

Sweet treat in exclusive form: chocolate champagne bottle by Riegelein

Special occasions like Christmas and New Year provide an ideal opportunity to revitalize existing product lines. Every year in time for the festive season the Franconian family concern Hans Riegelein & Sohn, a chocolate exporter with an international reputation, launches a very exclusive-looking champagne bottle made of chocolate.

How about offering a toast with the "Bouteille en Chocolat", the delicious chocolate champagne bottle by Confiserie Riegelein? The bottle looks exclusive and attractive with its **gold-and-cream neck label, which was produced in flexographic printing.** Haendler & Natermann has transformed the bottle into an **elegant gourmet product by means of a high-quality aluminium foil with corner cutting.** Gold and cream with a red seal on a matt green background – the presentation demonstrates the premium quality of the product to perfection.



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Imprint

Published by:
Haendler & Natermann GmbH
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December 2008 • Issue 22

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We wish all our customers and staff a happy and peaceful Christmas. We look forward to continuing our successful co-operation based on mutual trust in the New Year!



Lovingly packaged gifts

At Christmas it is customary to give little presents, and sweet treats in particular are a popular choice for young and old during the festive season. The choice may be exclusive chocolates, delicious truffles or heavenly marzipan – but for many consumers, the decision to buy ultimately depends on the attractive packaging.

The development department of AVI GmbH has been working closely with customers for months now to ensure that all the sweet delicacies large and small can be presented during the pre-Christmas season or will appear punctually beneath the Christmas tree as usual this year. **And so optimal packaging solutions have been created.** The perfectly shaped, ultra-light chocolate inserts have been produced by means of thermoforming, also known as "deep drawing". These "chocolate nests" guarantee that the recipient receives the Christmas sweets **attractively presented and in perfect condition.** And, of course,

it is also important that the chocolates are **easy to remove from their "nest"** so that they really can be enjoyed as a delicious treat during the festivities.

Tradition in gold and other design ideas

The prime choice for the protective insert in the chocolate box is gold-coloured metallized **A-PET foil, which is completely neutral as regards both aroma and taste, and which is also food-safe. Upon request we can also supply if required other food-safe materials in different colours:** extruded

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polypropylene and polystyrene foils are produced on our own premises. What about a Christmassy pine-green colour, for example?

By the way: the Constantia Group also produces the wrappings of the chocolates/marzipan!

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Research and development

IML provides more design possibilities

BUKO cream cheese by ARLA is not only available in six flavours, it is now also enhanced by a new, modern presentation. In-mould labelling (IML) permits almost unlimited design on the container.

Close co-operation between the cream-cheese manufacturer Arla, the container producer Novoplast, the injection moulding company Superfos, the machine suppliers, and the Belgian printers Verstraete made it possible: the tubs of the six Arla Buko cream-cheese products are no longer printed directly, but have acquired an **IML version** instead. **This permits much greater freedom for graphics designers to use photorealistic printing techniques across a considerably enlarged surface area.** The label scarcely looks like a label and blends to form a

whole with the tub. Thanks to the rejuvenated layout the new packaging harmonizes well with the deliciously fresh contents. The company is confident that the new packaging **will result in a noticeable increase in sales.**

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Countries and markets

In-mould labelling is also successful in North Africa and the Near East

As a result of improved advertising possibilities IML technology is increasing turnover worldwide.

For some years now **IML technology has been improving its position throughout the world.** Thanks to the Belgian printers Verstraete it has already **conquered the markets in Europe, Russia and North and South America.** Since the beginning of this year **successful projects have also been in operation in North Africa and the Near East.** One of the partnerships was established with the International

Engineering Union in Cairo. The Union is a respected supplier of various tubs and lids for companies which include El Rashidi El Mizan, a famous manufacturer of the popular oriental sweetmeat Halva. **Since changing over to an optically outstanding IML packaging the Halva manufacturers have registered considerable growth.**



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Technology

World first: labelling for display crates!

At last there is an easy way to influence positively purchasing decisions in the cash-and-carry drinks market! The new disposable labelling can also cover large areas and only requires a small area on the crate for your attractive and individual advertising.

Haendler & Natermann processes a wide range of forms of labelling which can also span open areas. **Individually printed, cut and punched crate labels provide promotionally effective solutions.**

A specially modified adhesive and the patented application and removal method ensure that the foil labels sit perfectly. To remove the labels the crates are sent inline through the removal station before passing through the washing bay. Here the labels are removed in one piece.

This promotionally effective world first was developed in a co-operation between the companies Carl Hirsch GmbH & Co KG (execution and sales), Constantia Haendler & Natermann, Renner Etikettiertechnik GmbH (machinery for label application and removal) and Türmerleim (special adhesive).



Fantastic promotional advantages

- Processing of large-area labels which can also span open areas of the crate
- Photo-realistic printing
- Compact machine form with a modular design
- Low mechanical cost
- High performance with up to 4000 crates per hour



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Are your crates on the ball? We should be pleased to assist you! Please contact us!