

Packaging

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Flexible, adaptable and open to every marketing idea

Aluminium bottle neck foils - the chameleon among labels

The high-quality aluminium bottle neck labels by Haendler & Natermann have long been firmly established on the market. With its dry application process the company now also offers another innovative solution which enables this premium product to be applied in conjunction with adhesive labels.

 **Constantia**
Haendler & Natermann



continued on page 2 ►



► continued from page 1

Aluminium bottle neck foils

For premium brands – as a symbol of their exclusivity – aluminium labels are essential. They are a visible advertisement of your brand and decisive as regards the first impression! Here it goes without saying that only those aluminium qualities are used which are compatible with the requirements of modern filling technology.

The characteristics of bottle neck foils permit an almost limitless range of applications – whether the foil is applied below or over the mouth of the bottle, and whether there is a perforation for removing it (twist-off cap) or partial smoothing of the embossing. Bottle neck foils provide a wide range of design possibilities for marketing. They are the multi-talent among labels!

No creases – sparkling appearance

Since the foil labels are soft and smooth and can be made to fit the bottle neck, they sit perfectly on both convex and concave surfaces and can be brushed smooth so that there are no creases.



Brilliantly shiny or elegantly matt

The special production process applied to the raw material used for the specially finished bottle neck labels permits the marketing department to decide whether the label should be printed on the shiny or the matt side of the foil.



New: dry application in connection with self-adhesive labels

To date the application of the bottle neck foil was only possible with the use of water during the brushing process in order to prevent damage to the aluminium foil.

This meant that hitherto bottle neck foils could not be used in conjunction with self-adhesive labels, because self-adhesive labels must be applied to the bottle in a dry environment in order to ensure a secure application without blistering!

Using the bottle neck foil developed by H&N specially for dry application it is now possible to combine self-adhesive labels with bottle neck foils. A special lacquer is applied to the foil labels during the printing process. This reduces the friction on the surface at the end of the brushes and thus prevents damage to the foil, so that water need no longer be applied.

Are you a compulsive scratcher too?

Have you ever noticed yourself 'playing' with the bottle neck foil when chatting with friends over a good bottle of beer?

Have you ever scratched at the label or (even) tried to remove the entire foil without spoiling it?



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Countries and markets

Cooperation becomes Joint Venture

After a year of successful cooperation – see the article in our Packaging Unlimited No. 23 (April 2009) – and in accordance with our slogan “Big enough to dare, small enough to care”, we are proud to welcome a new member in our WORLD OF LABELS.

With the founding of the Joint Venture Company CONSTANTIA CM LABELS SDN. BHD. near Kuala Lumpur/ Malaysia in which Constantia Flexibles holds 70% and our partner Mr CHIA Kar Yih 30% of the shares, we now have an important production base in South East Asia.

With rotogravure-printed labels made in Germany, ideal for long runs, and with locally produced offset-printed paper labels perfect for small and medium run sizes and promotional labels, we are in a position to provide our customers in South and South East Asia, Australia and New Zealand with a greatly improved service.

The new company CONSTANTIA CM LABELS SDN. BHD., which took over the machinery



and customer base of CM LABELS SDN. BHD., is managed by Mr CHIA Kar Yih. It follows the successful example of our offset facilities Constantia Novis in Romania and Sim'Edit Imprimeur in France, USA and Canada.

Our WORLD OF LABELS is continuing to grow while not losing sight of our own customers and their needs!

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The signing of the contract in April 2010 (left: Uwe Bangert; right: CHIA Kar Yih)

Price development

Dramatic rise in commodities prices

We are currently experiencing dramatic price increases for commodities in markets worldwide. In some cases, such as cellulose and plastics granulate, this can be attributed to a shortage of the commodities concerned.

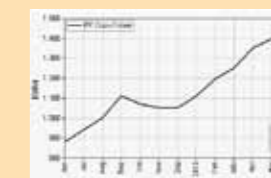
There are a number of causes for the 70% price increase in the case of cellulose. These include, for example, the huge increase in demand in China on the one hand, and the severe earthquake in Chile on the other. The natural catastrophe at the beginning of this year led to a noticeable shortage of this natural product on the world market.

In view of these dramatic price rises Haendler & Natermann will have to respond with appropriate price increases, especially as over the past twelve months the price of PET granulate has risen by 25%, that of PP granulate by 55% and that of aluminium by 50%. These are all important substances which are essential for the production of high-quality foils by Haendler & Natermann.

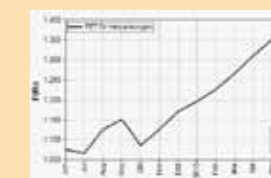
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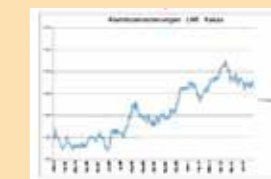
Price development of sulphate



Price development of PP Copo foils



Price development of PET for packaging



Price development of aluminium

Research and development

Metallised IML labels!

After a period of intensive research and the necessary investment, Drukkerij Verstraete, a member of Constantia Flexibles, has succeeded in producing metallised labels.

The company uses the 'Foilstar', a modular mounting system from Heidelberg, to apply the metallised foil. The 'Foilstar' enables Verstraete to apply a layer of aluminium foil onto any foil within their range as required.

We then have the option of keeping the natural colour of the metallised foil (silver) or printing up to eight colours onto the metallised layer. This offers a whole range of new possibilities: producing gold by printing yellow onto the silver layer, or the text in a PMS colour can be given a metallic effect, etc.

By printing a PMS colour or CMYK onto the metallised foil, the original shade changes slightly. The order preparation and pre-press departments of Drukkerij Verstraete are always ready to provide you with further advice and assistance. Past experience has

shown that it is not always easy to load up metallised labels. However, by optimising the production process, in most cases their metallised labels can now be processed in exactly the same way as their standard IML labels.

Which market segments does this apply to? Metallised IML labels are used in the following sectors:

- Paint industry
- Cosmetics
- Exclusive foodstuffs
- Storage boxes

Various injection moulders and end customers were extremely enthusiastic about this new IML application, and were keen to test their metallised labels.

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