

NEWS RELEASE

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NanoGrafix Looks to New Innovations in Delivering a Robust Portfolio of Shrink Sleeve Options

The brand's offerings include an exciting lineup of holographic, foil, and sustainable shrink wrap options to meet clients' needs

SAN DIEGO, Calif. (May 12, 2020)- [NanoGrafix](https://www.nanografix.com), in its quest to become the industry's premier provider of shrink wrap technology, has announced new innovations within its holographic wrap lineup as well a new sustainability initiative. These efforts are part of the brand's goal to expand its portfolio of products while moving NanoGrafix closer to its goal of becoming the industry's leader of shrink wrap technology.

NanoGrafix is a nationally and globally recognized manufacturer specializing in a variety of decorative and security holographic labels, foils, flexible packaging, and shrink wrap for a broad range of industries. The firm delivers products for both decorative and security purposes and has served the packaging industry for many years.

With its launch of its full-color, holographic shrink wrap solutions, NanoGrafix becomes one of the first firms to offer this cutting-edge product. In addition to its holographic offerings, NanoGrafix also offers traditional full-color shrink sleeves at an affordable price.

In meeting both the aesthetic and security needs of its clients, NanoGrafix offers high-quality, sturdy, and tamper-evident functionality across its portfolio of products, and all shrink sleeves can be printed on digital and flexographic presses.

In recent years, the shrink sleeve market has seen a sharp incline in profitability as new industries recognize the many benefits that shrink sleeves offer in the way of attractive packaging and safety. The pharmaceutical sector in particular has demonstrated a growing interest in the market, recognizing the flexibility shrink sleeves offer in providing an attractive and distinctive look to their products while serving important security needs. Because security details can be encrypted onto shrink sleeves, vendors are able to better track and trace their goods.

In addition to offering today's most innovative shrink sleeve solutions, NanoGrafix has recently made a commitment to utilizing more sustainable products and manufacturing processes. Its sleeves are made from eco-friendly materials such as PET-G, which will come as a welcome choice for companies looking to embrace more environmentally friendly manufacturing approaches.

"At NanoGrafix, our goal is to deliver the highest-quality shrink sleeve solutions to clients across a broad range of industries," said Nira Maya, Business Development Manager. "Our products deliver on both form and functionality, giving clients a way to provide colorful, three-dimensional packaging effects that conform to containers and make them stand out from the competition. We are also proud to support sustainable practices and utilize sustainable materials, not only to meet the growing demands of our clients and their customers but also to protect our environment and stay on top of today's emerging industry trends."

To learn more about NanoGrafix, visit www.nanografix.com.

About NanoGrafix

Tradition and Legacy

NanoGrafix continues a tradition and legacy started over 35 years ago by Founder & CEO, Dan Lieberman. Holding several patents related to micro-embossing optical structures, Dan birthed and introduced a premium holographic security solutions service to the market. Through the years, Dan, whom possesses the profound knowledge and thorough understanding of this particularly advanced measure of brand security, has brought forth the universe of holography to our fingertips. He has grown his concept internationally and is now bringing that very experience to the United States. NanoGrafix's headquarters are in San Diego, CA. For more information, visit www.nanografix.com.

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