



H&N Group

“Euka No.1”: Traditional brand with a new outfit



Last year, the wrapping for Storck's traditional "Euka No. 1" candies was changed from wax paper to Ecotwist[®], the modern CPP twist film from Ebert Folien.

Storck, one of the world's biggest candy producers, made exacting demands on the properties of the new wrapping film, specifying that it should be optically more or less indistinguishable from the conventional wax paper wrapper. This represented a **special challenge from the**

printing standpoint alone. But also in terms of stiffness and other properties, it should produce virtually the same tactile impression as the traditional wax paper. **Strict organoleptic and sensory specifications** therefore had to be met, which, in view of the very high ink/colour coating, was not easy at all.

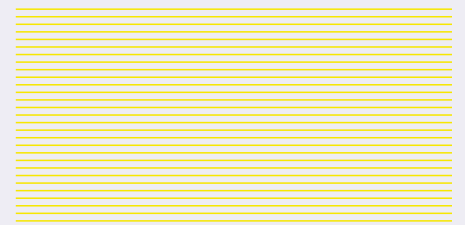
Successful in a modern wrapper

After a development and testing phase lasting some 15 months, the production of "Euka No.1" was finally **changed over completely to Ecotwist[®]**, so the days of wax paper were over.

New wrapper, but with the same look and feel: Since 2003, Storck's "Euka No. 1" candies have been wrapped in Ecotwist[®], developed by Ebert Folien. So the days of the traditional wax paper are over.

Storck had already demonstrated great entrepreneurial courage in previous years when - also working in close collaboration

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with Ebert Folien – the cellophane wrappers for the two famous hard candy brands “Werther’s Original” and “Nimm 2” were also successfully replaced by Ecotwist[®]. So modern packaging materials for traditional products are by no means incompatible opposites. On the contrary: precisely through their innovative concept, they are able to contribute to sustaining the market success of the products for which they are used.

We develop ideas

For 25 years now, Ebert Folien in Wiesbaden has been working in the field of development and production of twist films made of cast polypropylene (CPP). With the tremendous experience and

profound know-how we have acquired in this area, we are ideally placed to support existing and future customers in the confectionery industry. And our priority is always on both the economic and ecological benefits. We will be pleased to tell you more!



Ecotwist[®] in place of wax paper – a candy with a long tradition in a new, “tailor-made” dress!

Your contact:

Wolfgang Ahl / Waldemar Lohr

Ebert Folien, branch of Haendler & Natermann GmbH

E-Mail: AhlW@natermann.de/LohrW@natermann.de

Packaging

Ecowrap[®] – the high-speed aroma saver

Outstanding product properties make Ecowrap[®] the packing material of choice for ensuring maximum aroma preservation, high machine performance and smooth packing processes.

Ecowrap[®], a laminate of polyester and high-quality Ecoséal[®], not only protects the aroma of products thanks to its high barrier properties, but also effectively keeps out moisture and oxygen. High barrier metallized polyester forms the basis for the outstanding impermeability of Ecowrap[®]. But it is only the combination with Ecoséal[®] that gives the packing its strong and pinhole-free sealing.

High performance with plenty of scope for individuality

Ecoséal[®] gives the Ecowrap[®] laminates extremely good machine handling capabilities, allowing packing rates of up to 2,000 packs per minute. The sealing properties are optimally adjusted to the needs of today's high-speed machines.

As Ebert Folien produces Ecoséal[®] itself, the heat sealing layer can be customised to meet individual specifications, e.g. colouring, predefined friction properties or optimised tear-open behaviour.

Test Ecowrap[®] now

The use of delicate natural ingredients, hygroscopic sugar substitutes and the consumers expectations for long shelf life represent extremely high demands on the film properties used for wrapping confectionery today.



You, too, can effectively protect your valuable products from external influences. So test Ecowrap[®], our high speed aroma saver.

