

## Buhrs Wraps

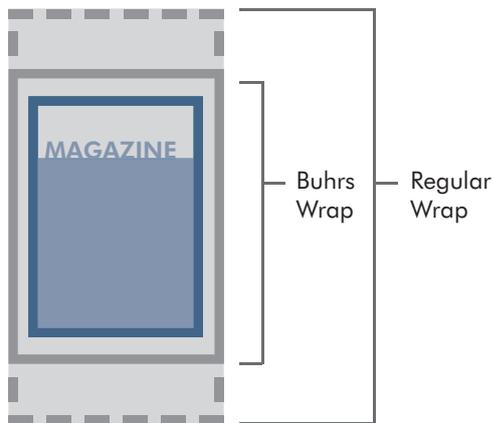
For the protection of the media products



Wrapping was primarily used for the protection of the media products. In today's market, however, it is also important to distinguish your product from other products. Buhrs has developed a wide range of wrapping and sealing options to achieve this.

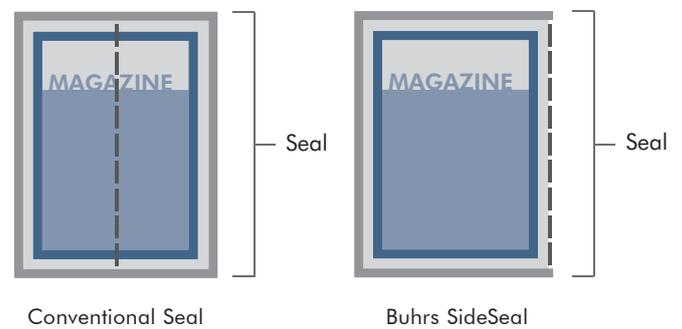
## BuhrsWrap®

With BuhrsWrap®, media products are tightly and beautifully wrapped in film. Without flaps, without the inserts being able to move around, BuhrsWrap offers better protection as well as easy opening. Tightly wrapped journals, magazines and other quality media products without impractical flaps improve the display of magazines on the shelves of news stands. It also eases the postal sorting process of the magazines sent to subscribers. BuhrsWrap® is made possible by our patented stretch control principle. The film is stretched, without the molecular structure being changed. After the film has been stretched over the magazine, it resumes its original shape. Cost savings are realised because no additional energy is required, and less quantity of film is used compared to shrink wrapping.



## Buhrs SideSeal

Buhrs SideSeal is used mainly for magazines, catalogues, and other media products distributed via mail or retail stores. To create a back and front side of the package without the conventional seal on the package the sealing mechanism is placed just beside the product. After sealing, the remainder of the unused film is removed. In combination with HeaderSeal this results in a perfectly wrapped product without any visible seal on the surface of the product! There is nothing in the way of presenting an attractive front and back page of your media products. SideSeal can also be used to make your address carrier more readable, or to address without needing to turn your product.



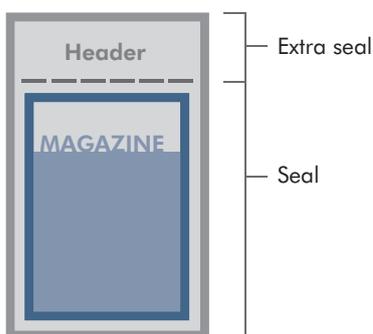
## Buhrs Wrapping & Sealing Options

The look and feel of media products is becoming more and more important. The usual plastic bag with a seal line over the product surface is not the only option for an attractive mail package. Customers expect the best quality wrapping for their products. It is therefore important to protect the product from damage and to present it to the end user in the best possible way. Buhrs has developed flexible wrapping and sealing options to

improve the quality of the package and provide added value to Direct Marketing products. Next to a tighter package with BuhrsWrap®, Buhrs offers new possibilities to differentiate media products in distinguishing ways. Two of the new wrapping and sealing options now available are meant for media products being distributed via retail stores like news stands, kiosks and book stores. These are Buhrs HeaderSeal and Buhrs SideSeal. Buhrs PaperWrap can not only be used instead of film, but also to replace the traditional envelope or provide other possibilities like self-mailers or coupon mailing.

