

# Atlantis Rising

Atlantis Plastics continues to raise the bar in its Custom Films business to increase market share in converter films.

“We have built our reputation on coming through for customers. Our customers looked to us to keep them competitive with the most cost effective and technically advanced product, so we listened and did what we do best---responded with an investment in the best extrusion equipment available in the industry today,” comments John Iacobucci, Vice President and General Manager of Atlantis Plastics’ Custom Films business.

Atlantis looked to W&H for the best equipment. The response came in the form of a 5-layer VAREX® blown film line built to meet Atlantis Plastics’ requirements. The line produces roll after roll of high quality 5-layer film up to 45 inches in diameter and 71 inches wide. Complete with W&H’s OPTIFIL® P2 system for thermal gauge profile control, the new VAREX® system fully energizes Atlantis’ growth strategy.

In fact, Atlantis Plastics is so pleased with its new 5-layer VAREX®, that it recently placed an order for a second W&H line... This time a 7-layer.

One step at a time, Atlantis is rising to become the film manufacturer that converters prefer... and W&H is there to back them up.



Atlantis Plastics’ new 5-layer VAREX®



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