



H&N Group

## Refreshingly different:

### long-neck, clear glass bottles with aluminium neck labels

With their elegant, trendy shape slimline clear glass bottles for beer and beer-mix beverages have already captured consumers' hearts. The distinctive shape teamed with upmarket aluminium neck labels is a sure formula for a striking market image and high recognition value.

At the POS, these attributes will communicate outstanding product quality and significantly influencing consumer behaviour.

#### Clear as glass

In recent years, the increasingly innovative market for products like beer and beer-mix beverages has shaken up what used to be a fairly static sector. Bottle shapes and labelling are also changing. **Slimline, transparent, long-neck bottles** are a **refreshing innovation**. Teamed with **striking labels**, they create an **highly attractive, up-to-the-minute image**.

#### New trends

Adding aluminium neck labels to the sleek, clear glass bottles produces an eye-catching product image. It's a look that can carry off **successful product launches**.

Haendler & Natermann experts are there to give you individual support and answer your questions about product design and production.

#### Contact:

Jörg Waldorf

Haendler & Natermann GmbH

E-Mail: WaldorfJ@natermann.de



drinktec



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hall A3,  
booth 229/328

Strikingly succesful product designs –  
Beck's Green Lemon and Beck's Gold

## Labels

# Instead of paper: OPP cut & stack labels

French specialist printers Sim'Edit Imprimeur is offering high-quality polypropylene labels as a practical and lower-cost alternative to paper labels. Running different processes on the same machine, including the relatively new cut & stack process, makes it easy to exploit the convincing benefits of plastic labels.

Sim'Edit Imprimeur's OPP labels have a **unique high gloss surface** that makes them **eye-catching and attractive**. Plastic labels are tougher than paper and so less susceptible to damage during transport or storage.

Maintaining its reputation for quality, Sim'Edit has **rigorous internal procedures** in place to monitor the material and print quality of its plastic labels. They pass even the most exacting colour tests with, well, flying colours.

### New: cut & stack process

Labels are supplied pre-cut in stacks instead of on rolls. The main advantages of this relatively new process is **no electrostatic build-up** and **no risk of colour rubbing off**.

### Low capital investment

The same machine can run different processes, so it's possible to exploit the **benefits of cut & stack plastic labels** with a relatively **low outlay of capital**.

### Certified specialist

With 7 production plants in France and North America, Sim'Edit Imprimeur is the **leading French manufacturer** of plastic and paper labels with special expertise in OPP labels. The company also supplies sleeves and laminates. Its customer base includes leading manufacturers of soft drinks, pet foods, household care products, dairy products and canned foods. Sim'Edit Imprimeur is certified to ISO 9001 version 2000 and to EQ Net. The company supplies its labels to customers throughout Europe and America.

*Contact:*  
*Pierre Simoneau*  
*Sim'Edit Imprimeur*  
*E-Mail: psimoneau@simedite.com*



Sim'Edit Imprimeur's polypropylene labels – high gloss surface, eye-catching and attractive

## +++ NEWS-TICKER +++ NEWS-TICKER +++

### Karlsberg Mixery Labels now printed in rotogravure

The labels of the most successful brand "Karlsberg-Mixery" are now also printed in rotogravure. It was possible to combine highly demanding printing design and technical challenges.

### Oettinger Brewery

On the occasion of a brand relaunch, the 0,33 l Vichy bottles of Brewery Oettinger have been given a decoration with aluminium neck labels.

The aluminium neck labels which perfectly match the new body labels have been created in close cooperation between Oettinger Brewery, Marketing Agency K uhlinger and the art department of H&N.

## Packaging

## New range of Multi Packs at Drinktec

At the Drinktec in Munich, Wanfried-Druck Kalden will be showing its new EURO-Compact, a closed multi-pack carrier for beverage bottles. Also on show will be the company's other popular packagings – the EURO-Maaster, EURO-Basket and EURO-Träger. As with all other Wanfried-Druck multipacks, the EURO-Compact is teamed with a packing machine option designed for optimal handling of cardboard packaging.

A large space on the Haendler & Natermann stand will be again reserved for **EURO-Träger**. Also known as **"bottle-clip"**, this multi pack becomes more and more popular with small and large breweries. For promotions as well as for medium-sized print runs, the EURO-Träger can be applied quickly and easily by hand with the help of an applicator especially designed by Wanfried-Druck. Any individual shape of crate, tray or carton box can be considered when constructing the Träger. And also the packaging equipment for the Träger will be designed according to the packing unit the bottles are supplied in.



The **EURO-Basket** underwent a new, **material saving construction** which also produced a **higher stability of the handle** at the same time. Today, for 33cl containers the basket can be offered at a lower price than the previous model. The **flat front panels** are to be highlighted as they **improve the design possibilities** more than it is the case with other basket models where the front is folded.

Contact for GB:

Duncan Wesley

DCW Packaging

E-Mail: [duncan@dcwpack.demon.co.uk](mailto:duncan@dcwpack.demon.co.uk)

Contact for other countries:

Thomas Fuchs

Wanfried-Druck Kalden GmbH

E-Mail: [t.fuchs@wanfried-druck.de](mailto:t.fuchs@wanfried-druck.de)



## Quality assurance

# Meeting the highest standards: H&N's certified hygiene management system

A DQS audit showed that the hygiene management system at Haendler & Natermann's plant in Hann. Münden was in full compliance with the BRC/IoP standard. The DQS auditors issued the certificate with no reservations or qualifications. This puts H&N among the select group of companies in the food packaging industry which have successfully undergone this rigorous certification.

The BRC/IoP standard (British Retail Consortium/Institute of Packaging) is currently the **most stringent and most widely recognized standard for packaging manufacturers**. Furthermore, the HACCP system (Hazard Analysis and Critical Control Point), a component of H&N's hygiene management, meets all the requirements of EU directive 93/43/EEC on food hygiene monitoring.

This directive establishes a uniform standard for food hygiene and consumer protection in the area of food health and safety across the European Union.

Successful certification to the BRC/IoP standard means that Haendler & Natermann customers can be absolutely sure they are getting **clean products** that comply with **food safety legislation**. There is growing awareness of the importance of this surety along the whole food processing chain. The food safety guarantee applies to all H&N products, that



Tested and certified: H&N's hygiene management system is in full compliance with the BRC/IoP standard.

means both primary and secondary packaging.

### Contact:

André Binder

Haendler & Natermann GmbH

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

## H&N internal



In July 2005 **Jörg Waldorf** assumed responsibility for sales and marketing, thus heading the Labels sales function at Haendler & Natermann GmbH.

Jörg Waldorf, director of R&D at Haendler & Natermann GmbH up to now, will continue in this role until a successor for R & D has been appointed as well as continuing to be available for consultation on R & D matters as before.

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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)

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