

Full Body Sleeve of a Beverage with Straw Attached to the Body of the Container

CHALLENGE:
Cup with recessed straw must be oriented prior to application of the sleeve

CHALLENGE:
Container must be run upside down for maximum stability



CHALLENGE:
Perforated window of the sleeve must be oriented precisely to the position of the straw



CHALLENGE:
The straw is secured in a recess on the body of the product

SOLUTION:

- **Third party orientation unit** provided by PDC rotates cup properly for labeling
- **PDC'S R-250-TS-ER** precisely applies and aligns the sleeve graphics at 200 containers per minute
- **PDC's KST 80-712 Steam Tunnel** for distortion-free shrinking