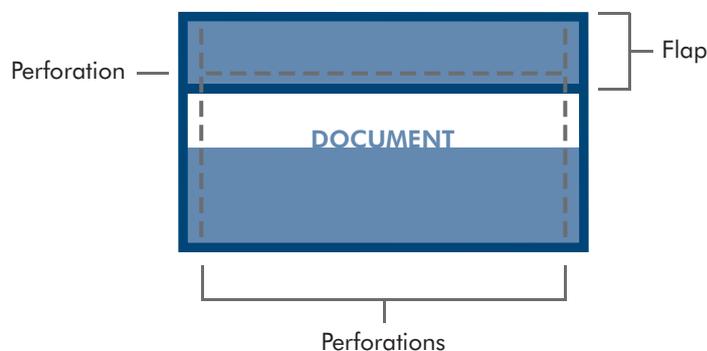
## Buhrs HeaderSeal

With Buhrs HeaderSeal an additional flap is purposely created on top of the product by applying one extra seal. The first seal keeps the wrapped product and possible gimmicks in place, and with the second seal a flap on the top of the product is created. The flap of film can be pre-printed with an advertisement. Because the flap makes the media product, such as a magazine, a bit longer, it will stick out on the shelves of a news stand, kiosk or book store. Buhrs HeaderSeal offers a great way of advertising and drawing extra attention to your magazine. In combination with SideSeal the end product will look even more attractive.



## Buhrs PaperWrap

Buhrs PaperWrap was developed in the late 1980s as an alternative to film wrapping and to provide a more environmental friendly package. The Enveloper series of systems was able to use both materials. Over the years paper wrapping has gained popularity, not only because of the Go Green movement, but also because of the other opportunities Buhrs PaperWrap offers. Today Buhrs PaperWrap is considered more and more as a replacement for the traditional envelope. This is not only because of the possibility of making it look more like an envelope, but also because of the latest developments in inkjet technology. In combination with web printing on dedicated paper wrappers, the white paper factory is a fact and envelopes can be produced in-line. Buhrs PaperWrap is interesting for high volume transactional mail and direct mail, as well as the combination of both called "Transpromo" including selfmailers.



## Go Green

With the Buhrs Wrapping & Sealing Options Buhrs not only offers a better look and feel, but it is also possible to save film wrapping material by using BuhrsWrap. Moreover, because Buhrs Systems can run with some of the thinnest film wrapping materials available, you save money and help the environment at the same time. Here business and the environment go hand in hand. The use of biofilm, compostable film and degradable film is also

possible. Apart from this it is possible to use paper instead of film wrapping material in the event that your customer wants to have a more environmentally friendly package, even though Polyethylene film is made out of natural products.



