

OPP film labels

Fresh and glossy labels for dairy products

Milk, cream, crème fraîche, cottage cheese – these are products where customers expect absolute freshness and impeccable quality. Our transparent, high-gloss plastic film labels communicate just this message.

And they're suitable for processing speeds of up to 45,000 bottles per hour. Extremely thin, reverse-printed OPP films create a **very**

attractive, high-clarity, high-gloss look for your product. There's an extra benefit too – on transparent containers, it's possible to add a fill-level indicator. Our labels can be processed on any reel-fed labelling machine. Alternatively on request, we can supply them ready-cut for cut & stack applications.

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Countries and markets

Fabulous forecast

Sales of beer in India are expected to grow by 17.2% a year until 2011.

In the past ten years, Indians have developed a taste for beer and demand has grown continuously. With the Indian economy booming and disposable income increasing for many people, there's **a strong likelihood that this glowing forecast is accurate.**

Three breweries dominate the market

United Breweries and SAB Miller/India between them account for almost two thirds of the Indian beer market. Trailing in third place is Mohan Meakin. Together the three companies account for almost all the beer sold in the formal market. Recently big

international breweries like Fosters and South African Breweries (SAB) have entered the market. Other well-known names like Heineken and Interbrew are poised to launch their brands in India. The Indian market is in flux, but two strong trends are already apparent: while the size of the market is growing, so is the **number of brands competing for a share.** Already established brands like Kingfisher (UB) and Haywards 5000 (SAB Miller) will expand their product portfolio, while new contenders like Anheuser Busch, Carlsberg and InBev are planning to roll out production at new plants.

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+++ NEWS-TICKER +++

Cool elegance for a jubilee!

In 2008, the Fürstlich Fürstenbergische Brauerei will be celebrating its 725th anniversary. To mark the occasion, the brewery is marketing a jubilee beer "Fürstenberg Edelbräu". The labelling, which includes an elegant bottleneck foil covering the cap, marks the product as a something quite special. Read all about it in our next issue!

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Sweet run-up to Easter

Advent calendars are widely familiar: the festive pictures and all those little flaps, each one concealing a tempting piece of chocolate. So why not an Easter calendar that will spread Easter treats over the weeks preceding the big day?

In addition to the cardboard box and the chocolates, there's a third component in the product. It's the polypropylene tray with press-moulded indentations that hold the chocolates in place and protect them. These trays are made by AVI.

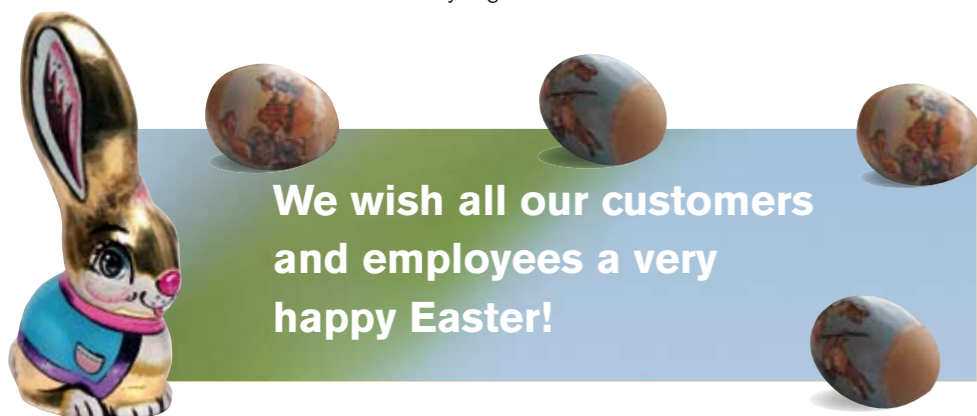
AVI makes the Easter calendar trays of **polypropylene (PP)**, a material **widely used in food packaging, because it's foodsafe and resistant to fats**, which are naturally present in chocolate. It's very important that,

even in lengthy storage, the **plastic doesn't affect the taste of the chocolate.** AVI produces the trays on its **in-house extrusion lines** using PP formulations which are **tested by independent institutes** to ensure they are suitable for contact with food.

