

ROCHESTER, NY, September 20, 2013 **/24-7PressRelease/** -- According to [Steve Herlehy](#), the technology used by the packaging industry is growing more advanced--and more useful--all the time. Shrink applicator technology is a field especially ripe for growth--and according to one recent [report](#)

, a company called Axon is preparing to unveil a new shrink sleeve applicator that will propel the entire industry forward. Steve Herlehy has responded to this technological advancement with a new statement to the press.

According to the new report, Axon is preparing for the Pack Expo Las Vegas, to be held in late September. The company intends to showcase its new Aurora Wide product; a next generation shrink film applicator that is designed to apply lower gauge films of up to 400mm in Layflat width. This represents a typical range for broad containers and for multipacks.

More specifically, the Aurora Wide comes with a mandrel-style applicator, fitted with a wide array of assets and features--among them Allen Bradley controls, servo automation, PackML programming, and other unique features that meet or exceed all industry standards.

"This technology was clearly designed to provide both flexibility and precision, allowing clients to use it for a wide range of applications," Steve Herlehy comments, in his new statement to the press. "Shrink sleeve applicator technology continues to improve in ways that provide low-hassle results for clients who need them, and Axom's breakthrough is just one example among many."

Steve Herlehy, an Account Executive with ample experience in the shrink packaging industry, goes on to herald further technological advances being made in the field. "There are innumerable ways in which shrink packaging is advancing, getting better and better all the time," he explains. "For further evidence, one needs look no further than to digital offset printing, as opposed to flexographic printing. Several companies are doing excellent work here."

He cites Goss International as a company that has made especially great strides forward here. Says Steve Herlehy, the Goss Sunday Vpak press rang, just recently introduced, is an example of how the company has built on years of established printing technology, offering shorter runs, higher print quality, and shorter lead times--ultimately yielding lower costs.

There are two models of this technology currently available, including the Vpak 3000 and the

Vpak 500. Together, they offer six standard web-widths, from 521mm all the way to 1,905mm. They also offer a quick-changing sleeve technology and the well-known Goss Sunday gapless blanket technology.

"This is another example of a company making huge technological innovations that ultimately present clients with that they really want--more options, and lower costs," Steve Herlehy states. "This is the direction that the shrink packaging industry is heading in, and it is ultimately a boon for companies and consumers alike."

Steve Herlehy is an Account Executive with Plastic Suppliers, and offers a range of shrink films & tamper evident bands, among them PLA EarthFirst film; and has amassed much experience in the shrink packaging sector. Plastic Suppliers holds a patent for "Polylactic Acid Shrink Films and Methods of Casting Same" which validates Plastic Suppliers as the only true manufacturer of a bio-based shrink sleeve label film. Our EarthFirst TDO product is used in the shrink sleeve label and tamper evident band markets leading the way through innovation, customer satisfaction and sustainability, making Plastic Suppliers a global films solution for environmentally friendly product offerings!

ABOUT:

[Steve Herlehy](#) is an account executive that works in the plastic packaging industry. His company offers revolutionary packaging solutions that are used by the shrink label industry as well as food, medical, industrial, confectionary, and industrial markets. One of his contributions has included assisting with the development of extended shelf-life packaging for NASA's dehydrated foods. Additionally, he also was instrumental in the qualification and development of advanced packaging technologies for specific items for MREs or "Meals Ready to Eat" consumed by US Military personnel.