

# Clear Packaging

A MORE RESOURCEFUL  
PACKAGING RESOURCE

 **HLP** Klearfold  
VISUALIZE



# Clear Packaging

A BETTER WAY TO SHOWCASE  
YOUR PRODUCTS



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## Why Use Clear Packaging?

Packaging is the brand communications tool that gets up close and personal. Clear packaging is the brand communications tool that connects consumers directly with your product. High-quality, well-executed clear plastic packaging offers many advantages over plain paperboard packaging:

- Allows consumers to view contents and promotes easy product identification.
- Showcases primary packages and products beautifully.
- Offers high marketing appeal and display characteristics.
- Creates strong and lasting transparent impressions.
- Cuts through clutter of crowded retail shelves.
- Creates exciting aesthetics and value-added perceptions.
- Conveys elegance and supports prestige product positioning.
- Excels at seasonal packaging promotions, especially gift sets or gift-with-purchase offers.
- Contributes mightily toward very positive sales results.

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## The Klearfold® Legacy

The Klearfold brand is clearly something of lasting value. It began as a way to describe a new type of packaging — transparent packaging that showcased the product inside. Klearfold, the company that pioneered the category, went on to refine this type of packaging with high quality printing on plastic, soft-creasing technology, and high volume production.

While the Klearfold brand became an industry standard, another clear packaging company began an almost 50 years quest to deliver superior results in the same space. At HLP Packaging, we consistently measured its quality and success against the better-known Klearfold, very often surpassing them in terms of technologies, capabilities, and printing/production excellence. Then a unique opportunity arose — just as HLP Packaging was expanding European operations, we were able to acquire the Klearfold brand that we had held in such high esteem.

HLP Packaging has become HLP Klearfold™. This is so much more than a name change, however. We respect the heritage of the Klearfold brand, are committed to its tradition of creativity and innovation and are poised to become the standard bearer. We sincerely believe that we are the best custodian to carry the legacy forward. The reasons are many. From HLP's global capabilities and network, to high level integration, to proprietary technologies, to total manufacturing excellence.

HLP Klearfold represents a vital new milestone in transparent packaging. And the logical successor to keep writing the Klearfold legacy.

# Clear Plastic Box Production Facility



## About us

HLP Klearfold is a specialist manufacturer of clear plastic packaging. The largest and most experienced producer of folding plastic cartons, and now custodian of the world's most recognized transparent packaging brand, Klearfold.

We exclusively manufacture clear packaging and have been doing so for almost 50 years. We employ the most advanced printing, decorating and converting technologies that enable our customers to reduce cost.

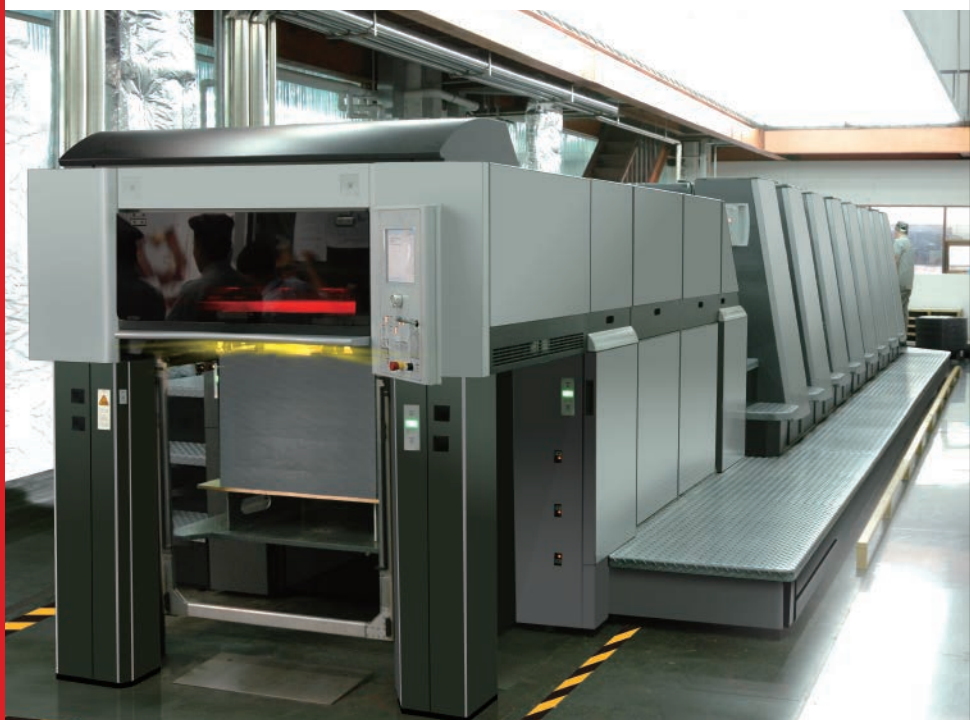


## Quality

Using ongoing improvements in equipment, materials, processes, and people, HLP Klearfold strive to provide their customers with unequaled customer service and the highest quality, printed plastic packaging available in the world. We are ISO 9001 certified. We aim to attain all global standards of social compliance and welcome customers who visit and perform quality and social compliance audits of their own.

## Facilities

Our plants are the perfect environment for the manufacture of transparent packaging products. They ensure optimum performance and outstanding results. We have unmatched production capacity allowing us to produce packaging for the largest multi-national product launches, with unmatched turn-around times.



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## Materials

To produce the highest quality clear packaging, we start with the finest quality, box-grade plastics. We purchase materials only from the world's best producers, always to our more demanding appearance and performance specifications. The result is better and more consistent clarity, virtually no transparent defects, higher impact resistance, and better scratch resistance. We produce transparent packaging using environmentally friendly materials like RPET, APET, PETGAG, PP and in some cases PVC.

