



H&N Group

Thermoformed packaging in an attractive outfit

Chocolates are placed in them and we eat ready-made dishes from them: bowls, lids, sorting inserts, blisters and flap packaging – thermo-moulded packaging is used wherever you look. They form an integral and irreplaceable part of shelf products because they are safe and clean packaging and present sweets, pastries, milk products and much more in an attractive and enticing way.

Thermoformed components are also used in the non-food sector as **sales and transport packaging**, such as the automotive industry, medical technology, the cosmetic industry and in horticulture, for example. **AVI GmbH is a specialist** for this favourite packaging form. As one of the major producers of thermoformed packaging in Germany, it is also involving itself with the labelling of its products to an increasing extent. Solutions tailor-made to customers' requirements often have to be found, as shown in the following example.

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It creates an appetite and protects cleanly and safely: thermo-moulded packaging is now an integral and irreplaceable part of shelf products

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Until recently, AVI GmbH produced a curved lid for yoghurt cups for a well-known dairy company consisting of a transparent foil pre-printed in copper rotogravure. The related risks were high extrusion costs (the foil had to be appropriate for copper rotogravure), a high level of spoilage with multi-colour copper rotogravure, print distortions on the lid and “fading”, i.e. a reduction in the colour intensity and the print appearance resulting from the thermoforming process.

Individual solutions required

In order to achieve a major improvement in the outward appearance as required by the customer, **the production process was changed and self-adhesive labels were used.** The advantage: lower extrusion costs for the foil, a substantial reduction of the wastage rate in thermoforming, minimum wastage in labelling

and a qualitatively high-class print appearance. The preliminary printing costs for the preparation of labels were also much lower than those for rotogravure cylinders. By means of a simple reel change on the labelling machine, an uncomplicated design change is possible at any time and thereby **the economic production of smaller unit volumes as well.**

Secondary packaging is becoming increasingly important

Secondary packaging is increasingly gaining in importance in the sales strategy of a large number of brand product manufacturers. Together with a number of important customers, AVI GmbH Kunststoff-Verpackungen has therefore pressed ahead with **the development of fitted, i.e. labelled, sales trays.** These trays are designed to take hand-cream tubes, lip-care sticks and battery-operated toothbrushes, for example. Depending on individual customer requirements, the



Already labelled sale trays: secondary packaging is to be made equally attractive as well

sales trays can be fitted on one or both sides on special labelling units, with this resulting in a major improvement in product presentation at the point of sale.

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Promotion on Labels

With a prospect for a major prize

The idea of supporting the sale of products by means of promotions is not new – but good. Especially if the campaign draws attention to highly individual and creatively designed labels.

A leading soft-drink producer, the market leader with caffeine lemonade, sells between 25 – 30 % of its lemonades in this way in Europe. Regular summer and winter “promotions” with draws being made for holiday travel, sports equipment and concert tickets, etc., are now already legendary. Haendler & Natermann **supports these campaigns by individual designs of corresponding plastic labels.**

Labels are becoming “eye-catchers”

The possibilities for this are numerous. For example, metal-effect colours can be used on the front side of labels in order to draw attention to so-called “**eye-catchers**”. Thermochromic inks inform consumers of the best enjoyment temperature for their drink. **Labels printed on**

both sides bring excitement into the game with the motto of enticing from the outside and an opportunity is waiting inside. Numerous lotteries are initiated in this way. In this way, Haendler & Natermann offers the possibility of making a multi-colour reverse side print correspondingly attractive.

And if customer wants “Saturday Night Fever”, the labels “glow” in the black light of the disco thanks to the **UV luminous colours.** The special effects of Haendler & Natermann make a major prize from every label – test us and see!

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ROSO™ supplements Sleeves

Clothes make the Man? Labels make the Bottle!

Modern bottles show a taste and a design figure – only a sleeve has been able to correspond to these special demands so far, especially as far as the design figure was concerned. But with ROSO™, Haendler & Natermann is now offering an inexpensive but equally flattering alternative.



Modern bottles not only have a slim design but they are, above all, made as lively and conspicuous as possible by means of labels or sleeves. **Sleeves in particular clothe the gracious design;** this is made possible by shrinkage qualities up to 75 %. But everything which increases attractiveness has its price.

Inexpensive and attractive clothing for modern bottles

But now there is a more favourable possibility with the ROSO™ label with a somewhat lower shrinkage quality (up to 18 %). “**Roll On Shrink On**”, in short **ROSO**, can be processed on modern wrap-around labelling machines and is a **genuine alternative** to sleeves. Haendler & Natermann have many years' experience

A gracious style is also gaining in importance for bottles – ROSO™ labels clothe slim bottles both economically and attractively

with these labels. The latest development is the replacement of sleeves by ROSO™ for yoghurt drinks by a leading European dairy. 200, 500 and, in future, even 1000 ml bottles are inexpensively and attractively clothed for this customer.

The torment of choice remains because Haendler & Natermann makes bottles really attractive whether by means of a sleeve or ROSO™.

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Haendler & Natermann in the Realm of the Middle

China goes Premium



The Far East is developing positively at an unrelenting pace – inter alia in the brewery industry. China has discovered the barely juice for itself – and is naturally drinking from labelled bottles.

Haendler & Natermann has been represented in China since 1998 with its own production for bottle neck foils. It is also intending to invest there further in future because **China is in the meantime one of the largest beer markets** with 352 breweries and a total output of approximately 255 million hectoliters.

The premium beer sector is particularly strong: consumption from 2002 to 2003 rose by approximately 15 %. The other sectors are growing as well: the near-premium segment by approximately 9 % and the popular segment by approximately 6 % (in each case from 2002 to 2003). The leading breweries in the world have made corresponding investments in China. At present Anheuser-Busch, Interbrew, SAB Miller, Heineken, Carlsberg and Scottish & Newcastle are represented with various subsidiaries.

Haendler & Natermann intends to continue to offer **innovative packaging, quality and service directly on the spot in the Realm** of the Middle. Particularly in the rapidly moving market of China with many similar products, the outer appearance counts in so many cases – namely the packaging!



Subsidiary Haendler & Natermann Sport GmbH

World Champion in Shooting with Haendler & Natermann



Top-class sportsmen and recreational marksmen are supplied **throughout the world** with the air rifle and airgun pellets and bullets for reloaders and front loaders from Hann. Münden. Countless medals in national and international competitions, world championships and **Olympic Games** demonstrate the trust of sportsmen in these products. More than two-thirds of all top-class marksmen shoot with air rifle and airgun pellets and bullets

able medals. The national teams of the participating countries are already fitted with the key product from Hann. Münden prior to the **Olympic Games** which are scheduled to take place in August.

Large calibre bullets also extremely successful

Haendler & Natermann Sport GmbH is now one of the major producers of large

Haendler & Natermann Sport GmbH has been processing lead since 1841 and is therefore the most tradition-seeped company in the Hannoversch Münden area. Being an independent subsidiary of Haendler & Natermann GmbH since 1991, air pistol pellets and lead bullets are produced which carry the name Haendler & Natermann around the world.

from Haendler & Natermann, thereby achieving three quarters of all possible

caliber lead bullets in the world and is therefore **market leader in Germany**. The subsidiary recently issued its own book for reloader professionals and newcomers. This book which has been widely accepted by marksmen is an important and extensive source of advice for the users of weapons.

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