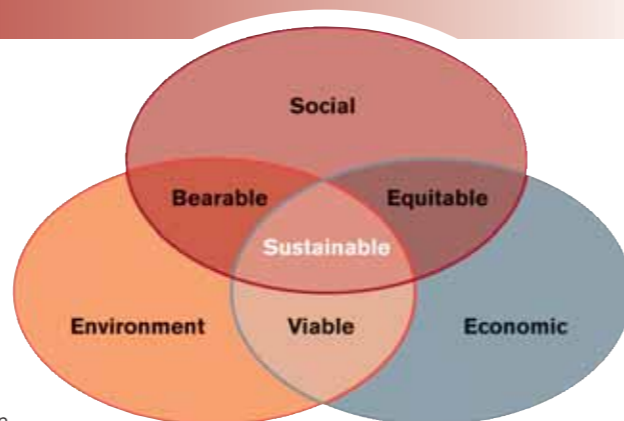


Environment

Differentiation potential

In the past the environment sector was primarily a regulatory subject focused on the avoidance and reduction of resource consumption. The expression 'sustainability', on the other hand, should be seen in a wider context because **sustainable activities must also take social and economic responsibility into account**. For the consumer the subject is becoming increasingly important as a **purchase criterion** in all retail branches. Sustainable products are offered in sustainable packaging, and the **first carbon**

footprint labels on the packaging provide information about the CO² emissions arising during product manufacture. With this in mind, as one of the leading producers of labels for the food and drinks sector Constantia Haendler & Natermann continuously examines its processes and products in order to adopt appropriate measures and thus carry through the concept of sustainability in a consistent manner.



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Sales and Consultancy

Introducing the Haendler & Natermann sales office for the Benelux countries Building up the brand from Waterloo near Brussels

Our customers in Belgium, the Netherlands, Luxembourg and France are provided with local support by our team of five in Waterloo, just ten minutes' drive from Brussels. Our valued customers here include Coca Cola, FrieslandCampina, Heineken, ABInbev, Kraft

Foods and Ferrero Arlon. **Since 2007 we have become a Constantia Flexibles sales office and we are carrying out valuable expansion work by establishing all Constantia Flexibles products on the market within the Benelux region.**

Thus you achieve us:
By Telephone: 0032 (0) 2 357 1880
By Fax: 0032 (0) 2 354 1188
By Mail: office@constantiapack.be



Our team (from left): Elisabeth Durez, Office Manager & Head of Customer Service; Jacques Mathus, Product & Technical Manager; Femke Baauw, Customer Service Coordinator; Virginie Thomas, Customer Service Coordinator; Rudi Verhulst, Sales Manager

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



Welcome to the family – Premium design for the “Svyturys” brand Lithuanian beers Baltas and Baltijos

Here you can positively taste the experience of centuries. Svyturys beers are extremely popular and have already won a number of prizes worldwide. And so it was high time that the uncontested premium quality of the product could also be recognized in the presentation! For this reason the traditional Lithuanian brewery UAB Svyturys – Utenos alus (known as “Svyturus” for short) decided to re-launch the bottles of their “Baltas” and “Baltijos” brands. They can be truly proud of the result!

The unpasteurized beer “Ekstra Draught” was the first of the three outstanding beer brands from Svyturys to be fitted out with a **neck label by Haendler & Natermann**

and thus to join the **premium sector of Lithuanian beers. A member of the Carlsberg group, the Svyturys brewery** has now decided to **update the**

appearance of the entire traditional product family of the “Svyturys” brand. And so the bottles containing the delicate, cloudy wheat beer “Baltas” and



continued on page 2 ►

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the amber-coloured dark beer “Baltijos” – the beer with the distinctive caramel flavour – have also been upgraded. This means that the brand names “Baltas” and “Baltijos” can now also be welcomed into the premium segment.

Traditionally first-class

To achieve this it was decided to adopt **exclusive, elaborately embossed bottles** and a single **elegant aluminium neck label**. The redesigned bottles provide an ideal means of presenting the company message:

You have chosen a high-quality beer which will also provide the ideal accompaniment to a first-class meal.

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Research and development

Verstraete IML labels – a clear choice for modern coffee-cream containers

They are tremendously popular in Germany and the Netherlands; you will find the containers filled with coffee cream on every kitchen table. Coffee cream lends the coffee a richer taste, and the colour of the cream is also much closer to the natural colour of the coffee.

Relaunch at Hochwald

The product is marketed by leading companies within the dairy industry, including the Hochwald Nahrungsmittel Werke GmbH in Germany. For many years the company used a label printed directly onto the coffee-cream container using dry offset; now, **in co-operation with the Loomans Group (a specialist in matrices and plastics packaging) it has changed over completely to IML**. The time was ripe to give the coffee-cream container a new look. **The goal is to establish a stronger profile compared with the competition.**

Increased graphic opportunities through IML

Verstraete IML labels provide greatly **increased opportunities for graphic design** – to ensure that the coffee-cream containers catch the customer's eye even better than before.

