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(54) Title: STYRENE BUTADIENE BLOCK COPOLYMERS FOR FILM APPLICATIONS

(57) Abstract: We disclose a monovinylarene-conjugated diene block copolymer containing a plurality of monovinylarene-conjugated diene mixed blocks, wherein each mixed block contains conjugated diene units and monovinylarene units in a weight ratio of about 0.05 to about 0.33. We also disclose a composition containing (a) from about 50 parts by weight to about 95 parts by weight of the monovinylarene-conjugated diene block copolymer and (b) from about 5 parts by weight to about 50 parts by weight of polystyrene; wherein the monovinylarene-conjugated diene block copolymer and the polystyrene total 100 parts by weight. We further disclose a method of shrink-wrapping an object or a group of objects by wrapping the object or the group of objects with a film containing the composition, to yield a wrapped object or group of objects, and heating the wrapped object or group of objects to a temperature and for a duration sufficient to shrink the film in at least a first direction, to yield a shrink-wrapped object or group of objects.



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