



## Embossed Paper in Ready-To-Roll® Dispenser

BUBBLE WRAP® brand embossed paper offers product protection and shock absorption all with a sustainable, curbside recyclable solution.



### BENEFITS



#### Operational Efficiency

- Lightweight for improved shipping costs
- Compact design is ideal for retail or e-commerce pack station environments
- "Ready-To-Roll" technology allows customer to set up and use without the need for assembly or tension mechanism
- Easy cut-and-tear process eliminates need for additional tools



#### Product Integrity

- Conforms easily to any shape and provides abrasion elimination
- Embossed pattern gives paper light cushioning qualities for added durability without additional material waste
- Oil and water absorbent



#### Package Optimization

- Cost-effective product protection
- Paper tear assistance allows for paper length to be easily adjusted on the go for each unique application



#### Brand Experience

- Curbside recyclable for added consumer experience
- Compact, wrapping solution adapts easily to the shape of the product, creating an improved unboxing experience

### CHALLENGE

The pressure to provide packaging options that reduce environmental impact while still offering the same level of protection has become more important than ever. In fact, the 2023 Buying Green Report showed that 82% of consumers are willing to pay more for sustainable packaging, up four points from 2022, showing that even in tough economic times, the environment remains a consumer priority. As a result, offering consumers sustainable packaging has become critical to your success.

### SOLUTION

BUBBLE WRAP® brand embossed paper is designed with an embossed pattern, giving it light cushioning characteristics without the need of additional paper weight. This lightweight paper solution has natural absorption qualities, making it ideal for use as deflection material or in industrial applications for improved unboxing experience. Equipped with Ready-To-Roll technology, this all in-one solution allows for easy set up and use without the need of assembly, electricity, or maintenance.

BUBBLE WRAP® brand embossed paper in the Ready-To-Roll® Dispenser is a sustainable paper wrapping solution ideal for e-commerce and retail pack stations.



Shown: Embossed Paper and Beauty Products

## Embossed Paper in Ready-To-Roll<sup>®</sup> Dispenser



### SUSTAINABILITY

- Paper and corrugated dispenser are both 100% curbside recyclable
- Paper is How2Recycle (H2R) and PEFC (Programme for the Endorsement of Forest Certification) Certified

### MATERIAL

- Embossed pattern gives paper added durability while maintaining soft, nonabrasive texture
- Ready-To-Roll design allows for easy set up and use without the need for assembly, maintenance or tension mechanism
- Manual tear design
- Paper roll specifications:
  - Made of renewal 58# kraft paper
  - 12" (30.4 cm) wide with perforations every 15" (38.1 cm)
  - 350' (106.6 m) length
- Dispenser box dimensions:
  - (LxWxH) 20.25" x 13.5" x 20.5" (51.4 cm x 34.2 cm x 52 cm)



Shown: Embossed Paper with  
Consumer Good Electronics

### APPLICATIONS

- Ideal for 3rd Party Logistics, fulfillment centers and ship-from-store applications
- Suitable for an assortment of applications requiring product protection such as:
  - Carton Lining
  - Interleaving
  - Light Cushioning
  - Surface Protection
  - Void Fill
  - Wrapping



Shown: Embossed Paper in Ready-To-Roll Dispenser  
with Beauty Products