

Packaging

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No. 30 • November 2011



The Forbidden Beer

Brazilian Brewery relies on Haendler & Natermann

The Companhia Brasileira de Bebidas Premium (CBBP) was established in 2008. The company produces and sells drinks which meet the highest quality requirements, building on the pillars of innovation, quality, originality and social and ecological sustainability. Its flagship product is Cerveja PROIBIDA beer (the name means "The Forbidden Beer").

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Traditional Pilsner according to European standards

The beer's origins lie in the town of Plzen (Pilsen) in the Czech Republic.

While taking the national taste for beer into account, CBBP has succeeded in brewing an exclusive **premium lager beer** which complies with European quality requirements. Its carefully thought-out marketing strategy has **attracted the attention of the Brazilian beer market.**

Amusing campaign and excellent attractive presentation

The advertising campaign was built up around the Czech proverb "Dej Bůh Štěstí" (Gott gives us good fortune and happiness) and two Czech models who travel through Brazil to get to know the country and its people and traditions. Through **targeted appearances on**

television and on their own blogs in the internet the "2 TCHECAS" are well known throughout the entire country.

The fact that CBBP relies on quality is reflected not only in the ingredients used to make the beer but also in the presentation of the packaging and the bottle presentation.

Elegant bottle-neck foils with partial de-embossing and metallised labels for the body of the bottle were produced by Constantia Haendler & Natermann using roto-gravure printing. The **back labels on white paper** were produced by Constantia NOVIS using offset printing.

The excellent cooperation between the marketing department of CBBP and the various departments of Haendler & Natermann resulted in the completion of the projects to the customer's entire satisfaction.



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Can lid labels

Weltenburger goes Brazilian

Haendler & Natermann supports the market launch of the monastery beer



Weltenburger Klosterbrauerei, founded in 1050 and **the oldest monastery brewery in the world**, has entered into a **licensing agreement** with another brewery for the first time in its almost 1,000 years of history. The partner of this medium-sized company based in Regensburg is the **second-largest brewery group in Brazil, the Grupo Petrópolis**, which has its headquarters near São Paulo.

The unique position of Weltenburger as the oldest monastery brewery in the world; the premium quality of the **monastery beers, which have won numerous international prizes**; their consistent brand policy; and the high degree of customer loyalty to the brand convinced the Brazilian brewery group to enter into the cooperation.

Four premium specialities with attractive presentation

The Brazilian licensed partner will produce four Weltenburger beer specialities (Weltenburger Barock Dunkel, Weltenburger Urtyp, Weltenburger Anno 1050 and Weltenburger Hefeweißbier Dunkel) using ingredients from Germany in accordance with the demanding monastery brewing recipes and Bavarian purity laws. The beers produced in Brazil will be sold in both bottles and cans.

The aim of the Petrópolis group is **to position** the Weltenburger brand on the Brazilian market **as a German speciality beer with a clear brand image.**

Haendler & Natermann is making a considerable contribution to the market launch. Because, like all canned beers produced by the Grupo Petrópolis, the **Weltenburger beer cans will also be equipped with a thin printed aluminium foil**, which will make the product stand out optically from the usual canned beers in a very attractive manner.

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Paper labels

Labels as Art

Turning beer into Art – Music Inspired Art by Beck's

The brand Beck's is currently presenting a new design line with original artistic drinks labels in the United Kingdom. The design of **labels printed using rotogravure printing on metallised paper** by Haendler & Natermann is the work of the winners of the Music Inspired Art Label Contest. Three of the artists, Marie Schacht from Dresden, Franz-Georg Stämmele from Stuttgart and the famous illustrator Murray Somerville **are now also presenting their artworks inspired by music on the Beck's bottles in the United Kingdom.**



The Music Inspired Art Label Contest is an innovative advertising campaign by Beck's which **reflects the brand's passion for art and creativity.** The campaign includes experimental marketing events with a **limited number of drinks labels designed by artists.**

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+ + + Interview with the artist Franz-Georg Stämmele + + +

How did Beck's become aware of you?

