



Protecting your product, enhancing your brand

DECORATIVE SHRINK SLEEVES

PREMIUM SHRINK SLEEVES THAT MAKE
YOUR BRAND STAND OUT.



WHAT ARE DECORATIVE SHRINK SLEEVES?

Decorative shrink sleeves, also known as full-body sleeves, shrink bands, shrink sleeve labels, or heat shrink sleeves, are made from thermo-film materials that shrink tightly around containers when heat is applied.

This flexibility allows them to conform seamlessly to uniquely shaped bottles, cans, and containers, creating a smooth, high-quality finish that can cover part or all of the packaging. The result is maximum shelf impact with bold, eye-catching branding.

Shrink sleeves enable full 360° decoration, allowing brands to incorporate vibrant graphics, detailed product information, and standout designs in a single application. At Viscose, we use durable flexographic printing to produce sleeves that resist scuffing and wear, maintaining a premium look throughout the product lifecycle.

Unlike traditional pressure-sensitive labels, decorative shrink sleeves are typically applied without adhesives. This eliminates the need for release liners and avoids the glassine liner waste generated by many high-volume labelling processes.

CHALLENGES FACED BY BRANDS:

STANDING OUT ON THE SHELF

With crowded retail environments and many similar products competing for attention, strong packaging design is essential for differentiation.

LIMITATIONS OF TRADITIONAL LABELLING

Conventional labels can wrinkle or bubble on curved containers and rely on adhesives and release liners. The glassine liner used in many labelling systems is difficult to recycle and is frequently sent to landfill in large volumes.

Direct printing on containers can also limit flexibility, can often require large minimum order quantities and making design updates costly or time-consuming.

REGULATORY AND SUSTAINABILITY PRESSURES

Packaging regulations and recycling requirements are evolving rapidly. Updates to ingredient listings, recycling guidance, or legislation can require artwork changes that make existing packaging stock obsolete. At the same time, brands must increasingly demonstrate compliance with initiatives such as the UK Plastic Packaging Tax (PPT).



WHY CHOOSE DECORATIVE SHRINK SLEEVES?

Decorative shrink sleeves offer a versatile and modern packaging solution that combines strong visual impact with practical advantages.

360° BRANDING	Full-body decoration allows brands to maximise design space and create striking, highly visible packaging.
WORKS ACROSS COMPLEX SHAPES	Shrink sleeves conform perfectly to curved, tapered, or uniquely shaped containers without wrinkles or bubbles.
DURABLE, HIGH-QUALITY FINISH	Inverse printing protects the ink layer beneath the film, providing excellent resistance to scuffing and moisture. This often removes the need for additional varnish layers.
REDUCED LABELLING WASTE	Because shrink sleeves do not require adhesives or release liners, they eliminate the glassine liner waste associated with pressure-sensitive labels.
RECYCLING COMPATIBILITY	Shrink sleeves can be designed to support recycling through features such as perforations for easy removal, recyclable films, and floatable materials that separate during recycling processes. Using compatible materials such as PET or rPET sleeves on PET or rPET bottles can also support material parity and simplify recycling streams.
FLEXIBLE AND COST-EFFECTIVE	Designs, QR codes, nutritional information, and regulatory content can all be incorporated into one sleeve application.
IDEAL FOR SHORT RUNS & LIMITED EDITIONS	Unlike pre-printed cans or containers that require large order commitments, shrink sleeves enable smaller production runs, making them ideal for craft beverages, seasonal launches, promotional campaigns, and product trials.

HOW VISCOSE CAN HELP

HIGH-QUALITY FLEXOGRAPHIC DECORATIVE SHRINK SLEEVES

Using advanced flexographic printing technology, we deliver premium shrink sleeves with excellent print quality and fast turnaround times.

OUR CAPABILITIES INCLUDE:

- Up to 8-colour flexographic printing
- A range of materials including recyclable PET, industrially compostable PLA, and 30% post-consumer recycled (PCR) rPET. rPET is designed to support compliance with UK Plastic Packaging Tax (PPT) requirements through the use of recycled content.
- Minimum order quantities from 10,000 sleeves or 3,000 metres of tubing.
- Lead times from as little as two weeks.
- Complimentary technical advice and container compatibility review.
- Multiple supply formats: reel-fed tubing, pre-cut sleeves, and pre-formed sleeves.
- In-house colour matching and design guidance.
- Pre-distortion and artwork creation available on request.
- Optional finishes including matte, gloss, matte varnish, and perforations



CONTRACT SLEEVING SERVICES

To make the process even easier, we also offer a complete contract sleeving service.

We can manufacture and apply sleeves directly to your products, providing a convenient end-to-end packaging solution that saves time and simplifies production.

WHY VISCOSE?

Choosing the right packaging partner is as important as the packaging itself. At Viscose, we combine expertise, high-quality printing, and flexible production to deliver packaging that makes your brand stand out.

HIGH-QUALITY PRINTING	Vibrant, durable graphics that maintain a premium finish.
FLEXIBLE PRODUCTION	Low MOQs and short lead times for both large and small production runs.
SUSTAINABLE MATERIALS	PET, 30% PCR rPET, and compostable PLA options support regulatory compliance and environmental goals, including PPT readiness.
TECHNICAL EXPERTISE	Complimentary advice, container reviews, colour matching, and artwork support.
COMPLETE SERVICE	From design and printing to contract sleeving, we manage the process end-to-end for faster, hassle-free production.



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