willowpack

Roll Stock

Overview:

Roll stock is the foundational format of Willowpack's flexible packaging line, provided as large continuous rolls of printed and laminated film. It is designed to run on vertical and horizontal form-fill-seal (FFS) machinery, where the packaging is formed, filled with product, and sealed in a single automated process. This format is ideal for high-volume production and offers excellent efficiency, cost control, and material usage. Commonly used across food, nutraceutical, and personal care industries, roll stock is well suited for products like snack bars, condiment sachets, edibles and powdered drink mixes.









METPET + Clear PE 🛞

Laminations



Gloss Lamination



Matte Lamination



Soft Touch Lamination

Features



Clear PE 💍









BRIDAL SHOWER Sep 11, 2021

Wind direction

We support multiple unwind directions to match your application process—whether hand or machine applied. Be sure to confirm unwind orientation to ensure correct label positioning during application.

Standard CMYK

All roll stock is printed using vibrant, highresolution 4-color CMYK as our standard. This delivers exceptional shelf appeal and works for most packaging needs.

White Ink

White ink is available as a custom add-on, ideal for printing on clear or metallic substrates.

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