed that brand owners prefer to print on laminated paper card instead of plastic. Whether the card will be used for gift redemption, computer games, or store promotions, brand owners are embracing the sustainability and recyclability of paper-based gift cards.

Note: Paper and film surfaces can be modified to fit the needs of various printing processes including offset lithography, flexography, digital printing (inkjet), UV printing, and more.



How Can Sierra Help?

Sierra Coating Technologies can laminate multiple layers of similar or different substrates, providing products with value-added attributions, such as printability. Sierra manufactures products with thicknesses ranging from 0.5-millimeter to 40-point paper.

Wide Web Machines

Sierra's equipment includes two 62-inch wide web coaters/laminators. These machines can handle various raw material sizes, including:

- *20-inch to 62-inch wide rolls*
- *Up to 60-inch diameters (on and off)*
- *3-inch to 12-inch cores (on and off)*

Coating Methods

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

Hot Melt Coater/Laminator

A 47-inch wide machine is utilized for low to medium coating weights. The machine, specialized for hot melt barriers and adhesives, uses an offset gravure coating method. Production capabilities for this machine include:

- *15-inch to 47-inch roll stock width*
- *Up to 50-inch outside diameter rolls (on and off)*
- *3-inch to 12-inch cores (on and off)*



Converting Capabilities*

- *Slitting and rewinding*
- *Contracted slitting of narrow widths*
- *Center winds printing*
- *Contract sheeting and printing*

Coating & Laminations

- *Rewettable*
- *Pressure sensitive*
- *Dry & PSA adhesives*
- *Cold seal*
- *Cohesive materials*
- *FDA approved*
- *Removable*
- *Silicone*
- *Ink jet*
- *Anti-skid*
- *Digital print*

***Our capabilities include various water-based and hot-melt chemicals that can be applied to diverse substrates.**

Quality of Sierra Coating

Our team of technical staff employs Good Manufacturing Practices (GMPs). Sierra's quality systems are ISO, FDA, and NSF compliant. We ensure strict sanitation through pest and rodent control, and provide our clients with superior product design and development.

Sierra's quality standards have contributed to success in several industries including food and beverage, consumer goods, retail, and packaging industries.

Learn more about Sierra's lamination services by submitting a [request for information](#) to our team.