SOFT-TOUCH SLEEVE

Performance and distinction.

SOFT-TOUCH SLEEVE.

Consumers are impressed by the look of labels and bottles. But the glance is often followed by the touch. After noticing and appreciating the label or decoration of a bottle, they hold it in their hands and examine it better. Involving the consumer's senses in that phase of the choice process can be the winning move.

The Aro Group has designed the soft-touch sleeve precisely to give bottled products a greater power of attraction towards consumers.
This product, in fact, is a heat-shrinking film, which is enhanced by a further treatment during processing that makes it soft to the touch.
The bottom of the sleeve can be clear or opaque, neutral or decorated with graphics and text, depending on the desired effect on the bottle on which it is to be applied.

SOFT-TOUCH SLEEVE **[1]**


Rose
Smooth
Soft


Latte Miele


peach.



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