



H&N Group

More than just a lid!

You can hardly miss the big changes that are taking place in the beverage market. Where there were mainly standard containers ten years ago, now there's a very strong trend to convenience products. They compete fiercely for the attention of the consumer with a bewildering display of shapes, colours and add-on functions.

Opening and closing functionality is a major issue when it comes to **convenience**. It's an area with a lot of scope for differentiating your product from the competition.

Hygiene and advertising space

Aluminium can lids are a response to the customers' demand that **cans be protected from dirt and contamination such as dust particles**. The lid keeps the contact area of the can **clean and hygienic**.

Stand out from the mass

One positive side-effect of lid labels is the **extra advertising space**. The number of companies using this feature on cans is growing steadily. Can lids from Haendler & Natermann are a great way to achieve an end-to-end market image for your product. You'll be making sure it jumps off the shelf.

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BRAU
Beviale 2006

hall 4, booth 427
15.-17.11. in Nuremberg

► Continued from page 1

Those critical seconds

With consumers facing an ever-increasing choice of similar or seemingly interchangeable products, product presentation at POS is critically important. Most consumers take only a few moments to make a purchase decision. Let us help you make sure **it's your product they choose!** We'll generate ideas, and support you through the project and implementation phases.

Your options are almost unlimited – from different embossed features and different gloss grades on the label itself, to creatively designed sleeves. Just ask us!

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BRAU Bevale 2006

As the leading producer of aluminium beverage labels, Haendler & Natermann invites you to visit our booth at the "BRAU Bevale 2006" in Nuremberg and pick up some information on the huge potential in designs for cans. We'll also have a refreshing surprise waiting for you. Here's looking forward to your visit!

+++ NEWS-TICKER +++ NEWS-TICKER +++

H&N on show in Moscow

Haendler & Natermann GmbH was in Russia recently, showing innovative outfit designs for beverage containers at the 2nd Moscow Beer Seminar. The event, organized by the VLB Berlin from September 25-28, attracted almost 200 enthusiastic participants from the local beverage sector.

Labelling

Enjoying beer with that exclusive look

The beer market is one of the best places to watch the accelerating trend towards exclusivity and differentiation for certain brands. Transparent adhesive labels have a successful track record for achieving a high-value outfit that communicates the high quality of the bottle contents.

The **No-label Look** combines a high-recognition brand name with **modern packaging design**. It's an exclusive look that associates pleasure, fun and self-indulgence with the chosen beer brand.

Bold moves to a totally new look

The world of beer tends to value tradition very highly. But when it comes to bottle labelling the industry is taking the lead in new brand styling. Adhesive polymer labels are the ideal vehicle for this type of labelling, because of the wide **scope for creative design**. Colour, shape and outfit give the product beer a fresh, new, 21st-century image.



Clear and attractive: Transparent adhesive labels give the product a fresh and exclusive touch.

Innovative solutions from H&N

Haendler & Natermann offers exciting and **innovative solutions** for a No-label Look. The adhesive labels are printed in a gravure process – the process of choice for fine printing – for **brilliant colour reproduction**. We can also add **special effects**, like metallic colours. Then brace yourselves for brimming success at the POS!

Contact us for more information about the No-label Look.

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Innovation

Outside winner!

Beverage producers used to pack different products in different crates as part of a product differentiation strategy. Now new labels for crates offer visual differentiation – at a glance – plus the logistics benefits of using standard crates.

Labels have authority and are read because they provide facts. Professionally designed and superbly printed, a label communicates competence and quality. The same applies to the **plastic labels** we're talking about here. Attached to the sides of the crates, they **grab attention**, despite their relatively small size. The benefit is clear – customers can see at a glance what's in the crate.

And the whole logistics effort involved in handling and displaying different crates is now history.

The label communicates the difference

Beverage producers gain through **greater flexibility, market-oriented labelling** and significant handling and cost benefits in inventory and logistics.

Exciting prospects for product promotions

Crate labels are easily applied and removed. The **special coating** on the reverse of the label makes it possible to fix the labels using wet adhesive. Washing the crates removes the labels entirely with



Crate labels identify the product at a glance – Green lemon is inside!

no residues. Printing on the visible side offers outstanding prospects for **product promotion**.

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Countries and markets

Bottlenecks: a problem solved

Already a familiar sight in Mexico: the first disposable bottle with only a neck label.

Corona producer Cervecería Modelo launched this 325 ml single-trip bottle for a new product, Corona de Barril, quickly dubbed the “Barrilito” by Mexican fans.

The problem: unsightly creases

The convex shape of the bottleneck was always a challenge for paper labels. The metallized paper could not be got to fit around the neck of a Barrilito bottle without creasing and wrinkling. Despite several radius changes, there were always vertical creases and areas that failed to stick. After careful consideration, H&N recommended **replacing the paper label with an aluminium label**.

Brilliant and precious outfit without wrinkles:
The aluminium label (right) offers many advantages compared to metallized paper (left).

The answer: smooth aluminium

The **shapability of the material** was the **solution to the creasing problem**. By using a special embossing technique and a creative design, we made sure that even the smallest fonts were completely readable. Another plus for aluminium labels is the option of mixing **high-gloss** quality with matt effects. After carrying out their own tests, the Grupo Modelo decided to market the Barrilito with aluminium labels. It's clearly been a good decision for the success of the product.

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Company

All together under one roof

Dear PACKAGING unlimited Readers!

Constantia Packaging AG, the group we've been part of for many years, has launched a **new Corporate Design**. Building on the **new umbrella brand strategy**, it presents the group to the market as a **large and powerful business group in the packaging sector**. At the same time, all the companies in the group maintain their individuality, so that customers continue to benefit from a **fast, flexible response** to their requirements.

The new logo of the Constantia Group consists of the company name and an image element made up of three sweeping, dynamic semicircles. Differently coloured versions differentiate between the Holding (Constantia Packaging AG: grey logo) and its divisions (Flexible Packaging and Corrugated Board).

Constantia Flexibles, the flexible packaging division, displays the **logo** in **red**. Constantia Flexibles includes all the subsidiaries, including those of the previous H&N Group. The individual operating companies in Constantia Flexibles will run under the new logo,



but will maintain their individual company names. This sets a strong signal for continued **customer proximity**.

Constantia Packaging AG has already completed the transformation to the new Corporate Design. Companies in the Teich Group are currently working hard to implement the new CD across the board.

Haendler & Natermann GmbH and all the H&N Group companies are well into the process of change. You'll encounter our **new Corporate Design** everywhere from **January 1, 2007**.

Get to know our new logo and find out more about it in the next issue of our newsletter!

We're looking forward to the future with a completely new look, but the same great service!

- Yes, I would like to receive *Packaging Unlimited* on a regular basis. I already receive *Packaging Unlimited*, but wish to inform you of the following changes.

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