

# Packaging

# UNLIMITED

ideas • concepts • solutions

no. 17 • october 2007



Haendler & Natermann at the

**BRAU**  
**Beviale 2007**  
hall 4, booth 429

## Adding a special sheen

Haendler & Natermann and the Radeberger brewery have a good working partnership. One recent project was the new brand image for premium Radeberger with a complete set of high-calibre labels from H&N.

Aluminium bottle labels **are a must-have** when it comes to communicating an up-market image. In this context, the Radeberger brewery has completely reviewed its brand-building approach.

### **New pilsner in shimmering style**

**With fresh ideas and a new look,** Radeberger aims to win strong acceptance

for its premium brand, "Radeberger Pilsner". The aluminium bottle-neck labels come from H&N. The bottle-neck foil continues the outfit smoothly and unproblematically over the bottle cap.

The new labels not only communicate the **desired premium character** of the new product, they also support the **launch of Radeberger's new individual bottle.**

*continued on page 2 ►*

# Packaging

## UNLIMITED

► continued from page 1

### New relief-shape glass bottle

At the same time as Radeberger introduced new beer crates, the brewery also launched a new relief-shape 0.5-litre glass bottle. The graphic design of the new labels successfully achieves a new look while at the same time strengthening **the established brand identity and smoothly continuing the brand image.** Radeberger's drive to emphasize the premium character of its products is fully supported by the **contemporary shape of its individual bottle** and by the high calibre of the new labels.

The new relief-shape 0.5-litre bottles have **metallized paper labels on neck, front and back, plus an aluminium bottle-neck label.** The luxury-look, golden bottle-neck foil covers the bottle cap. It communicates premium quality, but also carries a powerful emotional message.

### The package that helps sell the product

In Germany, most beer is bought in supermarkets or off-licence stores. 70 % of purchase transactions involve beer in crates; this is 94 % of total beer sales. Since deposits on bottles became compulsory in Germany, returnable bottles have become very much more important.

Consumers expect not merely transport packaging, they want convenience too. The choice of shape and style for packaging components is critical. **Packaging must have high shelf impact** to help consumers find "their" beer and it must also communicate the premium quality of the product.

---

Contact:  
Marc Scherer  
Haendler & Natermann GmbH  
E-Mail: Marc.Scherer@  
constantia-hn.com

## Countries and markets

# Quality drives success

Almost exactly 15 years after its founding in November 1992, Novis has every reason to celebrate: joining the Constantia Group and the prospect of a prizeworthy paper label!

A client of only six months, Perla Harghitei, Romania's third largest producer of bottled waters and soft drinks, is on track to **win the international paper label award at the European Golden Label contest.** The contract with Perla Harghitei **was signed on the** same day as the one with Constantia Group, making March 3, 2007 a fortunate day for Novis.

### Striking labels for a strong brand image

The label Novis created for Perla Harghitei **strengthens the brand image** and intensifies the connection between the producer and the consumer. It is a given fact that design and artwork are important, but **high-precision reproduction of the artwork** using **advanced printing technology** is the key to point of sale impact.

### Critical factors: product and service quality

The entire Novis team is aware that quality is essential for success in this industry. As managing director Alexandru Galos quotes: "Success is a journey, not a destination." We work continuously to improve the quality of our products and to meet the **highest international standards.**

Novis started out as a small local offset printing company. It has expanded to become a supra-regional player in Eastern Europe with a client base that encompasses small and medium businesses as well as very big clients.

---

Contact:  
Alexandru Galos  
NOVIS Srl  
E-Mail: Alexandru.Galos@constantia-novis.com



## Technology

# Green light for biosleeves

Haendler & Natermann has recently added Earthfirst PLA sleeve films to its product range. Thanks to its excellent property profile, this environment-friendly material is right for even the most demanding shrink-sleeve applications.

Environment friendliness is high on everyone's agenda: the organic sector reported two-figure growth in turnover for 2006. All the major supermarkets carry organic product ranges. And packaging is clearly part of the trend. Manufacturers and customers alike expect packaging to be as environment friendly as the products it protects. There are several ways of interpreting the term "environment friendly". While some people focus on biodegradability, others are more concerned about the use of renewable raw materials or the CO<sub>2</sub> balance. PLA is going to make everyone happy. Manufactured **from renewable raw materials, it scores well in life-cycle analyses (CO<sub>2</sub> neutral) and it's biodegradable (complies with DIN EN 13432).**

## Innovative sleeve film

PLA sleeve is one example of the potential of organic polymers. These new substances offer a completely new range of properties. **"A rigid plastic with low softening point and high water vapour permeability"** was almost certainly not listed among the development specifications for PLA. Nonetheless PLA demonstrates exactly this profile; in other words, it has the **ideal properties for an innovative sleeve film.**

## Polylactic acid

PLA is a thermoformable plastic, produced from renewable raw materials, such as corn starch. Various processes are already available for continuous production of PLA. In terms of price, density and properties, the polymer is often compared with conventional PET.



