



H&N Group

## Dazzling appearance on the drinks shelf: Noble label design for Russian beer

The good cooperation which has existed since 1999 between Haendler & Natermann and the Russian brewery Transmark has been successfully continued: After Haendler & Natermann had the responsibility for printing the labels already when the Transmark brand „Zolotaya Bochka“ was launched for the first time, the company has supplied the technical know-how once again for the new package launch.

### Transmark is placing its best on Gold

The brand „Zolotaya Bochka“, which translated means „golden barrel“, was launched by the Russian brewery Transmark in 1999 – with swift success: Six months after the launch the market share was 3.5 %. With this „Zolotaya Bochka“ developed to a leader product of SAB Miller Russia and at the same time to a market leader in the local premium beer segment.

A second improvement to the appearance was carried out at the beginning of this year.

*Continued on page 2* ▶

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The new labels are a truly golden colour, whereby matt and gold tones are elegantly combined with each other. In combination with the overall design they communicate in an excellent way the brand name – Golden Barrel.



► Continued from page 1

In order to also be able to communicate the name of the brand from an optical point of view and to continue to maintain the position in the premiere league in the Russian beer market, which is gaining more and more in momentum, the appearance of „Zolotaya Bochka“ was **completely redesigned in the spring of 2003**: It was now decided to use **metallized paper** for the labels as well as a **foil for the bottle neck made of aluminium**, as had been used already for the first bottle design.

## Softdrinks



Haendler & Natermann now also has a presence with special label solutions on the Russian soft drinks market. The company has designed and produced transparent bottle labels for the mineral water supplier Saint Springs Water.

## Product optimisation directly on site

According to the stipulations given by the design agency of Transmark the packaging specialist for labels and bottle neck foil, Haendler & Natermann, produced the **special labels** for the main body, back and neck of the bottles. The application of **gold**

**glossy shades** of colours resulted in the apparent brilliancy and convincing metallic effect of the labels. Haendler & Natermann accompanied the first labelling directly on site, in order to guarantee an **optimum processing** of the labels.

Margarita Sorokina, Brand Manager for „Zolotaya Bochka“: „The new labels are a truly golden colour, whereby matt and gold tones are elegantly combined with each other. In combination with the overall design they communicate in an excellent way the brand name – Golden Barrel. In addition, the new labels make the Zolotaya Bochka bottle outstanding, distinct from the competitors and eye-catching on the shelf. We do believe that such premium and high-quality labels that communicate premium quality are part of an advantage over the competitors.“ Besides the design for the new labels the beer will now also be filled in a light **long-neck bottle**, which is new for the Russian market.

## „Truly premium“

According to recently done consumer research 98 % of beer consumers liked the new „Zolotaya Bochka“ pack, 71 % declared that purchase intents increased. **The consumers as well attested to the fact that the new pack is at least three times more memorable than the packs of competitors.** Beer experts in Russia agree: „truly premium“, „eye-catching“, „excellent“ and „highly attractive“. We shall provide further market data on the actual situation of „Zolotaya Bochka“ in the near future.

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Metallised paper, special shiny gold colours and innovative label designs give the new labels an unusual brilliance.



Research and Development

## Much more space and scope for graphic design on labels thanks to new technology

Through the use of innovative UV technology, Haendler & Natermann has succeeded in significantly enlarging the possibilities for graphic design on labels, while at the same time guaranteeing 100 % cutting quality.

So far, the colour of the cutting mark for labels on roles has had to be given maximum contrast to the ground colour of the label. Additionally, in order to guarantee perfect cutting quality, a so-called „quiet zone“ was also necessary. The quiet zone, i.e. an area before and after the cutting mark, had to be kept free of all graphics or other design elements. So this was completely wasted space as far as the

graphic label design was concerned. The new, UV-readable cutting marks mean not only that the **risk of error** through insufficient colour contrast is now **reliably avoided**, but above all that the former **quiet zones can now be printed with any graphics and text as desired**.

As an added bonus, existing **label machines** can be easily **adapted** to incorporate the new UV cutting mark technology. So please contact us!

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Innovative UV technology at H&N: So far, labels have always had to be provided with quiet zones (see right). Thanks to new, UV-readable cutting marks, these are no longer necessary (see below).



Countries & Markets

## Russia discovers a taste for beer



Russia, the traditional home of vodka drinkers, is increasingly turning into a land of beer lovers. This change is primarily due to the younger generation who are growing up with beer and no longer, unlike their fathers, with vodka.

With double-digit growth rates, the Russian beer market is today one of the most rapidly expanding markets in the world. Average increases of 20-25% are a clear indication of the growth during the last five years. Even so, the per capita consumption of around 45 litres of beer in Russia is still significantly below the level of Western Europe, where it lies well over 100 litres.

However, the rise in the standard of living and the attraction of western lifestyles is likely to further boost the thirst for beer in the coming years. However, this will especially benefit the premium brands, which are already the fastest growing segment within the beer market. In view of the increasingly cut-throat competition within the brewing industry which is already taking place, high-quality bottle design and finish and a correspondingly attractive presentation at the point of sale will become more and more important.



## Packaging

### Eyecatching, material-saving and extremely versatile: The EURO-Träger

EURO-Maaster, EURO-Träger, EURO-Basket und EURO-Clip are the registered brand names for the different variations of the „multi-pack“ system that Wanfried-Druck Kalden GmbH our subsidiary (WDK) in Wanfried (North Hesse) has been working on for many years. Today, we would like to present the EURO-Träger.



Unlike the traditional „Sixpack“-wrap-around, the EURO-Träger (Träger = carrier) represents a preglued cardboard blank. Either by hand or by machine the carrier **is applied onto the bottles located in crates or on trays**. The configurations of **1x4 and 2x3 bottles** are the most required by the bottling industry. However, any other combination would be possible.

A patented cardboard construction provides high stability to this multi package. Even swung about by the end-consumer, there is **no clinking, no risk of breakage**. For marketing purposes the EURO-Träger offers a **large surface for advertising, consumer information or for promotional campaigns**. Since the beginning of the year especially beer brewers have rediscovered the sales promoting benefits of the EURO-Träger, which, by the way, **allow the bottler to keep distributing the products in crates**. A further advantage of the EURO-Träger compared with other multipack systems is



that **no investment into machinery have to be done** to test the market. With the help of hand held equipment the carrier is applied easily and quickly onto the bottles. For a higher output, WDK also provide machinery and after sales service.

For samples, brochures or a pictorial presentation on CD of all the multipack systems, please contact:

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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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