

MAXIMISE YOUR BRANDING

with Full Wrap Labels

Kiwi
Labels



Licence Number: 805398



A Smarter Future in Food Labelling

Self-adhesive full wrap labels enclose four sides of a pack, and because of this, they contribute significantly to increasing the attractiveness of products at the point of sale.

Ideal for chiller storage, our full wrap label solutions come in all shapes and sizes and are perfect for many types of packs, such as vacuum skin packs, thermoformed MAP packs as well as trays and clamshells.

The labels maximise the area for branding and product information all while not obstructing product visibility. After a no-label look? Use a translucent film label – they are perfect for unusual product exposition.

Full wrap solutions offer promotional possibilities on the reverse side that become visible only after purchase, and they bring shelf visibility to the next level. All this improves the impression and gives more opportunities to differentiate your food product at point of sale.

They are also an alternative to high grammage folded carton sleeves – providing lighter pressure sensitive label construction instead, while still offering premium shelf appearance.

Consumer friendly features

- Tailor the shape of your label by using curves or cut-outs to reveal more of what's inside, and let the freshness of your product speak for itself.
- Maximise your branding area by printing both sides of the label, increase shelf visibility with eye-catching on-shelf displays by using unusual label shapes and high impact designs.
- Perforate the full wrap label to make the packaging easy to open – especially helpful in opening packaging such as clamshells.
- Full wrap labels are naturally tamper evident, designed to stay in place until the consumer opens the product.

Support circular recycling

Kiwi Labels' **KiwiCycle Glassine Liner Recycling Scheme** offers an innovative recycling concept that gives new life to label waste.

Backing paper (liner) from your full wrap labels can be recycled with our Glassine Liner Recycling Scheme and turned into new paper used in magazines which can be recycled multiple times. **A truly circular recycling program.**

Call us on 03 384 2903 or email info@kiwilabels.co.nz for more information about our KiwiCycle full wrap label solutions and recycling scheme. We offer the widest range of sustainable, biodegradable and compostable label materials in New Zealand.