



H&N Group

The golden touch: Premium packaging ideas for premium products

For the packaging and finish of very high-quality products, Wanfried-Druck offers a wide range of gold effect applications. As a result, products can be given added distinction, convincingly highlighting their quality, value, and sales message.

A highly attractive gold result is achieved using the **powder transfer process**. With this method, **metal or glimmer particles are powdered onto a pre-coated surface**. In contrast to all other processes such as direct printing, hot gold stamping or the use of metallised materials, the pigments applied by this method are irregularly aligned. This means that the light is also irregularly reflected, **producing a unique, scintillating lustre**.

Gold has many facets

The ability to apply metallic or glimmer particles in different sizes and colours allows an **almost unlimited range of design possibilities**.

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A brilliant example for a premium packaging idea: The gold of the cémoi label on this box of special truffle chocolates was produced using the powder transfer process.



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So besides elegant gold or silver shades, also warmly shining copper or shimmering mother-of-pearl effects can be produced. A **truly exquisite effect** is achieved if the **powder transfer process is used in combination with relief printing.**

Less can often be more

Today, in the application of gold decors, great weight is attached to producing a **convincing, pure metallic effect** through the use of metallised minerals or hot gold stamping. However, care must be taken not to make all too excessive use of the precious metal. In the worst case, the exact opposite to what was intended may be the result. Instead

of further enhancing the appeal of a premium product, too much of a good thing can turn it into kitsch. So in this case: **Less is more! Gold applications should discreetly reinforce the high value of the product,** creating a sense of restraint and genuine elegance.

Experts in gold

The people at Wanfried are experienced professionals and will be pleased to provide complete and competence advice in the design, effect and printing of gold labels, decors and packaging.

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The form, colour and character of the label are important factors in giving a product an individual, tailor-made and distinctive brand identity.

Longneck bottles

Individual labelling for longneck bottles

Modern longneck bottles are currently all the rage. An individual get-up with aluminium neck labels designed to match the product makes these attractive bottles suitable for all kinds of drinks.

The days have long gone when longneck bottles were only to be found in the beer section. The makers of soft and mixed drinks that are so popular today have now also discovered these slim and convenient bottles for themselves. However, this raises high challenges concerning the form and finish of the labels, in order **to give each product its own individual, tailor-made and distinctive appearance.**

Aluminium neck labels always transport a premium impression. Differently embossed structures allow different light refraction effects to be achieved, **giving a brand its own unique look.** Smoothing of the embossing in a defined area, for instance, enables a trademark or inscription to be given special prominence.





New production technologies now also mean that there are **no limits to the shape of aluminium labels**. As a result, labelling is now possible that either extends right over the crown, or stops below the lip, or ends immediately under the crown or, as a security seal, goes up to the middle of it. **Other applications normally associated with paper labels**, such as neck bows or labels running not right round the

neck, **are also possible in aluminium, with all the special features this material offers.**

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Research & development

UV coating: “Intelligent” packaging protection for valuable contents

For around one year now, Haendler & Natermann has been offering highly effective UV protection for bottles and containers: A special all-over UV protection coating is applied to transparent all-round labels and sleeves, providing a complete shield against the effects of UV exposure.

The weight of the UV protection coating can be varied, which means that the need for **longer shelf life** can, within limits, be met. Tests have shown that lengthening the shelf life varies depending on the content ingredients. The coating is applied inline during the printing process. **The handling speeds of the labelling machines are not affected** by use of the UV protection coating.

Through the large number of new, high-quality products coming onto the market, the question of UV protection has acquired a new urgency. **Especially the use of transparent and semi-transparent PET**

No chance for harmful UV radiation: The special UV coating protects the valuable contents – all round.



bottles makes maximum protection of the contents from the effects of UV radiation essential. The valuable, photosensitive products and ingredients have to be protected by “intelligent” packaging systems.

We will be glad to provide you with label samples of this kind. So please get in touch!

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Bottle get-up



Irresistible: Creative labels for mixed drinks

Alcoholic and non-alcoholic mixed drinks, often with unusual and exotic flavours, need a particularly sparkling presentation to attract the consumers to try out these new aroma experiences. **To help new mixed drinks achieve the desired positioning, Haendler & Natermann offer a wide and exciting range of labelling possibilities.**

These include transparent/partially transparent or metallised plastic labels, metallised paper labels in almost any shape and form, aluminium films to upgrade the neck or top, as well as sleeves for an all-over get-up. **All the different types of labels can be put together in any combination**, giving bottles a convincing and distinctive appearance. To find out more, please get in touch!

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Packaging

EURO-Basket: Open for changes

The EURO-Basket not only distinguishes quite clearly from other conventional cardboard packages, but allows the presentation of the product itself: the beverage bottle.



Apart from the possibility to show a **configuration of four or six bottles in a different way** than in a usual wrap-around, the basket offers a simple way to assemble **different flavours** of a beverage range **in one multi package**.

On the US market the basket has become very popular and a similar phenomenon can be observed in Austria: here the retailer market has adopted very quickly the basket as a "launching carrier" to boost the sale of beer. Actually, beer-bottle-filled-baskets can be found anywhere in any shelf in the Alps republic's super-markets.

In countries where beer is filled in returnable bottles, those containers can be easily brought back by the end-consumer to the P.O.S. by the help of the basket.

EURO-Baskets are **available for both manual or automatic unfolding and filling**.

EURO-Basket – the power pack: Capable of carrying up to 5,5 kg and always open for variation!



Automatically applied, the speed to unfold and fill the baskets varies between 60-140 units per min. Adequate equipment is available from Wanfried-Druck Kalden GmbH on lease basis. Technical After Sale Service included.

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