

A PUBLICATION OF BETTER PACKAGES

A GUIDE FOR TAPE DISPENSING PERFORMANCE SOLUTIONS



TABLE OF CONTENTS

INTRODUCTION

CHAPTER ONE:

WHAT ARE THE DIFFERENT TYPES OF CARTON SEALING TAPE?

CHAPTER TWO:

FACTORS TO CONSIDER TO HELP CHOOSE THE RIGHT PACKAGING TAPE

CHAPTER THREE:

THE BENEFITS OF WATER-ACTIVATED TAPE

SIGN UP FOR A FREE TAPE SAMPLE

INTRODUCTION

If you are shipping cartons directly to your customers, you are undoubtedly aware of the importance of proper packaging to ensure the safety of your products.

Packaging tape is an essential element for producing a secure seal that can withstand the rigors of the distribution network. However, failure to select the appropriate packaging tape can result in case sealing problems such as packaging tape not sticking to the carton or packaging that allows for easy entry into the box. These avoidable issues can result in theft in transit, carton reworks, material waste, heightened labor costs, high risk of product damage, and contamination.

That's why it is so important to choose the right packaging tape to seal your cartons. However, since there are several options, with many configurations, choosing the correct tape for the job at hand can be challenging.

This eBook will discuss what you should look for when selecting packaging tape, the different types of carton sealing tape, and focus on the numerous benefits of water activated tape.



CHAPTER ONE

WHAT ARE THE DIFFERENT TYPES OF CARTON SEALING TAPE?

When sending out a package, you want to maintain carton integrity and your products to be shipped securely. There are two main types of carton sealing tapes to choose from. Each has different qualities and benefits.

Plastic Pressure-Sensitive Tape (PST)

A surface mount form of tape with a dry adhesive applied to a film. Both film and adhesive are made primarily of petroleum. Usually applied with a tape gun. PST comes in a wide variety of widths and adhesive formulations.

Advantages

- Portable
- Transparent



Disadvantages

- Not tamper-evident
- Repetitive motion injury risk from hand-held guns
- Tape fails very rapidly when punctured or torn
- Quickly deteriorates when exposed to UV light, cold, heat, humidity or dust
- Since it is petroleum-based, it is not environmentally friendly

Paper Water-Activated Tape (WAT)

Water-activated tape is made primarily of white or natural color (Kraft) paper and starch-based adhesive. It's available in various widths and thicknesses and, when reinforced, contains layers of fiberglass reinforcement. When the adhesive on the tape is activated with water, it penetrates the carton material and the tape forms a permanent bond with the carton.

Advantages

- Provides tamper-evident seal
- Difficult to remove without leaving obvious signs of tampering
- Easy to print on
- Retains integrity if punctured
- Can be used in dusty or dirty environments
- Maintains seal in extremes of cold, heat, light, humidity
- One strip produces a sturdy seal so less material is needed

Disadvantages

- Requires water to activate
- Requires dispensing machine for application



CHAPTER TWO

FACTORS TO CONSIDER TO HELP YOU CHOOSE THE RIGHT PACKAGING TAPE

There are several factors to consider when choosing a tape for your application, including the contents that you are shipping, the shipping environment, the quality of your shipping carton, and the branding opportunity of your carton.

What are you Shipping? The contents of your shipping packages are critical for determining the appropriate tape. For example, if you often ship valuables, you need a secure, tamper-evident seal. If you are shipping low-weight, low value items, your need for security is minimized and security isn't such a priority. Your shipping contents should be your guide to the tape attributes you require.

Is productivity important to your company? Packer productivity may not be an issue for your company if you are only shipping a few cartons a day. In that case, from a productivity standpoint, it may not matter if you use a hand-held tape gun with plastic, pressure sensitive tape or water-activated tape with a tape dispenser. On the other hand, productivity may matter if you are shipping 30 or more cartons per day. In that case, you may want to consider using water-activated tape and a tape dispenser, which are 21% more productive than a hand-held tape gun.*

What is your Packing Environment and the Ultimate Destination? The temperature and humidity of your facility and the product destination helps determine which tape is best for your operation. Is your warehouse, facility or product destination cold, dusty, or humid? Plastic tape does not perform well in these conditions and the tape seal is often compromised. Water-activated tape is more versatile and maintains its secure seal.

Are You Missing a Branding Opportunity? When you are doing e-commerce shipping, first impressions count. Your shipping carton becomes your initial marketing billboard. How well do your shipping cartons stack up? Do you seal your carton with multiple strips of tape, making for a sloppy presentation? Is your company currently printing its logo or branded message onto various sized cartons, which is undoubtedly expensive? Is your company doing anything at all to provide a marketing message on your carton?

One of the advantages of water-activated tape is that you can print your logo or a message on the tape, in 4-color or black and white. Many customers are realizing significant cost savings by switching to plain cartons and using the tape for branding. You also only need one strip of tape to securely close your cartons, making for a neat and professional presentation.



* Based on independent testing by SGS North America.

CHAPTER THREE

THE BENEFITS OF WATER-ACTIVATED TAPE

HOW YOU CAN BENEFIT FROM SWITCHING TO WATER ACTIVATED TAPE?

- **Decreased risk of items being stolen in transit.** Plastic tape does not form a secure seal. Conversely, water-activated tape literally bonds with the carton, making carton penetration impossible without the tell-tale signs of illegal entry.
- **Increased Strength:** Water-activated tape is made in a wide variety of widths and reinforcement strengths. Due to its intrinsic bonding properties and the presence of reinforcing strands, it is ideal when shipping heavy items.
- **Increased Productivity:** Plastic tape is typically applied with a tape gun. Applying tape this way gets tiring, which leads workers to slow down. Water-activated tape is applied quickly with a tape dispenser. With a water-activated tape dispenser, your packing operation is more productive.
- **Brand Image:** You want your cartons to look good. Plastic tape will look sloppy when using more than one strip of tape. You want your brand to shine throughout the fulfillment process. Using water-activated tape reinforces your positive brand image.



SIGN UP FOR A FREE TAPE SAMPLE TODAY

BETTER PACKAGES IS HAPPY TO PROVIDE YOU WITH A SAMPLE ROLL OF BETTER PACK WATER-ACTIVATED TAPE. JUST FILL OUT THE INFORMATION BELOW AND WE WILL SEND IT OUT TO YOU **FREE**.

SIGN UP

ABOUT BETTER PACKAGES

BETTER PACKAGES' IS THE WORLD'S LEADING MANUFACTURER OF WATER-ACTIVATED TAPE (WAT) DISPENSERS. THE COMPANY HAS BEEN IN THE BUSINESS FOR OVER 95 YEARS. OUR PRODUCTS INCLUDE WATER-ACTIVATED TAPE DISPENSER MACHINES AND WATER-ACTIVATED TAPE. WE SELL AND SERVICE OUR PRODUCTS IN OVER 70 COUNTRIES WORLDWIDE SUPPORTED BY A GLOBAL, CERTIFIED DISTRIBUTOR NETWORK.

