CUSTOMER SPOTLIGHT

Shorr Packaging

Building Better Packaging Solutions Through Collaboration

At Mann-Pak, we believe good partnerships come down to trust, technical know-how, and wanting the customer to succeed. That's how we work with Shorr Packaging. Shorr and Mann-Pak both bring deep packaging expertise, and together we help their customers hit their packaging and production goals.

The Shorr Story

Shorr Packaging is a leading packaging solutions provider that combines products, technical expertise, automation, and supply chain solutions to help customers improve their packaging operations. Shorr takes a consultative approach, looking for ways to improve efficiency, cut costs, and improve how the finished packaging looks and performs. Joe Searcy says that ownership mentality, along with the drive to help customers succeed, has helped Shorr grow its business by over ten times since he joined.

With printed shrink film, Shorr isn't just sourcing a printed roll. They're involved in film selection, package sizing, graphic development, print distortion considerations, equipment compatibility, production trials, and ongoing performance optimization.

Finding the Right Partner

As Shorr's custom printed shrink film business grew, they needed printing partners who understood polyolefin shrink film. Joe explains that printing on shrink film is fundamentally different from printing conventional flexible packaging. Graphics must be engineered around how the film shrinks, the package shape, and high-speed packaging equipment. Shorr needed consistent print quality, strong technical capabilities, dependable execution, and flexibility, plus a partner willing to work with their technical team to solve problems.

For Shorr, a good printing partner is about more than printing capability. It's a willingness to understand the application, collaborate on technical requirements, and take ownership of the finished product. The small details matter: registration accuracy, color consistency, distortion considerations, and overall print execution. Shrink film projects often need adjustments along the way, and an accessible, responsive partner helps a lot.

> *"The value is not simply putting ink on film; it is producing printed material that performs consistently throughout the customer's packaging operation."*
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> **— Joe Searcy, Shorr Packaging**

When It Matters Most

Joe says one situation stands out as a perfect example of going above and beyond. One of Shorr's customers accidentally never submitted a purchase order for printed shrink film that normally has a three-to-four-week lead time. Nobody caught it until late on a Friday afternoon, and the customer was looking at manufacturing disruptions and missed production schedules.

Shorr's first priority was to reassure the customer that every option would be explored. The initial goal was to get most of the material there by the following Wednesday so they could keep their schedule. Joe went to our leadership team right away, explained the urgency, and asked what we could do together. Instead of telling him what couldn't be done on the normal production schedule, our leadership and operations teams went to work on a solution.

The result: we delivered 100% of the required product before the customer had a single manufacturing disruption. That's a product with a normal lead time of three to four weeks, an emergency found late on a Friday, and a customer facing a possible shutdown.

> *"To me, that is the epitome of going above and beyond. … When challenges arise, you quickly discover which partners are truly invested in your success and, more importantly, the success of your customers."*
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> **— Joe Searcy, Shorr Packaging**

Looking Ahead

Joe sees a lot of room to grow in custom printed polyolefin shrink film. Many manufacturers still use traditional clear shrink film with pressure-sensitive labels, preprinted cartons, or other formats that could be candidates for printed shrink film. Depending on the application, that can simplify packaging operations, reduce material use, eliminate secondary labeling, and improve how the package looks. Shorr is also building its technical capabilities in package design, print distortion modeling, film performance, and faster commercialization, and we're looking forward to developing new applications together.

Joe puts it simply: choosing a printing partner is about much more than print quality and price. It's about finding a team that understands the technical requirements, communicates well, and delivers a consistent finished product. We're proud to work with partners like Shorr who care about collaboration, quality, and dependable execution as much as we do.