



H&N Group

# PACKAGING<sup>®</sup> unlimited

ideas · concepts · solutions

no. 10 · december 2005

## Special packaging for special occasions

In the past year, brand-name manufacturers have faced escalating competition from no-name products and store's own brands. Products are increasingly seen as interchangeable and differences for consumers are becoming blurred. All the more reason to strive for differentiation, creativity and a strong brand identity are essential.

Before launching a new product, a manufacturer does well to start with a thorough assessment of **consumer needs, consumption trends and shopping habits**. This is where the expertise of skilled marketing strategists is indispensable. Calling on the latest market research, they can build a clear picture of consumer behaviour and identify trends for the future. Working closely with the manufacturer, they can develop **product-specific strategies** to ensure a product **satisfies current consumer requirements even more effectively and accurately than ever before**.

### An investment that pays off

Investment in new products and packaging is one of the keys to **sustained growth**. It's what sets off brand-name manufacturers from the flood of no-name products.

**Intelligent packaging innovations, of the type that Haendler & Natermann develop for their customers** have helped a number of new products get off to a great start. And they've also been instrumental in getting slow-moving products back into the fast lane. The beverage market is one that responds particularly strongly to creative and dynamic packaging concepts.

*Continued on page 2 ►*

**"Christmas beer" brewed especially for the festive season: contemporary, creative packaging for bottles: with high recognition value guaranteed!**





H & N Group

# PACKAGING<sup>®</sup> unlimited

ideas · concepts

Continued from page 1 ►

## “Christmas beer” with that festive look

Special occasions are often the ideal opportunity to pep up an existing product line with attractive new products. A good

example is Christmas beer, specially brewed for the occasion and evocatively packaged in a festively wintry packaging. The potential for linking packaging to a special event is almost limitless. The calendar is full of anniversaries and events that can be creatively transformed into marketing events for new or existing products. Haendler & Natermann experts

are there to advise you if you're contemplating a new look for your product.

*Contact:*  
Marc-Christopher Scherer  
Haendler & Natermann GmbH  
E-Mail: SchererM@natermann.de

## Packaging

# Varta goes for high-tech – with attention-grabbing new packaging

The challenge was to develop a complete packaging concept for Varta's range of battery charging devices. Within weeks, AVI came up with an intelligent packaging concept that teamed strong visual appeal with the security and protection necessary for the high-tech devices.

Varta's product management had a tough wish list for the packaging they wanted, especially for their snappy new battery charger:

- **Clear packaging** where possible to give customers a good view of the product at POS
- Consumer-oriented visuals with **strong communication of the brand and product message**
- This meant keeping the **print area to a minimum**
- **Protecting** every part of the product
- **80 cm drop test** without damage to product
- Eye-catching in **POS placement near the till**
- All packaging variants able to **stand or hang (euro hole) at POS**



## AVI's solution: Functional design

Making full use of 3D data and graphics, AVI created the initial designs for the new packaging. Then, using a dummy cylinder and grid film, AVI designers determined the correct print parameters. They fed all these data into the CAD system to get the final production data for the print cylinder.

The product message is carried mainly on the top and bottom sections of the

packaging. The middle section is shaped to hold any of a charger and the product description firmly in place. Extra **bays for the batteries** stop them sliding around. By dividing the packaging into three distinct sections – top, middle and bottom – AVI exactly met Varta's specifications for sturdy packaging that provided **good protection for the product**. The middle section is proportioned so that the product is **perfectly balanced** and won't tip in any direction even when the package is standing.

## Eye-catching and effective

Once again, the design experts at AVI have created a highly individual packaging solution with outstanding consumer appeal. It meets all of Varta's POS requirements and provides perfect protection for the product. Summer 2005 saw the Europe-wide launch of the battery charger in the new packaging..

*Contact:*  
Roland Hohn  
AVI GmbH Kunststoff-Verpackungen  
E-Mail: HohnR@natermann.de



## Innovation

# ROSO™: a new kind of film, a better rate of shrinkage

Shrink sleeves emphasize the distinctive shape of product packaging, and a full-body sleeve has maximum space for communication. Shrink sleeves are a very attractive, but also rather expensive, labeling option. H&N has now perfected the Roll On Shrink On (ROSO™) process as an economical alternative to shrink sleeves – with comparable quality. Shrink rates can be up to 22 % even for hot steam processes.

