

**Visible  
Cost**

the **Price** OF **Tape**  
**Packaging**

**Productivity/OEE**

Scrap/Waste **Cost of**  
**replacement cost** **Failure**

**DOWNTIME**

**Safety** **Customer** **Impact** **Environmental**  
**Perception**  
content security  
**REWORK**  
**LABOR**

**Hidden  
Cost**



**Shurtape®**

# Are you looking **BENEATH** the surface?

When it comes to picking a packaging tape, it's not just about price. There are factors – hidden below the surface – that can affect your bottom line. Factors like:

- **Scrap/Waste:** stemming from rework, inefficient tape usage, or stub rolls
- **Downtime:** caused by rethreading tape applicators, case jams or broken tape
- **Safety:** injuries due to knife cuts, resulting in lost time, worker's compensation, and other costs
- **Content Security:** unsecure seals that increase the risk for product damage, contamination or theft

That's why Shurtape and Atlantic have taken the initiative to plunge below the surface – to highlight the true costs of packaging tape. And why we offer Guardian automated Packaging Solutions, a unique combination of packaging tape and tape application technology that delivers:

- **Greater Productivity:** 2-3% increase in packaging OEE (overall equipment effectiveness)
- **Reduced Scrap/Waste:** 10-20% reduction in tape usage
- **Improved Content Security:** stronger, more reliable case seals
- **Enhanced User Safety:** removal of knives from the supply chain

Are you ready to improve your bottom line? Learn more – and schedule a no-risk evaluation of your production line – at [AtlanticPkg.com/Guardian](http://AtlanticPkg.com/Guardian).



**Shurtape**<sup>®</sup>  
TRUE TO YOUR WORK<sup>™</sup>