



celebrate, stimulate, communicate, brand, identify, talk, inspire

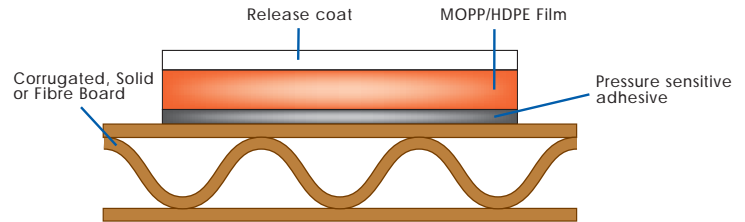
# Rippatape™

**Rippatape™** is a self-adhesive tear tape, which gives fast, safe and immediate access to the contents of corrugated and fibreboard cartons removing the top completely for shelf display. Produced from either mono-axially oriented polypropylene (MOPP) or high density polyethylene (HDPE), and coated with a specially formulated pressure-sensitive adhesive it is designed to tear through most grades of fluting and board. Having pioneered this technology in the early 1950's, we have continued to improve and refine the performance of **Rippatape™**

The benefits that **Rippatape™** offers brand managers include:

- Positive impact that easy opening can have on brand image and ultimately brand loyalty.
- Provides a safer means of opening corrugated and fibreboard boxes.
- Quick access into the corrugated boxes speeds up shelf stocking.
- Integrated into the box design, **Rippatape™** adds extra value to packaging.
- Enhances pack strength by reinforcing weaker areas of the box and eliminating the need for perforations.
- Corrugated containers can be transformed into display trays with 'clean' edges for effective shelf positioning as part of a 'clean-cut' system, helping to maintain a clean edge on the outer liner.
- Wide range of tear tapes available to suit most applications and board grades.
- Cost effective solution compared to fibre based tape opening solutions.

## COMPOSITION



**ADHESIVE** - Pressure-sensitive high tack adhesive specially formulated for use in conjunction with corrugated and fibreboard boxes/cartons.

**SUBSTRATE** - A film of mono-axially oriented polypropylene or HDPE for 80 micron.

**RELEASE** - A coating to allow easy unwind during application and to ensure that the tape does not adhere against the product or packaging.

**COLOUR** - Available in red, white or red chevron (Grade dependent)

**WIDTHS** - 3mm, 4mm, 6mm, 10mm & 18mm (Grade dependent)

**GAUGES** - 60micron (MOPP) 80micron (HDPE) 125micron (MOPP)

**PRINTED** - Tape can also be printed as a means of adding value to your brand. \*

**PACKING** - Each reel is individually wrapped in moisture-proof film and packed in a purpose-designed carton with integral locking flaps. Its core suspends each reel, thereby ensuring safe transportation. For further details, please request our packaging specification.

**LABELLING** - Each box carries a fully descriptive label.

**APPLICATION** - The tape is applied to the liner of the board during manufacture and before slitting and scoring. Application at the dry-end of the corrugator helps to maintain the speed of the machine.

Details of the Rippatape Applicators are available separately.

\*Subject to minimum order quantity