

## Nothing Protects Better Than The Original



All standard grade Bubble Wrap® Brand cushioning contains 15% pre-consumer recycled content.

Sealed Air Sustainability

See inside for our new Bubble Wrap® Recycled Grade offering!

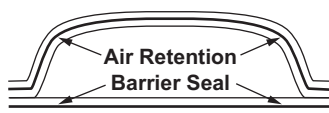


## Nothing Protects Better Than The Original

As the inventors of Bubble Wrap® brand cushioning over 50 years ago, our secret to a better bubble has always been starting with a full air bubble and keeping a full air bubble. Simply stated, in order to protect your products from the hazards of the shipping environment, the air has to be there and stay there. How do we do it?

## “The Difference Is In The Barrier”

### Bubble Wrap® Brand



Sealed Air® Barrier Bubble®  
Retains Cushioning Thickness

### Non-Barrier Brand



Other Non-Barrier Brands  
Lose Cushioning Thickness

## Sealed Air® Barrier Bubble® Technology Is A Better Value

**Superior Cushioning** — Higher initial thickness and fullness provide up to 30% greater protection.

**Reduced Costs** — Less material is required for protection over non-barrier brands.

**Longer Lasting Protection** — Air retention layer maintains consistent cushioning throughout the shipping cycle.

## Environmental Benefits

**Recycled Content** — All standard grades contain a minimum of 15% pre-consumer recycled content.

**Source Reduction** — Provides better protection using less packaging material compared to loose fill or paper.

**Damage Reduction** — Eliminates the need to ship replacement products in additional packaging materials.

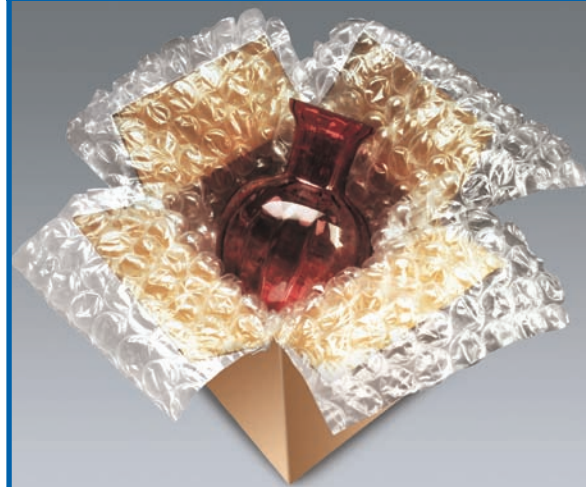
**Reusable** — Air retention layer allows for multiple reuse.

**Recyclable** — Can be recycled through Sealed Air locations and at many independent recyclers.



For superior cushioning, surface protection, void fill and specialty applications, look for the Bubble Wrap® brand symbol.

## Cushioning/Void Fill



## Surface Protection



## Specialty Products





### Bubble Wrap® Brand Strong Grade Cushioning



#### Addresses the need for:

- Fragile or valuable products
- Long or unpredictable distribution cycles
- Cushioning heavy or more fragile products
- Items requiring secure blocking and bracing

Meets the requirements of Mil. Spec PPP-C-795D and CID A-A549.

### Bubble Wrap® Brand Multi-Purpose Grade Cushioning



#### Addresses the need for:

- Light to medium-weight, less fragile products
- Short or predictable distribution cycles
- Products requiring surface protection, interleaving, cushioning and void fill

Meets the requirements of commercial item description CID A-A549.

### Bubble Wrap® Brand Limited Grade Protection

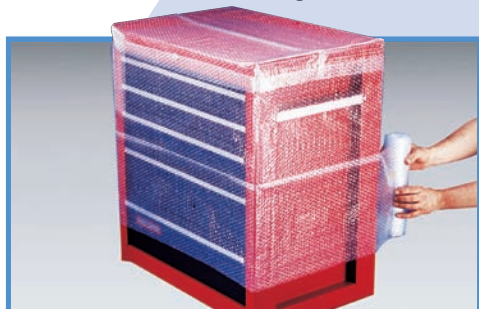


#### Addresses the need for:

- An efficient void fill alternative
- Lowered material costs
- Better protection than loose fill
- No mess

Meets the requirements of commercial item description CID A-A549.

