



315 Washington Street • Manistee, MI 49660
(231) 723-2685 • Toll Free: (800) 968-5147



FOR IMMEDIATE RELEASE

Dr. Shrink Launches EnviroShrink™, a Landfill-Biodegradable Product That Could Reshape the Shrink Wrap Industry

MANISTEE, MICHIGAN - Dr. Shrink, Inc., the worldwide leader in shrink wrap film and installation supplies, is introducing **EnviroShrink™**, a new earth-friendly shrink wrap designed to deliver the same performance professionals count on while providing a smarter solution after disposal.

Built for everything from marine storage to industrial applications, EnviroShrink performs just like conventional film. The difference comes after the job is done and the film is ready for disposal.

“At Dr. Shrink, we’re always innovating and asking how we can make our proven products better, not only for our customers, but for future generations,” said **Mike Stenberg, President of Dr. Shrink, Inc.**

“EnviroShrink gives customers an earth-friendly option that delivers the quality they’ve come to expect from our brand while advancing sustainable aspects of our industry as a whole.”

During manufacturing, a proprietary additive is blended into the film. Once discarded and exposed to anaerobic landfill environments, the additive is designed to enhance biodegradation by naturally occurring microorganisms. Dr. Shrink’s EnviroShrink has been tested in accordance with ASTM D5511, a laboratory test method for measuring anaerobic biodegradation under high-solids anaerobic digestion conditions.

According to **Ryan Polcyn, Vice President of Sales and Marketing**, sustainability has become an increasingly important conversation throughout the global industry of shrink wrap.

“Our customers want products that perform, and they also want solutions that make sense for the environment,” Polcyn said. “EnviroShrink is exciting because it doesn’t ask users to compromise. They get the durability and finish they have come to know and trust from Dr. Shrink, along with technology designed to reduce the material’s impact after it reaches a landfill.”

For over three decades, Dr. Shrink, Inc. has been respected as a global leader in premium shrink wrap, installation supplies and accessories, and has helped customers around the world grow their businesses through its expertise and innovations within the industry. With the launch of EnviroShrink, the company continues its tradition of innovation while helping customers prepare for the future.

For more information, visit Dr-Shrink.com.

About Dr. Shrink, Inc.

Dr. Shrink, Inc. was established in 1992 and is the global leader in premium shrink wrap film, installation supplies, and accessories. Based in Manistee, Michigan, the company provides products, education, and technical support to customers around the world. From marine and transportation to construction, roofing, and industrial applications, Dr. Shrink helps businesses turn shrink wrapping into a thriving year-round operation.

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Media Contact: Ryan Polcyn, VP Sales & Marketing, ryan@dr-shrink.com, (231) 723-2685