Endless variation in tray designs

The tray doesn't just keep the chocolates in position. More importantly, it serves as

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We wish all our customers and employees a very happy Easter!

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the "mould" for the unwrapped chocolate shapes. Naturally, manufacturers can choose to fill the thermoformed trays with high-quality chocolates, wrapped chocolates or toys and trinkets for the Easter calendars. There are almost **no limits to the design** of the trays and the indentations that shape the chocolates – from logos to objects to animal shapes. Easter bunnies might be an obvious idea. Theoretically it's **possible to mould any shape**, as long as it's not too complex or full of elaborate detail. So designers need to adjust their creativity to the material – chocolate – they're working with.

Technical details and quality specifications for production

Polypropylene (PP) is the ideal material for manufacturing calendar trays because it's **suitable for use with chocolate and fats**. Production processes are monitored to ensure that **no pressing residues** adhere to the trays for fear these might spoil the quality of the moulded chocolate. Because they are filled and handled in highly automated systems, the trays must meet certain quality criteria. **Pressing accuracy** is important for accurate,

automated filling. Individual trays must be easily picked off the stack for processing and **trays must retain their flatness** so that they can be **inserted** easily and efficiently into the cardboard calendar boxes. **The tray cavities must be clearly formed** in order to guarantee that end users recognise what the figure is supposed to represent.

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Product promotions

Labels with a magic message

People complain, "It's getting more and more difficult to think up a special promotion that really sets you apart from the competition." Sorry, but we can't agree. One answer is to use a spot of "magic"!

Promotions attract customers mainly through attractive prices, novelty, offering small surprises or appealing to people's play instinct. Consumers aren't usually deeply interested in the techniques that make it all possible.

A secret to the last drop!

The Magic Window Promotion for plastic sleeve labels on PET bottles is a truly enchanting idea. The clever technique depends on colour filtering to **make a hidden message readable**. A Magic Window Promotion works best with coloured, non-transparent beverages that conceal the message until the level of the liquid falls enough for it to be read. Even then, the message – be it words or a symbol or a winning number – stays invisible, except when viewed through the "magic" window.



Would you like more information? Simply get in touch!

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Bottle configuration

The packaging sets the tone – nothing is impossible!



Don't accept compromises when you're designing product labelling. We can offer you a wealth of possibilities for striking designs with high recognition value. Don't accept compromises when you're designing product labelling. We can offer you a wealth of possibilities for striking designs with high recognition value.

Allow your imagination free rein. And get every detail exactly the way you want it. Before you begin planning the packaging design, why not check with us? **Let us show**

you how versatile and inspirational your options are.

We believe the quality of the label should reflect the high quality of the contents! For example, it's important that paper labels are positioned correctly on the bottles – we apply them parallel to the bottle weld. If there's embossing, for example, on the bottleneck, we'll incorporate it in our label design. The end result will be a **coherent and striking design**.

Aesthetics and certainty

Aluminium labels are the key to communicating that a product is something quite out of the ordinary. Our **high-quality aluminium foil** labels fit sleekly round the bottleneck and cover the cap – and not only for aesthetic

reasons. The bottleneck foil protects the closure and acts as a tamper indicator. When the bottle is opened, the metal foil tears along the perforations.

Premium outfit thanks to innovations

Metallized paper labels communicate style and value. A new development has made it **possible to apply bottleneck foils, paper and self-adhesive labels together**. This lets you use a combination of different label types – aluminium, paper and plastic – to communicate the quality of the product inside the packaging.

A big welcome for special requests!

Ultra-modern printing machinery ensures perfect reproduction of any graphic design. Had you thought of **special labels for a special promotion**? Or what about a distinctive design for a special advertising campaign? Or a seasonal label for a festive occasion like Easter or Christmas? These are always attention-getters – and they could attract new customers and boost sales. Plastic labels open the way to creativity and inspiration. **Shrink sleeves can be printed all-round** for maximum promotional effect. Transparent plastic labels put the brandname directly on the product and encourage impulse buys. Your product meets the highest criteria; the packaging should communicate its quality. Before you even think of compromising, talk to us and see what we can offer you!

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