### Bubble Mask® Adhesive-Coated Cushioning



#### Air cellular cushioning with an adhesive coating.

- Provides lightweight cushioning/surface protection
- Adheres to a variety of clean surfaces
- Saves labor and material costs
- Available in a variety of Barrier Bubble® heights

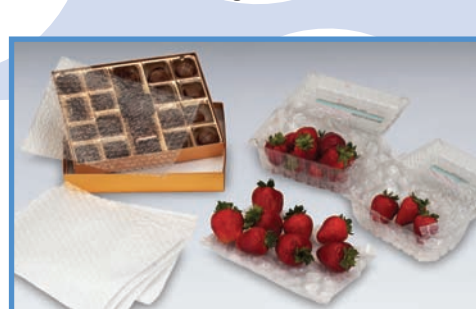
### Cold Seal® Bubble Wrap® Brand Cohesive-Coated Cushioning



#### Air cellular cushioning material with a cohesive coating.

- Sticks to itself, not to the product
- Applies easily
- Saves labor by reducing handling
- Eliminates tape

### Bubble Wrap® Brand FDA Grade Cushioning Material



#### Food-safe air cellular material for protecting food items.

- Made from 100% virgin resin
- Allows immediate contact with food substances
- Moisture resistant
- Heat sealable

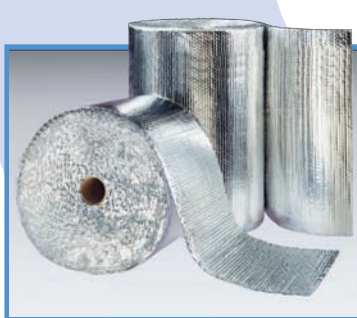
### Bubble Wrap® Brand Kraft Laminates



#### Designed for wood veneer protection needs.

- Excellent outer protection
- Kraft backing allows easy application of labeling, stenciling and manual markings
- May eliminate outer carton for certain applications

### TempShield™ Reflective Laminates



#### A lightweight, easy-to-use thermal insulating material that protects products from dramatic fluctuations in temperature.

- FDA approved materials
- **Metalized** (72% reflective) – Tougher than foil
- **Foil** (97% reflective) – Best thermal value for insulating purposes

### ESD (Electrostatic Discharge) Protective Products



#### Designed to protect sensitive electronic components, ESD products include:

- Anti-Static Barrier Bubble® material
- Cushionshield™ aluminum air cellular static-shielding laminate bags

### Bubble Wrap® Brand Bags



#### Saves time and labor.

- Convenient peel-and-seal closure
- 10 standard size offerings
- Available in regular and anti-static **Small** bubble height
- Bubblebags® on a roll also available as non-standard

## Bubble Wrap® Brand Recycled Grade



### Addresses the need for:

- Economic and environmentally sensible raw material preservation
- Consistent light-duty SealedAir® Barrier Bubble® Technology for optimum performance
- Color variation based on recycled mix

Meets the requirements of commercial item description CID A-A549.

## 3rd Web Bubble Wrap® Brand Laminates



### Addresses the need for:

- Superior product cushioning via triple-layer construction
- Excellent surface protection
- Outstanding resistance to tears and punctures

## Bubble Wrap® Ready-To-Roll® Air Cellular Dispenser Cartons



### Ideal for use in mailrooms or small shipping areas.

- Self-dispensing and easy-tear convenience
- Available in 12" or 24" widths
- Standard **Small** and **Medium** bubble height offerings

## Select The Right



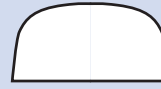
# BubbleWrap® BRAND

## Barrier Bubble® Material For Your Application

### Bubble Height



**Small**



**Medium**



**Large**

### Bubble Wrap® Brand Strong Grade

Minimum 15%  
Recycled Content

For heavy, fragile and/or valuable products with long or unpredictable distribution cycles. Meets requirements of Mil. Spec. PPP-C-795D and CID A-A549.

Product	Height	Suggested Uses
CS	<b>Small</b>	Interleaving and/or surface protection.
TS	<b>Medium</b>	Cushioning of fragile, medium-weight products.
DS	<b>Large</b>	Multi-purpose cushioning applications. High performance cushioning materials for extreme psi loading, blocking and bracing. Available in (2) times & (4) times the normal (DS) strength.
DS 2		
DS 4		

### Bubble Wrap® Brand Multi-Purpose Grade

Minimum 15%  
Recycled Content

For light to medium, semi-rugged products with shorter, predictable distribution cycles. Meets requirements of commercial item description CID A-A549.