Your contact:

Thomas Schneider

Ebert Folien, branch of Haendler & Natermann GmbH

E-Mail: SchneiderT@natermann.de

Markets

Holsten opts for PET

The introduction of a compulsory deposit on non-returnable beverage containers in Germany in January 2003 resulted in a tangible drop in sales of non-returnable glass bottles and cans. Holsten-Brauerei AG in Hamburg reacted promptly and took a bold step into the – still uncertain – PET future. Haendler & Natermann is supporting them in this innovative approach by supplying high-quality labels for premium bottle finish.

Holsten-Brauerei was the first brewery in Germany to present a 0.5 litre PET beer bottle at the Internorga in Hamburg in the year 2000. In doing so, the brewery was responding at an early stage to the first indications that the advance of PET on the beverage market would sooner or later also extend to beer.

With the **installation of the first bottling station for beer and beer mix beverages designed exclusively for non-returnable PET bottles**, Holsten-Brauerei AG, Hamburg, has now put an end – at least within its own company – to all discussions about the use of PET for beer. The machine went into operation in August 2003 at Holsten's Feldschlösschen Brewery in Brunswick (Braunschweig).

High-quality look with metallic effect

Because of the **wide-ranging experience of Haendler & Natermann with plastic labels** for the mineral water and soft drinks market, Holsten also decided to **entrust this company with producing**



the optical finish for the elegant longneck bottles. “It was naturally a major challenge for us to **produce a premium label** so as to ensure the product's continuing success also on the innovative PET market,” says Hans-Dieter Huber, head of “Sales & Marketing Central Europe” at Haendler & Natermann.

As on the traditional glass bottles, high-quality labels with metallic effect are also used on the PET bottles. **The elegant appearance gives the consumers the guarantee and assurance** that in purchasing the product, they are also still purchasing the accustomed high quality.

Holsten uses the **metallic film labels from Haendler & Natermann not only for optical but also for cost and efficiency reasons.** The labels are supplied in reels, so in the event that a different product is run on the production lines, only the reels have to be changed. The two labelling stations used can each access two reels which are automatically glued.

High acceptance

On the basis of market data and the company's own up-to-date market research results, Holsten has found that **PET as a**

packing material for premium beers and mixed beer drinks does not meet with any acceptance problems on the part of consumers of all age groups (see KRONES Magazine 4/2003). This and the already three years of experience with Holsten Pilsener in PET bottles has reinforced the conviction that PET will become even more important on the sales market in future.

Premium labelling and optimised production costs thanks to plastic labels with glossy metallic effects.

Your contact:
Hans-Dieter Huber
Haendler & Natermann GmbH
E-Mail: HuberH@natermann.de



Packaging

StickPack: Perfectly sealed with Ecoseal[®] performance

For the packing of septic and aseptic products, Ebert Folien has developed a range of high-performance PET/CPP-based heat sealing laminates that offer crucial economic and production advantages over conventional PET/PE laminates.

The sealing medium used for the innovative StickPack is the practice-proven Ecoseal[®] film, which gives these laminates **excellent hot-tack properties**. It is equally convincing thanks to its very strong and tight sealing as well as its good tear-open behaviour.

Economical, environmentally friendly and efficient

The enhanced stiffness of Ecoseal[®] allows a **thickness reduction** compared to



PE sealing films **of up to 30 %**. This therefore not only reduces the packing material consumption – and hence costs –, but is also good for the environment. Another advantage of the reduced thickness is that the rolls contain many more running metres of material, so they have to **be changed less often, which in turn means greater efficiency** in production.

No more PE residues on sealing tools

Everyone who works with PE sealing films is familiar with the problem of PE residues on the sealing tools. This is not

only bad for sealing performance, but also means that the machines have to be stopped at regular intervals for the sealing tools to be cleaned. With Ecoseal[®], this problem is a thing of the past as **the sealing tools stay permanently clean**.

The StickPack laminates from Ebert Folien **can be used without problem on all packing machines**.

Your contact:

Gerardo González

Ebert Folien, branch of Haendler & Natermann GmbH

E-Mail: GonzalezG@natermann.de

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