Beck's ran a competition last year to design a label for the event "Beck's Music Experience". I took part and was one of the winners. Initially it was not planned to actually produce the labels on bottles. However, this year my label design was chosen for production to appear as a special edition in England.

Where did you find the inspiration for this label?

The main subject of the label was the "Beck's Music Experience". And so, from the start, the focus was on the subjects of music, creativity and inspiration. My aim was to transform the brand and the classic label itself, not to reinterpret it completely. Organic shapes grow out of the label and rise above it, surrounding it in a playful manner. The result is a three-dimensional, emotional world of shapes representing creativity and fantasy.

What lies behind the idea of presenting your art on a Beck's bottle?

I find it exciting to approach a commercial subject, which is what a label of course is, in an artistic manner and to disregard certain conventions. That is the only way to arrive at new solutions and also perhaps to attract the attention of the customer in what is otherwise a completely over-saturated market.

What are your thoughts as regards art on labels?

On the one hand art has no wish to be commercial, and on the other there are not many objects which are more commercial than a sales label. But it is precisely this field of tension that is interesting for both parties – art and commerce. Art is offered a field of action in daily life and the sales campaign has the opportunity of making itself stand out from the rest of the market. A familiar product becomes something new, something unusual and

perhaps something limited for a short period of time, something which arouses new desires on the part of the customer. And the brand is also presented to the public in a new way: we have our finger on the pulse of time.

In view of your experience, would you design another label?

No doubt about it, yes. Of course I realise that this project was an exceptional situation. There were no requirements, no limitations. Designers and artists like that, of course. As a result of my experience as a graphics designer I am also familiar with other tasks which require highly objective and focused solutions. But I think that the tension arising from this need to attract attention, arouse enthusiasm and provide information without losing the general appearance of the brand is what makes the design of labels so interesting. There is still plenty of potential for new solutions, especially in combination with an artistic approach.

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Countries and markets

Sierra Platinum – Beyond the Ordinary

Sierra is the first boutique brewery and restaurant in East and Central Africa and is inspired by the experiences of the founder in Thailand, California and Bavaria. After his first experience of drinking a microbrew in Bangkok, the founder embarked on a journey to build East Africa's first boutique brewery which took him to California. Here he trained under Bavarian trained brewer masters at the Gordon Biersch brewing company in San Francisco after completing the master brewers program at the University of California. It is this experience that inspired the name Sierra. His journey then took him to Bavaria where he designed the brewery with the help of brewery engineering consultants, Nerb GmbH. Sierra reflects the influences of this journey through San Francisco style, Thai food and Bavarian beer.

Perfection and quality

Great importance was attached to the **brilliance and recognition value**. The bottles are decorated with self-adhesive labels (PSL), which were printed in cooperation with our partner Märkische Etiketten using **UV flexo printing**. In order to emphasise the premium character of the beer, **high-gloss colours** were selected which make the Sierra beers stand out when compared with the competition. The use of PSL permits the **crease and bubble-free application and perfect labelling**. A combina-

tion using **labels made of aluminium or white or metallised paper** is also possible. Of course all labels are **moisture-resistant** and make a good impression when served chilled. Haendler & Natermann and Märkische Etiketten combined their know-how for the successful market launch in the ultra premium sector. If you are in East Africa ask for a Sierra Platinum to convince yourself of the quality of the beer and the product itself.

In his restaurant the owner serves his own brewed Sierra brand beer with its three varieties Amber, Blonde and Porter. The fourth variety – Sierra Platinum – completes the Sierra range.

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Aluminium bottle-neck labels

Franziskaner Royal Weissbier

Exclusive brand presentation with bottle-neck foils by Haendler & Natermann

Spaten-Franziskaner Bräu GmbH, which has its headquarters in Munich and is part of the Anheuser-Busch InBev brewery concern, is setting a new trend in drinks presentation. Each year the Franciscan master brewers meticulously compose a special recipe for the Royal Vintage wheat beer. Finest ingredients of the very top quality ensure a unique taste experience.



