

Packaging

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Birra Peroni in a new outfit!

A brand relaunch was the latest project in many years of successful cooperation between Haendler & Natermann and Birra Peroni. The result has been a brand makeover in a class of its own!

Mention Italy and people tend to think pasta, olives and red wine; but Italy also

has some outstanding beers. For example, Peroni beers brewed by Birra Peroni with breweries in Rome, Padua and Bari. Birra Peroni is part of the **SABMiller group, the world's second biggest beer supplier**. The Italian beer market has a volume of around 17 million hectolitres, with annual per capita consumption just under 30 litres.

Haendler & Natermann recently had the pleasure of welcoming two visitors from

Peroni – Mirella Frascella, who handles purchasing for Birra Peroni Industriale and Marta Bove, Brand Manager Mainstream. They came to approve the print samples of the new Peroni labels.

Successful relaunch!

With **an individualistic longneck bottle and distinctive labels with high-gloss accents**, Italy's leading beer brand is

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once again setting new standards in the Italian beer market. The whole brand identity has been given a stylish makeover. Especially important are the **high-gloss colour elements – gold and red** – on the bottle labels. Once again, there was call for **Haendler & Natermann's many years of experience in printing white paper labels with metallic colours**. Mirella Frascella commented, "We've worked with Constantia Haendler & Natermann for many years and the relationship has always been based on mutual trust and partnership. The service we've experienced from H&N headquarters and from the company's local sales office has been outstanding. The label quality is perfect.

Altogether we're very satisfied with these new labels."

Giovanni would have loved it!

Giovanni Peroni, son of company founder Francesco Peroni, would have been as enthusiastic as everyone else about these distinctive new labels. His face and signature feature on them, honouring the fact that he built up the brewery in Rome where Peroni beers are still brewed today.



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Technology

H&N foils for Russian chewing gum

Since 2005, H&N has been producing chewing gum foil wrappings for the Russian market. H&N is sole supplier for the Dirol® and STIMOROL® brands owned by Cadbury Dirol LLC.

The Cadbury production plant in Novgorod supplies chewing gum not only to the Russian market, but to almost all the CIS states. In 2006, H&N shipped almost **800 million printing units to the Novgorod plant to package 26 flavours of chewing gum**. Every year, the flavour range is extended by four or five new flavours. Apart from popular "standard" flavours, like mint or lemon, there are more exotic fusions like vanilla mint or pineapple & grapefruit.

Premium protection for the product

H&N chewing gum foils consist of a **glue-laminated aluminium/paper combination with a partial hotmelt wax seal**. The double layer wrapper provides optimal protection against ambient conditions and guards against loss of flavour.

High shelf appeal at the POS is assured by H&N's printing process know-how

and its readiness to take innovation on board, both for the packaging and the feature-rich design. Cadbury values the technical support available on-site from H&N's technical team and advice on commercial issues from the Constantia office in St. Petersburg.

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Market study

In-mould labelling for non-food markets: From paint buckets to flower pots

Companies operating in non-food markets are seeing benefits from in-mould labelling (IML). Constantia Flexibles subsidiary Drukkerij Verstraete offers sector-specific solutions for enhancing the impact of products:

Paint – making a splash

Water-based paints are increasingly sold in plastic buckets – ideal candidates for IML. **The photographic perfection of offset-printed IML labels** reinforces paint manufacturers' product positioning strategy.

Pet food – catching the owner's eye

Marketing experts know that pet owners' purchases are strongly influenced by packaging. Effective packaging design helps them **locate your brand on crowded supermarket shelves**.

Body care products – evoking an emotional response

Practical, easy-use packaging is important in this market, but the key to success is an appeal to the senses. IML can **create an attractive bottle or jar with tremendous customer appeal**.

Flower pots – adding information

Plant growers and nurseries can use packaging to differentiate their plants from competitor products. **Attractive, functional**



packaging, maybe with plant information and cultivation tips, communicates quality.

The options are huge: you can use in-mould labels to give your packaging a unique style and high customer appeal!

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Competition

Gold for Archa Bier!

In April 2007, the Australian International Beer Award (A.I.B.A.) once again singled out some of the best beers in the world. Archa beer was one of them.

Archa was the only Thai beer to win a gold medal in this year's A.I.B.A. In 1998, Chang Classic won the same honour. Both beers are brewed by Thai Beverage Plc. The A.I.B.A. is the world's second largest

beer competition. This year, the jury panel sampled around 900 beers from 39 countries.

Distinctive labels made of metallized paper from Haendler & Natermann have contributed to this success and to the rocketing sales of Archa beer in recent months. After winning the award, Thai Beverage thanked its suppliers via an ad in the Thai media. Our company is proud to have been a part of this success.



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Research and development

Europe's new favourite: Aluminium can lids from H&N!

Hugely successful in South America, aluminium can lids are now making a stir in Europe too. In the Baltic states, Estonia, Lithuania and Latvia, this H&N product development is steadily gaining popularity.

The breweries in the Olvi Group are enhancing the consumer appeal of their beverage cans with aluminium foil lids from H&N. In **eye-catching designs** and **a perfect match for the can**, the lids keep the lip-contact area **hygienically covered**.

Perfect platform for promotions

H&N foil lids are gravure or flexographic printed to provide **extra -**

highly visible - space for information and advertising. The reverse side of the foil can also be printed. The lids are the perfect platform for flexible sales promotions. The big bonus is that the look of a standard can remains unchanged - all the information about the promotion is carried on the lid.

Whether your choice is to print only the top, or to go for printing both sides, we have the optimal solutions for you! With attention-getting, hygienic foil lids, you'll be a step ahead of the competition! Enhance your beverage cans with this effective new element! Talk to us!

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