



The Original.  
Genuine.

# Nothing Protects Better than the Original

## SEALED AIR® BARRIER BUBBLE® TECHNOLOGY IS A BETTER VALUE

As the inventors of Bubble Wrap® brand cushioning over 50 years ago, our secret to a better bubble has always been keeping the air in the bubble. Our high-performance Bubble Wrap® brand material is manufactured with a Barrier Bubble® layer that retains air and maintains its cushioning performance.

### Bubble Wrap® Brand



Sealed Air® Barrier Bubble® Retains Cushioning Thickness

### Non-Barrier Brand



Other Non-Barrier Brands Lose Cushioning Thickness

### 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

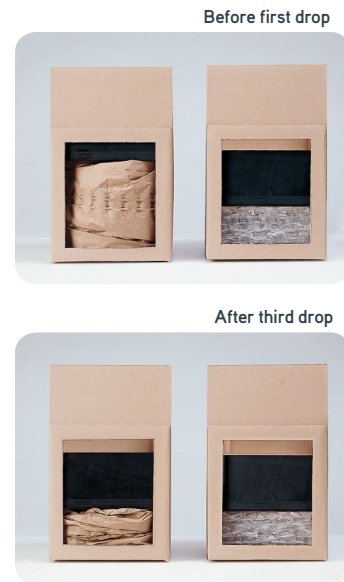
Air retention layer maintains consistent cushioning throughout the shipping cycle.

## 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 at right, under a nominal 0.25 psi load, competitive paper product loses nearly half its original thickness after only three drops while Sealed Air® Barrier Bubble® material retains more than 90% of its protection.



**#AIRLOSS IS BAD**  
Join the conversation using #AirLossIsBad

# Material for Every Application

## SELECT THE RIGHT BUBBLE WRAP® BRAND BARRIER BUBBLE® MATERIAL FOR YOUR APPLICATION

BUBBLE PRODUCT HEIGHT		SUGGESTED USES	SPECS					
<b>Strong Grade</b>		For heavy, fragile and/or valuable products with long or unpredictable distribution cycles.	Mil. Spec. PPP-C-795D CID A-A549	Cushioning	Surface Protection	Void Fill	Blocking/Bracing	Interleaving
CS	Small	Interleaving and/or surface protection.		•				•
TS	Medium	Cushioning of fragile, medium-weight products.		•				
DS DS 2 DS 4	Large	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.		•			•	
<b>Multi-Purpose Grade</b>		For light to medium, semi-rugged products with shorter, predictable distribution cycles.	CID A-A549	Cushioning	Surface Protection	Void Fill	Blocking/Bracing	Interleaving
CM CM AS CM CO CM AD	Small	Cushioning of light to medium-weight products.		•				
TM	Medium	Cushioning and/or void fill for light to medium-weight products, which can replace 1/2" non-barrier material.		•		•		
DM DM AS DM AD	Large	General purpose cushioning and/or void fill.		•		•		
<b>Limited Grade</b>		For surface protection and/or void fill/light cushioning applications with very short known shipping cycles.	CID A-A549	Cushioning	Surface Protection	Void Fill	Blocking/Bracing	Interleaving
CL	Small	Light cushioning, surface protection and/or interleaving.			•			•
DL	Large	Void fill/light cushioning protection for lightweight, less fragile products.		•		•		

AS: Anti-Static  
CO: Cohesive Cold Seal  
AD: Adhesive Bubble Mask

## BUBBLE WRAP® ENVIRONMENTAL PROFILE

### Reclaimed Content

The Sealed Air production network is committed to creating products in a resourceful, sustainable way. On average, Bubble Wrap® is made with 12% reclaimed content.

### Reusable

Air retention layer allows for multiple reuse.

### 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.



# Cushioning

## BUBBLE WRAP® BRAND'S UNIQUE BARRIER BUBBLE® PROVIDES SUPERIOR PROTECTION OVER NON-BARRIER BUBBLE

### Strong Grade Cushioning

- 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.

### Multi-Purpose Grade Cushioning

- 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

### Limited Grade Protection

- 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.



# Surface Protection

## THE PROTECTIVE COVER OF BUBBLE WRAP® MATERIALS DOESN'T EVEN BEGIN TO SCRATCH THE SURFACE

### 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



Bubble Mask® Adhesive-Coated Cushioning



Cold Seal® Bubble Wrap® Brand Cohesive-Coated Cushioning

### 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



3rd Web Bubble Wrap® Brand Laminates

### 3rd Web Bubble Wrap® Brand Laminates

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

# Specialized Applications

## THINK OUTSIDE THE BUBBLE WITH THESE UNIQUE BUBBLE WRAP® PRODUCTS

### 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



### ESD (Electrostatic Discharge)

Protective products designed to protect sensitive electronic components.

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



### TempShield™ Reflective Laminates

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

- Metalized (72% reflective)—  
Tougher than foil
- Foil (97% reflective)—  
Best thermal value for insulating purposes



### Bubble Wrap® Brand Bags

Save 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® 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

## A BUBBLE FOR EVERY USE



**Void Fill**  
Large and extra bubble is ideal for low-cost void-fill. Bubble Wrap® brand can be perforated to suit your packaging requirements.



**Blocking and Bracing**  
Medium and large bubble is perfect for protecting fragile items.



**Interleaving**  
Small bubble is ideally suited for interleaving between products.



# Systems Approach

## SAVE STORAGE SPACE, REDUCE INVENTORY REQUIREMENTS AND IMPROVE OVERALL PRODUCTION EFFICIENCY AT THE PACKING STATION.

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.



### Instasheeter™ High-Speed Converting System

Quickly convert rolls of Bubble Wrap® brand cushioning, Cell-Aire® foam products, NewAir I.B.® inflatable material or Kushion Kraft® paper into custom cut sheets.

- Excellent surface protection, cushioning or dunnage for small to medium voids.
- Combined with the Instaslitter™ Material—Roll—Slitter equipment option, the system will automatically dispense multi-slit sheets from one standard 24" roll of flexible wrap material.

# Value Analysis and Package Design Services

## PROVIDING THE MOST COMPREHENSIVE GLOBAL NETWORK OF PACKAGING 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.
- Industry leading training and support services.
- Value analysis of the cost and productivity savings associated with a Sealed Air solution.





## SEALED AIR SUSTAINABILITY

Sealed Air's Product Care Division resolves the demanding protective and specialty packaging challenges of our ever-changing world through tailored, practical solutions. Across a wide range of industries, we apply our expertise to maximize performance and efficiency while also reducing the amount of energy and raw materials needed to get precious assets through the distribution chain — safe and secure.

[SealedAir.com](http://SealedAir.com)

