

# Packaging

# UNLIMITED

ideas • concepts • solutions

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## All clear at Nastro Azzurro!

Haendler & Natermann have continued to expand their long-standing excellent partnership with Birra Peroni: the latest result of the profitable cooperation is a transparent self-adhesive label for the premium brand "Nastro Azzurro".

Birra Peroni, which belongs to the beer concern SAB Miller, carried out a special promotion on the Italian market during the summer for the brand "Nastro Azzurro". Self-adhesive labels were to be used for the first time on a green bottle.

### Clear view

Using the transparent self-adhesive labels generated an exclusive "No-Label Look".

An individual green relief bottle and Haendler & Natermann's use of special silver colour elements with a unique metallic effect underlined the premium appearance.

### Clear execution

From the start, Birra Peroni placed the execution of this ambitious project in the hands of Haendler & Natermann. The execution

*continued on page 2 ►*

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► continued from page 1

was realized within a very short space of time and Birra Peroni was supported throughout the entire period by the company's experts.

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



## Research and development

# Every label is unique

Are you planning a competition or do you intend to thank your customers by awarding them loyalty premiums? Why not take advantage of Haendler & Natermann's all-round solution and spare the costs of printing lottery tickets or entry tickets! By November 2008 we can print individual codes on your reel-fed wrap-around labels or shrink sleeves.

### Unlimited opportunities for activating customers

Numbers, letters, graphic symbols or even 2D-codes are available as variable data. The coding is therefore perfectly suited for winning codes (for example for text-messaging competitions), log-in codes (for example for music downloads), collectors' codes (for example for loyalty premiums) and personalization.



### Colour highlights

A large number of additional applications are possible by virtue of the special inks available: Ink for direct food contact, colour which is only visible under UV lighting, colour which changes at a specific temperature. Haendler & Natermann prints the code directly onto the front or back of the label using ink-jet technology. You receive coded reel-fed labels in

the usual high quality. Upon request with a list of the order of data employed. Use our service and make your on-pack-promotion easier!

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



## Bottle design

# Brilliant new premium bottle at Bitburger

For some years now, Haendler & Natermann has produced paper labels for the Bitburger brewery group. Now the company has also delivered the labels for the new Bitburger Premium bottle.

This represents an additional highlight and a continuation of the long-standing friendly co-operation between Haendler & Natermann and the Bitburger brewery group.

### “Bitte ein Bit” in relief

“Bitte ein Bit” (A Bit, please) – is one of the most successful brand slogans in Germany, and has made Bitburger Premium Pils famous throughout the country. Since September the casual request has also been presented in relief on the new 0.5-litre individual Bitburger bottle. With its individual relief bottle and inimitable label with gloss effect, the Bitburger brewery group is once more at the forefront of bottle design! “Our consumers love the unique taste of Bitburger, because it is brewed with the best ingredients and with passion and care. Now this unique taste is being presented in a unique form. With this new appearance we are raising the status of the 0.5-litre container and are emphasizing once more the premium character of the Bitburger brand”, was how Peter Rikowski, Managing Director of Sales and Marketing and spokesman for the management of the Bitburger brewery group, explained the project.

### Golden gloss in new form

In order to emphasize the character of the unique design of the premium bottle, the label packaging specialists Haendler &

Natermann produced the labels for the neck, body and back of the relief bottles. The use of special gold gloss tones produces an unusual optical brilliance and gives an convincing metallic effect on the neck and body labels.

### Neck label for intelligent returnable sorting

The use of innovative UV technology makes the sorting of returned bottles much easier: the paper labels are printed with a UV varnish which is invisible to the human eye. Apart from sorting criteria such as colour, size and shape the bottles will also be sorted by shining UV light onto the paper labels; the radiation on the labels will be picked up so that the bottles can be returned for refilling. Thus breakdowns in subsequent installations can be reduced to a minimum, and the neck label assumes the task of recognizing both the brand and the bottle.

### Enjoyment in its finest form

The new Bitburger Premium bottles have been in use since 1 September 2008. Since then all types – Bitburger Premium Pils, Bitburger Alkoholfrei 0.0% (alcohol-free), Bitburger Radler (shandy) and Bitburger Light – have been available in the 0.5-litre returnable bottle with the new



design. From September the launch is being accompanied by an integrated communications campaign in television and the print media entitled “Genuss in seiner schönsten Form” (Enjoyment in its finest form).

#### Contact:

Marc-Christopher Scherer

Haendler & Natermann GmbH

E-Mail: [Marc.Scherer@constantia-hn.com](mailto:Marc.Scherer@constantia-hn.com)

### Bottle design



## A licence to print

A few weeks ago, Coca-Cola placed an order with Haendler & Natermann. The job in question consisted of printing the new, high-quality picture marking the 22nd James Bond adventure onto the Coca-Cola bottle. The particular challenge was to bleed the fine gradation around the Bond figure from left to right without visible breaks and dots. It was executed using high-quality copper gravure printing and produced the desired result: the Bond silhouette can only just be seen on the left-hand side and gradually becomes clearly visible on the right-hand side of the picture. We wish Coca-Cola the very best of luck with their brilliant product launch and offer James Bond's adversaries at least a "Quantum of Solace".



**Contact:**  
Kai Sparbier  
Haendler & Natermann GmbH  
E-Mail: Kai.Sparbier@constantia-hn.com

## A label fit for a king



König-Brauerei, a member of the Bitburger brewery group, is marking its 150th anniversary in 2008 with a wide variety of new and innovative measures. Its goal is to strengthen the position of König Pilsener as a top premium brand. For the realization of the project König-Brauerei is drawing on its confidence in Haendler & Natermann's extensive experience in the field of printing technology as well as the cordial business relationship between the two firms. And so König-Brauerei is currently launching a major back-label campaign: on the returnable 0.5-litre bottles Germany's top establishments which serve König Pilsener can present themselves in an attractive manner to consumers – in other words: they can advertise themselves.

### Premium labels for the first division

For this purpose Haendler & Natermann has printed 20 different back labels with the top addresses of the gourmet restaurants and first-class hotels which are introducing the campaign. They are all top addresses within their region, and include the Steigenberger Frankfurter Hof, the Schlosshotels Bensberg and Lerbach, the Schifferbörse in Duisburg, the Victorian in Düsseldorf and Landhaus Scherrer in Hamburg. The back labels employed are produced in gravure printing, finished and then mixed together in

such a way that the consumer will find the 20 top addresses in every crate of beer purchased. It is planned that a large number of top places will be introduced every year on some 120 million bottles. They have been chosen because they belong to the first division of German gastronomy. The sheer number of labels will result in millions of contacts for the individual establishments and a communications platform for the partners of the König-Brauerei.

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

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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  
www.constantia-hn.com

**Editorial content:**  
Kreativteam H&N

**Concept und Design:**  
Fassmer Marketing GmbH  
Göttinger Chaussee 109 · 30459 Hannover  
www.fassmer-marketing.de

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