## Technical specifications

	BuhrsWrap®	HeaderSeal	SideSeal	PaperWrap
Benefits	<ul style="list-style-type: none"> <li>- Better protection of the products &amp; gimmicks</li> <li>- Easy Opening by making use of perforation</li> <li>- No additional energy costs or floor space needed compared to shrink-wrapping</li> <li>- Reduction of film usage</li> <li>- Eases the postal sorting process</li> </ul>	<ul style="list-style-type: none"> <li>- Extra advertisement possibility for news stand display</li> <li>- Length of header controlled by servo</li> <li>- Standard sealbar, so change overs in seconds</li> </ul>	<ul style="list-style-type: none"> <li>- Clean front and back of the package</li> </ul>	<ul style="list-style-type: none"> <li>- In-line production of envelope alternative</li> <li>- Less diversified stocks of different sizes of envelopes</li> <li>- Self-mailers by making use of perforation</li> <li>- Coupon mailing</li> </ul>
Product dimensions (L x W)	<ul style="list-style-type: none"> <li>- Maximum: 400 x 250 mm</li> <li>- Minimum: 160 x 150 mm</li> </ul>	<ul style="list-style-type: none"> <li>- Maximum: 420 x 300 mm</li> <li>- Minimum: 180 x 100 mm (including header)</li> </ul>	<ul style="list-style-type: none"> <li>- Maximum: 400 x 250 mm</li> <li>- Minimum: 160 x 150 mm</li> </ul>	<ul style="list-style-type: none"> <li>- Maximum: 420 x 250 mm</li> <li>- Minimum: 160 x 100 mm</li> </ul>
Product thickness	<ul style="list-style-type: none"> <li>- Maximum: 20 mm</li> <li>- Minimum: 4 mm</li> </ul>	<ul style="list-style-type: none"> <li>- Maximum: 35 mm</li> <li>- Minimum: 80 g/m<sup>2</sup></li> </ul>	<ul style="list-style-type: none"> <li>- Maximum: 35 mm</li> <li>- Minimum: 4 mm</li> </ul>	<ul style="list-style-type: none"> <li>- Maximum: 13 mm</li> <li>- Minimum: 80 g/m<sup>2</sup></li> </ul>
Position of seal/glue	<ul style="list-style-type: none"> <li>- At the back or side of the product</li> </ul>	<ul style="list-style-type: none"> <li>- At the tail-end of the product. Print on film is important</li> </ul>	<ul style="list-style-type: none"> <li>- At the side of the product</li> </ul>	<ul style="list-style-type: none"> <li>- At the back or side of the product</li> </ul>
Mechanical Speed	<ul style="list-style-type: none"> <li>- Maximum: 15,000 c/hr</li> </ul>	<ul style="list-style-type: none"> <li>- Maximum: 11,000 c/hr</li> </ul>	<ul style="list-style-type: none"> <li>- Maximum: 12,000 c/hr</li> </ul>	<ul style="list-style-type: none"> <li>- Maximum: 30,000 c/hr</li> </ul>
Material thickness	<ul style="list-style-type: none"> <li>- Minimum: 12 µm</li> <li>- Maximum: 40 µm</li> </ul>	<ul style="list-style-type: none"> <li>- Minimum: 12 µm</li> <li>- Maximum: 40 µm</li> </ul>	<ul style="list-style-type: none"> <li>- Minimum: 12 µm</li> <li>- Maximum: 40 µm</li> </ul>	<ul style="list-style-type: none"> <li>- Minimum: 70 g/m<sup>2</sup></li> <li>- Maximum: 130 g/m<sup>2</sup></li> </ul>
Type of material	<ul style="list-style-type: none"> <li>- PE</li> </ul>	<ul style="list-style-type: none"> <li>- PE, PP</li> </ul>	<ul style="list-style-type: none"> <li>- PE, PP</li> </ul>	<ul style="list-style-type: none"> <li>- Regular, recycled, Kraft, envelope and inkjet paper</li> </ul>
Remarks	<ul style="list-style-type: none"> <li>- Not in combination with pre-printed film</li> </ul>	<ul style="list-style-type: none"> <li>- Header: 20-50 mm</li> </ul>	<ul style="list-style-type: none"> <li>- Often used in combination with HeaderSeal</li> </ul>	<ul style="list-style-type: none"> <li>- Can be used in combination with pre-printed or white paper</li> </ul>
Available on	<ul style="list-style-type: none"> <li>- Buhrs 3000</li> <li>- Buhrs 4000</li> </ul>	<ul style="list-style-type: none"> <li>- Buhrs 3000</li> <li>- Buhrs 4000</li> </ul>	<ul style="list-style-type: none"> <li>- Buhrs 3000</li> <li>- Buhrs 4000</li> </ul>	<ul style="list-style-type: none"> <li>- Buhrs 3000</li> <li>- Buhrs 4000</li> <li>- Buhrs 5000</li> </ul>

Specifications are subject to change without notice. Requirements exceeding above mentioned specifications available on request above mentioned specifications available on request