

Bottle design

New: Pre-cut plastic labels for wet glue application in each form and colour you like

Constantia Flexibles' Label Division now also offers pre-cut plastic labels for wet glue application.

Close cooperation with glue suppliers

In cooperation with the glue suppliers, our partners within the Label Division - Haendler & Natermann GmbH (D), Drukkerij Verstraete NV (B), Sim'Edit Imprimeur (F) and Novis S.r.l. (RO) - successfully finished a project showing that we have the knowhow to **print and manufacture pre-cut OPP labels**.

Offset and rotogravure for each format

Both printing techniques Offset and Rotogravure can be used on either **transparent, white or metallized OPP** and the labels can be cut according to the **desired shape and format**.



Clean and easy application

These labels can be used on regular existing labelling machines for paper labels. In order to have a clear and clean adhesion on the bottle, **special glues** have been developed by several glue suppliers. If you wish to know more or if you would like to discuss a particular project, just contact us!

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Sales and Consultancy

Our sales team in Spain



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Haendler & Natermann GmbH has had its **own local sales office in Spain** since May 1990, originally in Madrid and now in **Seville**. Since 1993 it has also provided services for customers in Latin America. Whereas during the first years the team covered the entire product range including flexible packaging, nowadays it is only responsible for marketing the products of the Label Division.

The enthusiastic team of Haendler & Natermann Iberica S.A. looks after major Spanish and Latin American customers including Grupo Mahou - San Miguel, Heineken, JGC, Grupo Modelo (Corona), SAB Miller Latin America, etc.

Imprint

Published by:
Haendler & Natermann GmbH
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Concept and Design:
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August 2009 • Issue 24

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drinktec
Go with the flow.

hall B5, booth nr. 436

A refreshing relaunch "Blizzard" with specially finished PSL labels

The market for premix products is booming. That makes it increasingly important for companies to distinguish themselves from other brands by giving their products an attractive and distinguished appearance. The Herres Group has therefore decided on pressure-sensitive labels by Haendler & Natermann for a relaunch of "Blizzard", Germany's most popular premix brand.

Petra Roth, Director of Marketing of the Herres Group, sees the **relaunch** as providing tremendous potential for continued expansion of the improved sales effect created by Germany's **most popular premix brand**. And since the **pressure-sensitive labels** are largely responsible for the sales success of a product, Haendler & Natermann labels were the only possible choice.



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Shining design highlight

In the graphic execution of the design of the five different bottle labels for the five flavours Red Berry, Grapefruit, Lemon, Mango and Orange, **the colour gradient on the labels corresponds perfectly with the colour of the wine-based cocktail**. Great emphasis was also laid on **brilliance** and overall **recognition value**. In order to meet the extraordinarily high graphic quality requirements, Haendler & Natermann used **rotogravure printing** for the label production, since its **high resolution and constant printing quality** guarantees optimal printing results.



Production with perfection

A sophisticated multi-phase process is used to produce the high-gloss "Blizzard" labels. First of all, a **transparent PP or PET film** is printed on the reverse in high-gloss silver. Then an **adhesive layer is added to the film on the inside**. Once the **backing material has been added the labels can be stamped out**. This gives the printing design behind the film an **absolutely smooth, scratch-resistant surface**.

Enjoy ice cold!

"Enjoy ice cold" is the company's advertising slogan on the "Blizzard" bottles. Apart from the **wrinkle- and bubble-free application**, the special finish of the pressure-sensitive labels by Haendler & Natermann provides a further important advantage: **resistance to moisture and ice water**.

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Bottle design

Fohr Pils, modern yet traditional Quality you can see and taste

The trend towards the upgrading and differentiation of individual brands continues in the beer sector. Aluminium bottle neck labels in particular have established a leading position when high-quality bottle design is required.

Successful family tradition

For more than nine generations the family has devoted itself to the art of brewing, passing on its skills to its heirs. In line with the long-established tradition beer is brewed according to the Deutsches Reinheitsgebot, the German beer purity laws of 1516, as well as the Fohr family's special recipes.

Exclusivity through aluminium labels

"With the new design we aim to maintain our **historic traditions in modern style**, with **exclusive aluminium neck labels** by Haendler & Natermann. With the foil selected for the bottle necks the application of the



label below the mouthpiece collar is no problem at all" commented Managing Partner Dipl. Kfm. Dirk Fohr. "That means that the Fohr Pils brand will continue to be one of the best-known brands from the Westerwald."

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Countries and markets



Another Side of MILLER – another side of YOU

A sparkling highlight for the market launch of Miller Midnight in Russia

SABMiller RUS, a subsidiary of SABMiller Plc – one of the world's leading brewers – launched an innovative new beer onto the Russian market. A refreshing black lager! This is the first new Miller product to be introduced in Russia since the brand launch fifteen years ago.

Miller Midnight uniquely **combines dark roasted and light roasted crystal malts for a distinctive refreshing taste**. Getting this balance right was an important part of the two year development process, led by specialists at Miller's flagship brewery in Milwaukee.

Colour, aroma, taste and finish were all carefully considered. The experts found a **good balance between light and dark varieties of malt**, selecting a single among the hundreds of combinations and recipes. The result: a **deep and distinguished dark colour contrasting with a surprisingly refreshing and light taste**. It is available in 330 ml and 500 ml bottles.

In view of their long-standing and successful partnership, Haendler & Natermann GmbH was given the task of producing the labels for the new product. Haendler & Natermann GmbH supplied the technical expertise for the product design for the market launch of the new product "Miller Midnight". They worked in close co-operation with the global and local marketing departments and the advertising agency to produce a **distinctive label for a premium product**. From the start the project team worked very closely together to achieve the optimal result. The label was adapted to suit the product, so that it radiates the desired premium character. In the selection of the **intensive colours** special emphasis was placed on red and black.

In the foreground of the label the **logo and lettering of the world brand "Miller" appear in red, black and white**.

The bottles are equipped with **metallized paper labels on the neck and body**. The shape of the label was adapted to suit the existing product in order to ensure **instant brand recognition** on the part of the consumer.

We should be delighted to support you as well with our expertise in the market launch and design of your product labels. Please contact us!



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