Elegant gold and anthracite

On this occasion the **new Royal Vintage wheat beer** known as "Franziskaner Royal" is being presented **with an exclusive appearance**. The premium character of the 0.5 l NRW bottle is emphasised through a **refined bottle-neck foil with the traditional "worm hole" embossing**.

The exclusive market presentation is further emphasised by the dominant colours such as anthracite and gold. The aluminium bottle-neck labels by Haendler & Natermann are produced using photogravure printing. They convey to the consumer an impression of high quality. **Various embossing structures achieve different refraction of the light which gives the brand its unique appearance.**

Labelling opens up unlimited possibilities

Thanks to the constant development of new production technologies there is no limit to the form of aluminium labels. They can be applied over the crown cork as well as below the bottle lip, down to below the crown cork or to secure the content, down to the middle of the crown cork.

Applications generally familiar as being "typical of paper", such as neck ribbons or neck labels which do not run all the way round the bottle neck, can be used as bottle-neck foils made of aluminium – with all the special characteristics of this modern material.

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Plastic wrap around labels



Quality and Tradition

This is how we see the bottle contents and labels for our customer Coca-Cola. In time for Christmas the famous Santa Clauses will appear once again on the Coke labels in the shops in order to "dress up" this prestigious product in seasonal style. Once more Constantia Labels is supplying brilliant labels in eight colours using photogravure printing. Santa Clause is thus shown pin-sharp, "thirsty" and attractively three-dimensional in appearance.

Have you got an attractive Christmas motif? Please contact us. We shall be pleased to print it for you.

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Research and development

Developments for the Future

Coca-Cola Enterprises presents its sustainability plan

The subject of sustainability is without doubt an extremely important one for all companies. The core elements for sustainable business include the careful use of resources, the reduction of CO₂ emissions and socially responsible conduct.



use of resources and consideration for social issues.

The goals set in CCE's sustainability plan take into account the entire supply chain. Each individual component which is involved in the manufacturing process for its products is examined with regard to improvements in the use of resources or the reduction of CO₂ emissions. In addition to the long-term goals of the sustainability plan the reduction in CO₂ emissions is one of the measures affecting current work processes which is expected to produce a rapid positive effect as a result of the introduction of measures which can be introduced in the short term.

which has already been introduced, aims at the **manufacture of drinks bottles primarily using renewable raw materials** by 2020. According to the plans, the aim is that during the coming years the recycling quotas for packaging materials will be increased above the quantities required by Coca-Cola Enterprises.

Within the framework of the sustainability plan Coca-Cola relies on support through its partnership with the companies involved.

Constantia Division Labels is pleased to accept this challenge and will make its contribution to the achievement of the goals.

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On 26 September 2011 Coca-Cola Enterprises gave the starting signal for the sustainability plan "Deliver for Today – Inspire for Tomorrow" within the framework of a virtual discussion forum with an illustrious panel.

Concrete goals until 2020

Being one of the main suppliers of labels for Coca-Cola Enterprises, Constantia Division Labels is partner in this project. The sustainability plan includes very detailed measures for a sustainable future and lists concrete goals until 2020. It focuses on energy consumption and climate change, the development of sustainable packaging and the reduction of waste as well as a responsible

A common challenge: the packaging

The development of sustainable packaging is of particular importance because it makes a considerable contribution to CO₂ emissions. According to Coca-Cola, if we consider the supply chain as a whole it is in fact the packaging and recycling which are responsible for approximately 48 % of the CO₂ emissions.

Of the long-term goals, the Zero Waste Initiative in connection with the PlantBottle™ Project is of particular note. While the Zero Waste Initiative focuses primarily **on the reduction of packaging and the avoidance of waste**, the PlantBottle™ Project,

Imprint

Published by:

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October 2011 • Issue 30

If you no longer wish to receive this newsletter, please send a brief letter by fax (+49 (0) 55 41 / 7 04-277) or by E-mail (office@constantia-hn.com) to the editors.