## Perfect, high shrinkage

The PLA sleeve turns up trumps during the application process. **It stays rigid right into the shrink tunnel.** And it only takes relatively low temperatures for perfect, high shrinkage. Shrinkage forces are low, so that even unstable or heat-sensitive containers come through undamaged.

PLA offers everything you'd expect from a high-quality sleeve film – including excellent scratch resistance, high transparency and good gloss. In addition, PLA is highly resistant to light, grease, oil and many

## Metallized sleeves for light protection

PET bottles, long a standard solution for soft drinks packaging, are now being used for other products. Haendler & Natermann offer metallized sleeves which open up the advantages of PET for light-sensitive drinks.

The metallization blocks ultraviolet and visible light. Even fruit juices or milk products are perfectly protected!

Metallized sleeves also offer new options for creating distinctive looks and shelf impact. Special effects can range from glossy to matt, depending on the shape of the container and the artwork.



chemicals. If you'd like to know more about how you can use this new material, simply contact us. Order a data sheet by emailing [sales@constantia-hn.com](mailto:sales@constantia-hn.com). Please put "Green Sleeves" in the subject line.

Contact:  
 Thomas Knapp  
 Haendler & Natermann GmbH  
 E-Mail: [Thomas.Knapp@constantia-hn.com](mailto:Thomas.Knapp@constantia-hn.com)

# Packaging

## UNLIMITED

### Bottle configuration

## Premium quality neckwork enhances a world brand

Glamorous bottlenecks packaging has shelf impact. An attractive bottlenecks foil is an accepted sign of quality, making it a key element in a high-end labelling system.

At the same time, bottlenecks foils protect the bottle cap. When the bottle is opened, the tinfoil rips along the perforation line. If the tinfoil is intact, the consumer can be sure that the bottle has not been tampered with. Bottlenecks foils are brushed on, and up to now this required the use of water to prevent damage to the aluminium foil. Only an impeccable foil will create the intended up-market image. This explains why conventional bottlenecks foils can't be used simultaneously with self-adhesive labels (PSL), which need to be applied in a dry environment for strong, bubble-free adhesion!

### Dream of a wrinkle-free neck

This was the dilemma facing the brewery Pilyzensky Prazdroj AG (SAB), in the Czech Republic. **They wanted to use self-adhesive labels on their premium product Pilsner Urquell.** So they decided against foil and in favour of metallized paper labels. But they ran into problems: convex neck areas meant that the paper labels didn't adhere properly. The result was unsightly vertical wrinkles and patches of non-adherence.

### A new development for the best of both worlds

**R&D people working for Haendler & Natermann GmbH have come up with an innovative way of solving the problem.**

A special coating is applied to the aluminium bottlenecks label during the printing process. The coating reduces surface friction. This stops the brush

ends damaging the foil. And this, in turn, means that the foil can be applied without water and yet retain its impeccable looks. And dry application also has the merit of reducing water consumption.

**Selling into a fiercely competitive market, the beer's distinctive outfit using three different materials**

(paper, aluminium and plastic) is making sure of maximum impact at the point of sale!



*Contact:*  
Abduesselam Sentürk  
Haendler & Natermann GmbH  
E-Mail: [Abduesselam.Sentuerk@constantia-hn.com](mailto:Abduesselam.Sentuerk@constantia-hn.com)

### Research and development

## US Love affair with can lid labels

For the market relaunch of one of their energy beverages, National Beverage Corp. in the USA chose aluminium can lid labels from Haendler & Natermann. It's proved a good move.

National Beverage Corp. makes soft drinks, bottled waters, juices and energy drinks. The company's "Rip it Chic" range packaged in super-slim cans in intense feminine colours is intended to appeal especially to women. **Enhancing the range's special image,** the company decided to add value to its cans with foil can caps.

**It was a good choice:** at least that's what rising US sales to date are saying. The future looks bright and it's clear that **the target customers love can caps.**



*Contact:*  
Michael Rusteberg  
Haendler & Natermann GmbH  
E-Mail: [Michael.Rusteberg@constantia-hn.com](mailto:Michael.Rusteberg@constantia-hn.com)

### Imprint

**Published by:**  
Haendler & Natermann GmbH  
Kasseler Straße 2 · D-34346 Hann. Münden  
Phone: +49 (0) 55 41/7 04-0  
Fax: +49 (0) 55 41/7 04-277  
E-Mail: [office@constantia-hn.com](mailto:office@constantia-hn.com)  
[www.constantia-hn.com](http://www.constantia-hn.com)

**Editorial content:**  
Kreativteam H&N

**Concept und Design:**  
Fassmer Marketing GmbH  
Göttinger Chaussee 109 · 30459 Hannover  
[www.fassmer-marketing.de](http://www.fassmer-marketing.de)

**October/2007 • Issue 17**

If you no longer wish to receive this newsletter, please send a brief letter by fax (+49 (0) 55 41/7 04-277) or E-Mail ([office@constantia-hn.com](mailto:office@constantia-hn.com)) to the editors.