

## Shelf Ready Packaging

Shelf-Ready Packaging (SRP) are premium solid-board trays or boxes that protect products in transit while delivering high-quality print, consistency, and strong on-shelf brand impact.



### Key Advantages

- Premium shelf impact thanks to smooth, fluting-free print surfaces
- Stronger, denser construction for improved load stability
- Increased pallet efficiency and reduced transport/storage costs
- Fully recyclable and PPWR-friendly (no plastic-lined materials)

### Performance Characteristics

- Superior rigidity and strength compared with corrugated
  - Cleaner perforation and sharper die-cutting
- Ideal for high-speed packing lines with consistent performance

### Typical Applications

- FMCG retail (food, drink, household goods)
- Promotional displays and retail product launches
  - Products requiring strong shelf presence and premium branding