Product	Size	Suggested Uses
CM	<b>Small</b>	Cushioning of light to medium-weight products.
CM AS		Available in Anti-Static (AS), Cohesive Cold Seal® (CO), and Adhesive Bubble Mask® (AD) materials.
CM CO		
CM AD		
TM	<b>Medium</b>	Cushioning and/or void fill for light to medium-weight products, which can replace 1/2" non-barrier material.
DM	<b>Large</b>	General purpose cushioning and/or void fill. Available in Anti-Static (AS) and Adhesive Bubble Mask® (AD) materials.
DM AS		
DM AD		

### Bubble Wrap® Brand Limited Grade

Minimum 15%  
Recycled Content

For surface protection and/or void fill/light cushioning applications with very short known shipping cycles. CID A-A549 approved.

Product	Size	Suggested Uses
CL	<b>Small</b>	Surface protection and/or interleaving.
DL	<b>Large</b>	Void fill/light cushioning protection for lightweight, less fragile products.

### Bubble Wrap® Brand Recycled Grade

High Recycled  
Content \*

For surface protection and/or void fill/light cushioning applications with a very short known shipping cycle. Contains 3 times more recycled content of the above standard grades. \*Visit [www.bubblewrap.com/recycledgrade](http://www.bubblewrap.com/recycledgrade) for current minimum recycled percentages.

Product	Size	Suggested Uses
CR	<b>Small</b>	Surface protection.
DR	<b>Large</b>	Void fill/light cushioning protection for lightweight, less fragile products.

## Which Is The Right Product For You?

Call 1-800-648-9093 to contact a Sealed Air representative or visit us online at [www.bubblewrap.com](http://www.bubblewrap.com).



## The Sealed Air® Barrier Bubble® Advantage

Bubble Wrap® brand offers many advantages over other types of cushioning, including reduced material, labor and shipping costs with better cushioning performance.



*Significant air retention equals better cushioning performance. Multiple impacts during the shipping cycle can cause material to compress without recovery, resulting in a loss of thickness and cushioning performance. For example, paper does not recover well after impact. As can be seen in the photos above, under a nominal 0.25 psi load, competitive paper product loses nearly half its original thickness after only three drops from 24 inches while Sealed Air® Barrier Bubble® material retains more than 90% of its protection.*

## The Systems Approach

Sealed Air can help you design a manual or automated packaging system to increase the efficiency and overall productivity of your work station or on-line packaging operation. Ask your Sealed Air representative for details.



**Instasheeteer™**  
High-Speed Converting System



**Instaslitter™**  
Material-Roll-Slitter Equipment Option



**Accu-Cut™**  
Automated Converting System

## Value Analysis And Package Design Services

Your Sealed Air Consultative Sales Representative will provide you with a detailed value/cost analysis of your entire packaging operation. This service is designed to qualify and quantify your packaging needs, enabling us to make recommendations aimed at improving overall efficiency. The analysis includes:

- The best package design method for your application, utilizing our worldwide network of Packaging Design and Development Centers.
- The ideal packaging material and system needed to solve your most challenging packaging problems.
- The value analysis of the cost and productivity savings associated with a Sealed Air solution.
- The best training and support services in the industry to ensure that you are using Sealed Air® products effectively and economically, right from the start.



# Creating World Class Packaging Solutions

Sealed Air is a leading global manufacturer of a wide range of fresh food, protective and specialty packaging products. Reaching nearly 80 percent of the world's population, many Sealed Air® brands are among the most respected names in their markets.

Our products protect and preserve our customers' products from the plant or warehouse through the rigors of the distribution chain. Many Sealed Air® products also provide an appealing merchandising presence for retail display.

Sealed Air's industry-leading investment in research and development and constant focus on World Class Manufacturing principles allow us to continually deliver innovative packaging solutions that add measurable value to our customers' businesses around the world.



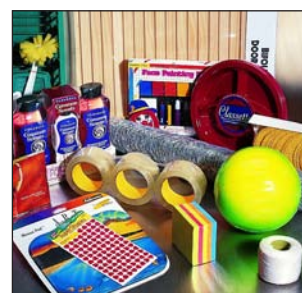
**Jiffy Mailer®**  
Protective Shipping Products



**NewAir I.B.®**  
Packaging Systems



**Cryovac®**  
Food Packaging



**Cryovac®**  
Performance Shrink Films



**Cell-Aire® &  
Cell-Aire® Laminates**  
Polyethylene Foams



**Instapak®**  
Foam Packaging



**Fill-Air®**  
Inflatable Packaging Systems



**CelluPlank®**  
Polyethylene Foam  
**Stratocell®**  
Laminated Foam



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**Our Products Protect Your Products®**

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