At this year's Drinktec in Munich, Haendler & Natermann, together with Krones AG and film manufacturer Polysack, presented the results of months of development effort. The new product, Polyphane Fit, is a ROSO™ film capable of **shrink rates up to 22 % even with hot steam processes**. This new high-shrink film makes ROSO™ labels feasible even for delicate and easily degradable products. Used to label a gently contoured product, the new ROSO™ film will deliver the same quality as a shrink sleeve, but at a fraction of the total equipment cost.

There is now also a ROSO™ film specifically formulated for hot air applications. This new film broadens the previously very limited application range of ROSO™ films.

### Just the thing for dairy products

Used with the ROSO™ labeling process, the new shrink film is an attractive and cost-shrinking alternative for the dairy industry. A lot of dairy products are

packaged in HDPE containers, so that hot steam is on hand as a processing medium in any case. Polyphane Fit is ideal for labeling dairy products because there is **no risk of the gentle shrink process damaging the product**.

### And thrifty into the bargain

A reel-fed wrap around labeling machine can be easily converted to use ROSO™ films at very little cost. The film is simply wound off a reel and wrapped around the item being labeled, just as in normal conti-roll applications.

When maximum required shrinkage is 12 % or less and the container has rounded contours, standard hot gluing is perfectly adequate. For higher shrink rates, for example on a waisted jar, the manufacturer

recommends start and end gluing with a UV curing adhesive. The adhesive is activated in a UV tunnel about 1 meter long, and polymer crosslinking guarantees a reliable bond. Once this step is complete, the containers move through the hot-steam shrink tunnel. The fast heat transition achieves a shrink result **comparable with shrink sleeve techniques**.

One of the first Haendler & Natermann customers to use the new Polyphane Fit film and Krones application system will be Meggle, Bulgaria.

### Contact:

Jörg Waldorf

Haendler & Natermann GmbH

E-Mail: [Waldorf.J@natermann.de](mailto:Waldorf.J@natermann.de)





## Confectionery

# Chocal: premium packaging for hollow figures

Chocal Aluminiumverpackungen GmbH is the world's leading manufacturer of hollow chocolate novelty figures, contour-wrapped in colour-printed aluminium foil. Haendler & Natermann supplies the high-quality printed aluminium foil for this packaging and provides Chocal with a full support package – from ideas through to the finished graphics.

One of Chocal's core businesses is supplying complete **packaging solutions for high-quality hollow chocolate figures** – this means supplying the printed foil together with the packaging machines and systems. Chocal's machine range starts with semi-automatic solutions for smaller production volumes and goes right through to fully-automatic systems capable of wrapping up to 6,000 figures an hour. Especially for Chocal hollow figure packaging, Haendler & Natermann produces its designs on 30 µm thick film, which is supplied on reels.



## A successful team

After radical improvements to its packaging systems, Chocal launched into **packaging premoulded chocolate figures**. Thanks to this innovation and the intensive and **expert support from Haendler & Natermann**, Chocal has acquired a lot of new customers in the past few years.

There's more information about Chocal Aluminiumverpackungen GmbH, its products and who to contact at [www.chocal.de](http://www.chocal.de)

Contact:  
Frank Wiener  
Haendler & Natermann GmbH  
E-Mail: [WienerFr@natermann.de](mailto:WienerFr@natermann.de)

We wish all our customers and employees a joyful Christmas and a happy New Year.  
We look forward to continuing our good and successful working relationship in 2006.

Yes, I would like to receive *Packaging Unlimited* on a regular basis.  I already receive *Packaging Unlimited*, but wish to inform you of the following changes.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Position \_\_\_\_\_

Address \_\_\_\_\_

Tel./Fax \_\_\_\_\_

E-Mail \_\_\_\_\_

**By Fax to +49 5541/70 4-2 77**

## PUBLISHING INFORMATION

**Published by:**  
HAENDLER & NATERMANN GmbH  
Kasseler Straße 2 · D-34346 Hann. Münden  
Phone: +49 5541/704-0 · Fax: +49 5541/704-277  
E-Mail: [sales@natermann.de](mailto:sales@natermann.de) · [www.HN-group.de](http://www.HN-group.de)

**Editorial content:**  
Kreativteam H&N

**Concept and design:**  
Fassmer Marketing GmbH  
Göttinger Chaussee 109 · 30459 Hannover  
[www.fassmer-marketing.de](http://www.fassmer-marketing.de)

**Issue 4/2005**

If you no longer wish to receive this newsletter, please send a brief letter by fax (05541/704277) or E-Mail ([info@natermann.de](mailto:info@natermann.de)) to the editors.