Advantages for food safety

As regards food safety (BRC-IoP), IML makes the production at the injection moulding company considerably simpler and more efficient – among other things because the **internal transport and additional production steps are no longer required**. It seems likely that other market members will follow the trendsetter Hochwald before too long.

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Countries and markets

H&N starts new cooperation in Malaysia

“Malaysia - truly Asia” is the slogan of this country in the heart of Southeast Asia. Located north of Singapore and Indonesia and south of Thailand and with approximately 26 million inhabitants, Malaysia is a relatively small country compared to the other members of ASEAN. However, it is one of the most politically and economically stable countries in the region.

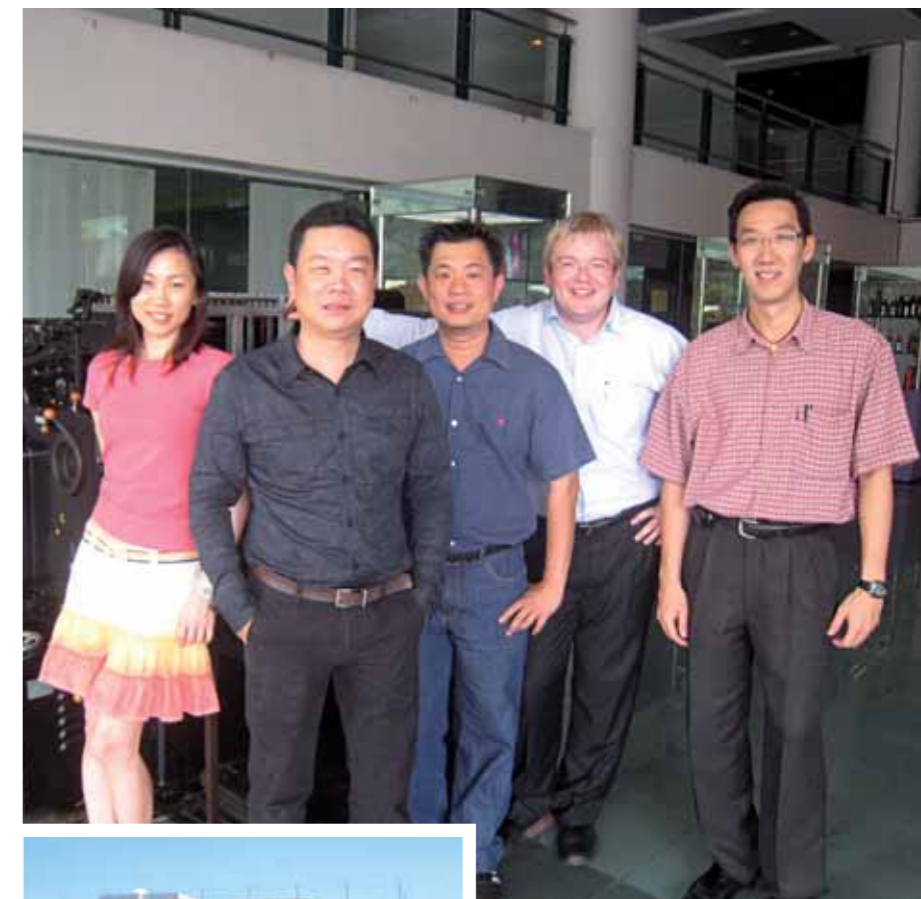
The ASEAN countries (which include Thailand, Vietnam, Laos, Indonesia, Malaysia, Philippines, Singapore, Myanmar, Cambodia, etc.) are sometimes called the EU of Asia as membership offers similar advantages such as free trade agreements, etc.

Shared approach to quality and customer service

In March 2009, Haendler & Natermann entered into a **cooperation with CM Labels Sdn. Bdn.** in order to expand its business with international beverage companies (e.g. Carlsberg and Heineken) and large regional groups (e.g. Thai Beverage Co. Plc. Ltd.) as well as to support and secure the sales already generated by other factories of the Constantia Label Division in the region. Even during the first meetings and discussions it became obvious that both companies share the **same dedication to quality and customer service**. Therefore, **it was an easy decision for H&N to enter into a cooperation with CM Labels**.

Good preconditions offer excellent growth potential

CM Labels Sdn. Bhd. is a **family-owned company which has been engaged in the printing industry for more than 50 years**. The paper labels are printed in offset technology on a **5-colour MAN Roland** and a **brand new 7-colour Komori press**. While CM is totally focused and dedicated to the label business, the site itself offers plenty of **space for expansion**. This could include labels as well as other products of the Constantia Flexibles Group.



Management & Sales Team CM Labels Sdn. Bhd.



The location of the factory **near Kuala Lumpur**, the professional approach of our partner CM Labels Sdn. Bhd., the potential market and growth in Southeast Asia + Australia/ Pacific plus the support

of the Malaysian Government for investments in Malaysia are certainly the right prerequisites for success in the packaging industry in this region.

Malaysia is truly Asia!

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