## Printing

HLP Klearfold has almost 50 years of experience of printing on plastics with a press offering up to 13 colours in one pass and has earned a well-deserved reputation for extremely advanced print reproduction.

Our computer-controlled silkscreen presses allow for finer resolution and more detailed, clearer images. When we combine our premium silkscreen with our premium offset printing, the results are truly remarkable. Our new central impression UV flexo printing press produces bright stable colors, good opacity, and very strong metallic colors.



# Clear Packaging

EFFECTIVELY ENHANCES PRODUCT VALUE



1 Fast and efficient assembly



2 Significantly reduce labor cost



3 Premium look and crisp appearance



4 Superior package integrity



## Klearfold® Plastic Folding Cartons

Our Klearfold folding cartons create strong transparent impressions and are the ultimate way to showcase your products. They provide exceptional shelf presence and add stature to everything from a new product launch, to a special promotion, to the reinvigoration of a popular brand.

**SOFT CREASE®** – We are the world leader in radio frequency (RF) creasing. Our proprietary Soft Crease RF creasing technology ensures that Klearfold cartons fold precisely, have clean lines, and maintain their crisp shape. The uniformity of Soft Crease Klearfold cartons permit efficient filling on even the highest speed automated filling lines.

**Auto-bottom cartons** – For hand-fill applications, nothing beats our Soft Crease, auto-bottom cartons. They set up quickly and easily by hand and our time and motion studies have shown significant labor cost savings, up to 30% as compared with standard tuck cartons.



Soft Crease

Auto Bottom



# Clear Packaging

MORE DESIGN AND PRODUCTION  
CHOICES TO ENERGIZE YOUR BRAND



## Tubes and Rounds

Distinctive, clear, non-traditional packaging shapes stand out in a sea of rectangles on store shelves. HLP Klearfold offers a number of alternatives, including tubes, rounds, and ovals. We apply the same high-quality printing and decorating techniques to these unique shapes for a one-of-a-kind shelf presence.

## Thermoforming Packaging

HLP Klearfold manufactures stand-alone thermoformed packaging, like blisters and clamshells, as well as vacuum-formed trays to be used as an inserts in plastic folding cartons.

## Die-Cut Specialties

Expertise in printing and converting box-grade plastics, along with superior materials and production equipment, make us the perfect partner to produce all sorts of printed plastic die-cut specialty products.



# Clear Packaging

PACKAGING THAT STANDS OUT  
ON THE SHELF





## Decorating and Special Effects

In addition to magnificent printing, HLP Klearfold offers graphic enhancements like embossing, hot and cold foil stamping, and every variety of frost, as well as matte or gloss coating. We can simulate embossing or micro-embossing with special inks and coating applications, and we produce outstanding metallic, iridescent and pearlescent effects. These include the creation of motion, depth, texture, and three-dimensional effects. We are looking forward to cooperating closely with your designers or being challenged to design something well beyond the ordinary. Our special effects will further distinguish your packages on crowded store shelves.



# Clear Packaging

A MORE RESPONSIVE  
CUSTOMER SERVICE TEAM



## Customer Service

We provide dedicated support teams to provide 24 hour attention to our customers:

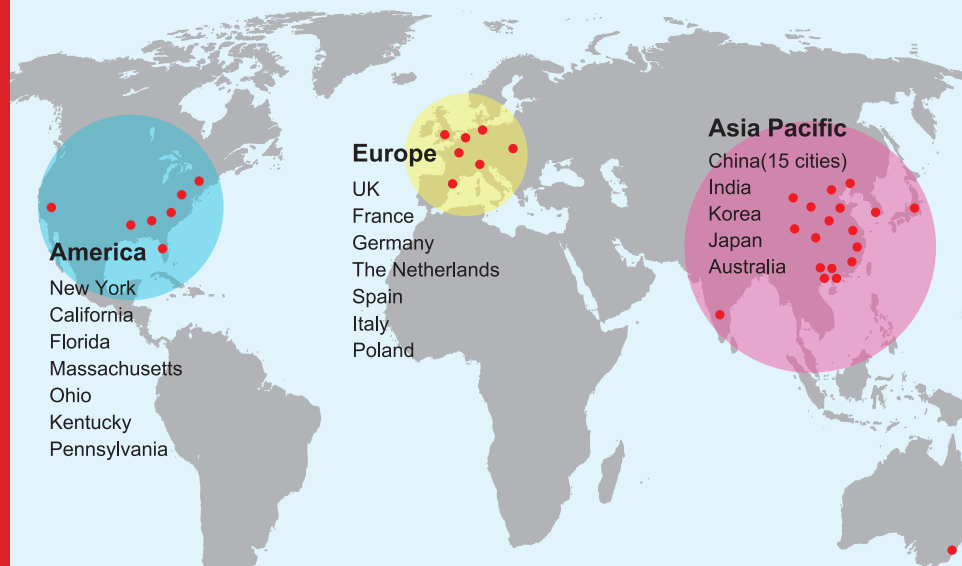
- Quotations within 24 hours.
- CAD samples in three to five days.
- Full color comps within one week of receipt of artwork.

Unmatched capacity, along with the largest box grade plastic inventory located anywhere in the world, allow(s) us to keep production lead times short (two to three weeks after sample approval), which help us manage total lead times.

## Global Network

HLP Klearfold is a member company of the Hip Lik Group of Hong Kong with world-class production facilities in Shenzhen, southern China. We have a global sales network and are a well-established supplier to the North American and European market. We have a reliable, highly effective customer service infrastructure, and a dedicated, experienced European management team. Our sales representatives are HLP employees, not brokers or manufacturer representatives.

## Worldwide Offices



We have an established and excellent sales network around the globe.



# HLP Klearfold

## VISUALIZE

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