

Packaging

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UK & Ireland Cider Explosion

Half of the world's 20 million hl worth of cider sales are in the UK and Ireland. The cider category is growing in the UK at a time when alcohol consumption and beer sales in particular are declining. Value sales of cider grew 60% to 2.5 billion between 2005 and 2010. One of the main drivers behind this growth is that product innovation and brand packaging in particular has attracted 50% of cider drinkers to the category in the last five years.

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Heineken and InBev: To the fore with a fresh design

The main protagonists on the markets in the United Kingdom and Ireland are Bulmers (Magners/Bulmers Ireland), Heineken (Bulmers) and now ABInBev with Stella Cidre.

In recent weeks Heineken and InBev have already established a strong market position with the launch of a new bottle shape and an unusually attractive bottle neck foil. Through the new design it is possible to communicate the quality criteria of the brand in a friendly, modern manner and thereby to maintain the tradition and authenticity of the brand. The new packaging for Bulmers uses fresh, strong colours instead of the typical "apple design", thereby supporting the brand as it positions itself on the sales shelf against the competition from other cider products which has been constantly growing in recent years.

Tailor-made for the target group

The bottle neck foils by Constantia Haendler & Natermann ensure that the new generation of tailor-made bottles looks totally different from normal beer bottles. The use of strong colours and outstanding graphics to create a strong brand sets new standards in packaging design. With its Bulmers



No. 17, apple cider with a red berry mixture and lime, Bulmers has created a new variation whose bottle with its red bottle neck foil was specially developed for the young female target group.

Future potential with a new outfit

The major companies are planning additional relaunches with further flavour variations which will contribute to ensuring that cider has a very promising future on the market in Britain.

But in view of the rising sales figures in the United Kingdom and Ireland, Bulmers and Heineken are also increasingly interested in the export market with a gigantic potential of 400,000 hectolitres in the United States alone.

With the immaculately printed bottle neck foils by Constantia Haendler & Natermann to arouse attention, new markets are being opened up for the traditional Irish drink.

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Paper labels

Urleiten – the water for epicures – success in a new, convincing form

The slightly mineralised water from the artesian spring at Urleiten in Eastern Tyrol will be marketed with immediate effect internationally with a new exclusive metal presentation. The design of the glass mineral water bottles has deliberately been planned to look like an attractive wine bottle. The three-part label set of metallised, die-cut paper labels by Constantia Novis underlines the exclusive, understated appearance of the 0.25 l and 0.75 l bottles, which will look

good on every table, with or without wine. This is a water for special moments – and the message will be conveyed by a coherent and convincing bottle and label design. Further information about the water and suppliers can be found under www.urleiten.at.

We shall be pleased to support your label project; please contact us.

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Can lid labels

Aluminium can lids: Up to date and in top form

Visitors to this year's interpack 2011 in Düsseldorf were able to gain an impression of drinks cans with can lid labels at the stands of Alufoil, Krones AG, Rexam, in our Constantia Lounge and at the specially designed alufoil-BBQ-Arena.

The chilled cans were filled with shandy and were offered to all fair visitors together with a creative grill dish of meat, fish or vegetables by the grill experts of the World Barbecue Association.

A culinary treat with attractive "side" effects

The culinary pleasures were accompanied by the pleasure of winning. The can lid labels were printed using gravure printing with the company logos of the participating firms and embossed and die-cut after the square cutting process.

In addition, winning codes were printed on the back of the aluminium labels. After entering the correct code onto a web page which had been specially devised for the purpose, the winners were each presented with a "Samsung Tab".

The lucky winners are:
Barbara H., Duisburg
Andreas G., Talheim
Tom P., Remagen

By additionally featuring this chance of winning a prize, can lid labels by Haendler & Natermann can extend the classic drinks can so that it can also serve as an instrument of communications and information.



The application of the can lid label was carried out using the tried and tested labelling technology of Krones AG.

With a can lid label by Haendler & Natermann your can will also remain a real eye-catcher at the POS!

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The sales team in the Czech Republic:
Petr Langáš and his assistant Renata Poklonová

Sales and consultancy

The sales office of Constantia Hueck Folien, Czech Republic

Founded in 1996, the office of Constantia Hueck Folien operates from the legendary spa town of Mariánské Lázně in the Czech Republic and covers sales throughout Eastern Europe. The area of responsibility of the manager, Petr Langáš and his assistant Renata Poklonová has been considerably expanded since Hueck Folien GmbH & Co. KG joined the Constantia Flexibles Group.

The enthusiastic employees operate throughout the Czech Republic and Slovakia on behalf of the various foil products produced by the Constantia Flexibles factories. The office looks after the entire Eastern European market in the pharmaceutical industry and food sectors as well as essential products and has succeeded in acquiring important customers such as Kraft Slovakia, Danone Slovakia and Bongrain Slovakia.

An important element is also the local presence and customer service in the drinks sector, where the labels and bottle neck foils make an important contribution to the brand presentation. Customers include, for example, SABMiller with the traditional brand Pilsner Urquell, Budweiser and Heineken Czech Republic and Slovakia. Turnover in 2010 amounted to 15.3 million and has been increasing steadily since.

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H&N in focus

The world visits Haendler & Natermann

Visitors to Haendler & Natermann in Hann. Münden can expect to see and learn a great deal. This was the experience of the colleagues taking part in this year's Certified Brewmaster Course at the VLB (Versuchs- und Lehranstalt für Brauerei Berlin/Institute for Testing and Education for the Brewing Industry), who took a look behind the scenes of the world of labelling at our factory on 21.06.2011.



VLB Certified Brewmaster Course 2011 Far left: Burghard Hagen Meyer, 2nd from r. Kurt Marshall and participants from the brewing companies AmBev, Arena Brew House, August Schell Brewing company, Black Rock Inc., Cervecería Chile S.A., Cervecería y Maltería Quilmes, EFES, Freising Bier, Heineken Brazil, Hite Brewery, Hite Masan Brewery, Mahou San Miguel, Maltería Pampa S.A., Parambot Breweries Ltd, Picobrouwerij Alvinne, S.A. Damm, Schincariol, Thomas Creek Brewery, Sapporo Breweries Ltd, Trumer Privatbrauerei, USDA.

The six-month basic training for future professional brewers is divided into three modules. The Certified Brewmaster Course covers all necessary subjects from beer production and bottle filling to raw materials and quality management. Under the direction of Burghard Hagen Meyer the 41 visitors from 18 countries taking part in the excursion gained an overview of the manufacture of bottle neck foils, aluminium can lids and paper drinks labels at Haendler & Natermann.

The visitors also showed great interest and a willingness to join in a discussion when they discovered their own product "live" on one of the gravure printing machines, or in the square cutting, die-cutting or product finishing departments. We should like to wish all those who visited us all the best for their personal future!

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