

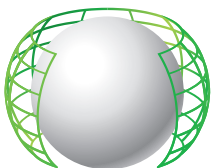
GET A CUSTOM FIT WITH **WRAPIT**<sup>TM</sup>  
COUNTER-DISTORTION SERVICE



## **SHRINK COUNTER DISTORTION, PERFECTLY TAILORED.**

Shrink packaging uses shape, as well as color and copy, to sell your product. If your graphics aren't optimized for that shape, you may be losing shelf impact and missing sales.

Expert alterations can make all the difference. CSW quickly and efficiently adjusts shrink graphics to fit your container at any stage – from design ideation to final prepress.



OPTIMIZED 360° BRANDING  
STREAMLINED DESIGN PROCESS  
REDUCED TRIAL & ERROR  
3DACTIVE™ PDF PROOFING



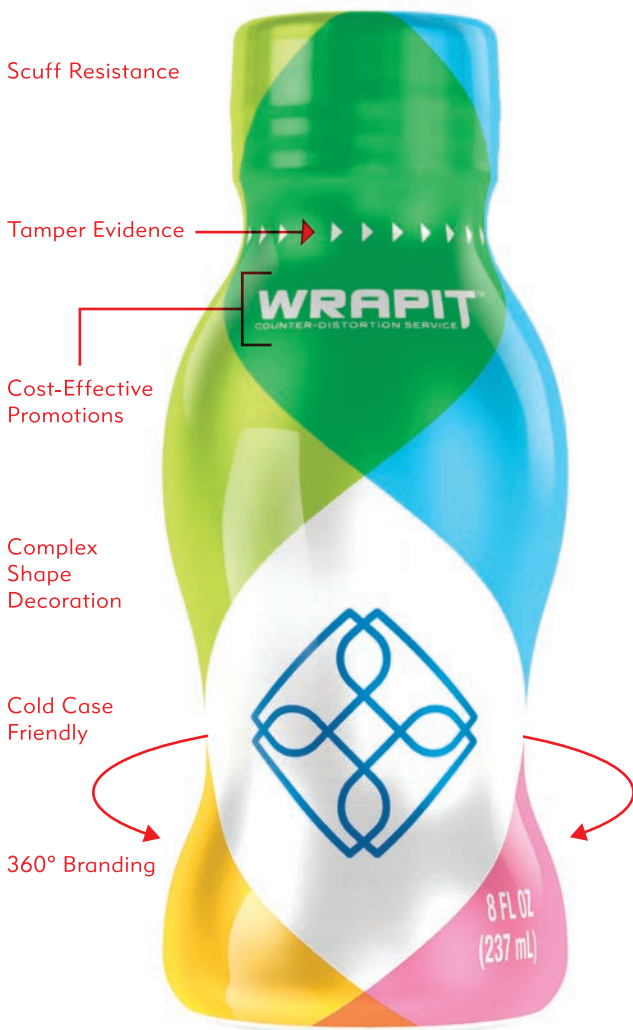
**csw inc**  
packaging made better

800-800-9522 [cswgraphics.com/wrapit](http://cswgraphics.com/wrapit)

# PERFECTLY TAILORED WITH WRAPIT™ COUNTER-DISTORTION SERVICE

WrapIt™ counter-distortion service provides printers and brand owners with optimized shrink packaging graphics – without the hassle of manual grid trials and reprints.

**Improve shelf impact:** Shrink sleeve labels and shrink overwraps provide many benefits to brand owners. If graphic elements aren't tailored for this process, however, results can be disappointing. WrapIt™ service helps printers and brand owners to visualize and adjust design elements earlier in the production process, avoiding the delays and costs associated with manual calculations and multiple press runs.



Dieline Size



Cross-Matching



Copy Placement

**Avoid common converting issues and placement errors:** Using container geometry and production film specs, WrapIt™ can identify areas of high distortion and other potential manufacturing issues. We adjust dielines, alter copy placement, and compensate for distortion, so your final printed and wrapped package has maximum shelf appeal.



Before WrapIt™

Warped shape is a distraction.

Brand integrity compromised.

Distorted bar codes may not scan accurately.



After WrapIt™

**Shrink overwraps need special attention:**

Beverage multipacks that use a nested configuration have special distortion considerations. WrapIt™ service uses 3D container and pack configuration to map and modify graphic placement for all panels - long before press and shrink tunnel testing.

Put your best fit forward.

- OPTIMIZED 360° BRANDING
- STREAMLINED DESIGN PROCESS
- REDUCED TRIAL & ERROR
- 3DACTIVE™ PDF PROOFING



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