



Samba, sand and ... “Selos”

The beverage can lid conquers Brazil

Brazil is all sunshine, music and pure joie-de-vivre: Samba, Carnival in Rio, Sugarloaf Mountain, Christ the Redeemer, Copacabana, football, caipirinha etc., etc., etc...

Beer, the Brazilians' favourite drink

But few people would even dream of associating this vast country with the word “beer” – even though, when it comes to beer, Brazil is actually one of the world's top five producers. With a

population of almost 200 million, it represents a vast market. This South American country occupies fourth place in the world rankings with an annual production volume of some 110 million hectolitres. It comes behind China, the USA and Russia, but ahead of Germany, which occupies fifth place.

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Developed by Constantia, this system of labeling the lids of beer cans was presented in 2000 at the Tecno Bebida beverages fair in São Paulo. Two years later the innovative product was employed for the first time in a private brewery in Brazil, thus celebrating its world premiere. The "Selo" was born.

Increasing demand

Although the numbers were modest during the first years, the can lid has now become **firmly established on the beverage can market**. Not only beer cans are crowned by a lid of this kind: it is also used on cans of non-alcoholic soft drinks, juices, alco-pops, iced tea, energy drinks, etc.

The advantages: safety and appearance

Manufacturers and consumers alike appreciate the numerous **advantages** of this product. These include the **protection** of the top of the can, including the drinking area, from contamination; the excellent **optical design** possibilities thanks to the additional advertising surface; and the appealing overall **appearance** of the labelled cans.



Beer is the favourite drink not only of Brazilian men, but also – somewhat surprisingly – of Brazilian women. Because of the climate beer is drunk all the year round, mainly in bars and taverns. It is relatively inexpensive; brewed from rice and maize, it is also very light and contains only a small quantity of hops, making it the ideal drink. Most beer is consumed from bottles, although canned beer is also gaining in popularity. One reason for this is doubtless **the aluminium foil beverage can lid, simply known in Brazil as the "Selo"**.

The "Selo", the second skin for the beverage can lid

The "Selo" is a **foil, 13 µm thick** and manufactured from a special aluminium alloy. Individually printed and embossed, the elasticity of the foil enables it to cling closely to the upper part of the beverage can. It is mounted like a second skin over the lid of the can proper using a specially designed and **patented labelling machine** from the house of Krones. Before the beer is drunk it is removed like the lid on a yoghurt pot.



The "Selo" as a successful marketing instrument

For the marketing departments of the companies concerned the beverage can lid represents a perfect marketing instrument with which to present the cans in a highly attractive manner, mostly in the premium segment. The decorated cans appeal to consumers and encourage them to **purchase the product**.

The use of the can lid has enabled the companies concerned to achieve an above-average **increase in their market share** in the canned beverages market. In the meantime the system has also been introduced into a number of Eastern European countries, and countless products at home and abroad underline the **interest in the product**.

We should be delighted to develop suggestions for your canned-beverages segment. Please contact us for further details.

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Luxury finish self-adhesive labels

Sometimes it just has to be a "no-label" look!

Haendler & Natermann's printed PSL labels for the Mumm Sekt Dry brand stand out from their competitors by virtue of their high-quality appearance. It is an established fact that an extravagant appearance guarantees maximum attention at the Point of Sale.

Thanks to the **ultra-transparent film** the printing design can be created **independently of the outline of the label**. This results in the impression that the printed image has been mounted directly on the container and permits almost unlimited layout possibilities for the creation of the label design. As a result the labels by Haendler & Natermann convey the concepts of **modernity, quality, expertise and tradition**.

A wealth of effective ideas

Whether the glass is green, brown or white, **optically speaking the label blends**

perfectly with the container. Effective design possibilities are available, for example, in the contrast between the **transparent label on the front and the printed inside of the back label** – as usual, with unrestricted use of the exterior for product information.

We supply the right solution!

The development department at Haendler & Natermann is famous for innovation. With first-class technical possibilities, our long years of experience and our expertise in the fields of printing and finishing we can provide

you with the right solution for every task.

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Constantia Labels in operation in Heilbad Heiligenstadt since December 2009

After a construction period of only eight months, the new Constantia Labels GmbH factory in Heilbad Heiligenstadt/Thuringia has been in operation since December 2009. The new production halls specialise in the manufacture of self-adhesive labels (PSL) and plastic labels.



Once the planning phase was complete and building permission had been granted the construction of the new factory proceeded from early April 2009 according to an ambitious timetable.

In particular, co-ordination skills were required for the delivery of the **rotogravure printing press** in August: all the works in progress at the time, including the fitting-out of the building technology, had to be co-ordinated with the timetable of the machinery as it arrived. In mid-November 2009 trial print runs with the rotogravure printing press could begin, and the first few metres of printed matter left the machine.

When the finishing sector moved to Heiligenstadt during the last week in November the machinery was finally complete. **Normal production operations began at the beginning of December**.



Excellent energy concept

The exceptionally cold winter with night-time temperatures sinking to -20°C immediately put the energy concept to an unusually hard test. The aim in the building and equipment of the factory was to achieve the **lowest possible energy consumption**. This goal appears to have been achieved and even exceeded: initial figures indicate that the factory requires **only about 35% – 40% of the heating energy** compared with the

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consumption of the factory in Hann. Münden, even though Hann. Münden already operates economically in this respect. This was achieved by means of a **particularly careful insulation** of the production hall as well as an **equally consistent extraction of the heat** from the exhaust air purification system. During the operation of the rotogravure printing press all energy for heating the hall

and operating the driers is extracted from the **heat exchange unit in the exhaust air purification plant**. That means that, as soon as the printing unit is in operation, the boilers at Constantia Labels are turned off.

Your orders are thus not only processed in an ultra-modern production unit, but are also produced in a resource-saving environ-

ment – yet another reason to place your trust in us!



Innovative biosleeve

Innovative biosleeve for high-tech product

It is sometimes necessary to leave the well-trodden path and to head off in a new direction in order to design something completely new, something truly better. Haendler & Natermann has succeeded in producing a sleeve of PLA film for a soap duck for children using high-quality intaglio printing. In this way we have been able to achieve a considerably reduced level of greenhouse gas emissions not only for ourselves but also for our customer.*

Expert printing process for the duck shape

The innovative bio-film is characterised by **high-percentage shrinkage** as well as **well-controlled shrinkage behaviour**. The complicated duck shape requires a sophisticated and **skilful pre-print distortion** which Haendler & Natermann achieved with professional skill.

The manufacture of the soap and the careful filling of the container is the task of OTTO Cosmetic GmbH (www.otto-cosmetic.de).

It is there that the pump head is mounted which transforms the liquid contents into delightfully creamy, fragrant soapy foam.

* Reduction of greenhouse gases > 80 % compared with conventional films based on crude oil: from the cultivation of the raw materials to the manufacture of the polymer pallets. Source: Manufacture of PLA film in "Product Profile 20080530".

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