

# Packaging

# UNLIMITED

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## NBL launches new Windhoek Lager design

Namibia Breweries Ltd (NBL) looks back on a long history of success, having been one of Namibia's leading beverage and brewery companies for several decades, winning a considerable number of gold medals at Deutsche Landwirtschaftsgesellschaft (DLG) Awards. With its Windhoek Lager, NBL has decided to reach for the top once more, creating a dark green bottle that keeps the beer in its original state while taking on a fresh and modern appearance.

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### Modern high-end label design

In the German Purity Law's 500<sup>th</sup> anniversary year, the new bottle includes striking details as an debossed "W" and an eye-catching high quality label, designed by Constantia Flexibles. The front label includes a golden watermark that is reflected in the debossed "W" on the backside. Creating these key brand elements is a simple yet effective way of ensuring great brand recognition in the consumer.

Additionally, the clear plastic label allows for a transparency that is new in Windhoek Lager premium light beer bottles, contributing to their modern appearance. The PSL labels have become more prominent as well, being created in a deep green with subtle

golden elements. The same concept was used in can design, providing the product with a premium look and reducing the former rather flashy golden belts at the top and bottom. As a whole, these changes have paved the way to modern times for Windhoek Lager, creating great brand affinity in different consumer groups – the young professional and the old money consumer.

### German Purity Law remains despite changes in design

What has not changed, however, is the quality of the beer. Sven Thieme, NBL chairman, says that it "is never easy to make the changes, but the single most important element remains constant: we will always

brew our beer according to the Reinheitsgebot and it will always be crafted with the greatest care and dedication."

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## Can lid labels

# ORANGINA

Premium package for a premium product: from now on, a Smart Top label will protect the cans of Mediterranean cult brand Orangina. The film lid is, first and foremost, hygienic protection against dirt, and it is also very stylish. It makes an attractive additional protection, highlighting the product's premium character.

### Smart Top

The Smart Top label for beverage cans, protecting the can surface from contamination while serving as additional advertising space at the same time, consists of a fully recyclable debossed aluminium foil that provides many decoration opportunities. Aluminium foils are delivered as cuts and removed from the label hopper in single sheets. Food-safe cold glue allows for an adequate fixation of the foil at the can while the drink area remains free of glue.

### Suited to the can

For marketing purposes, printing requirements such as thermo-chromic colours, watermarking, luminescence effects and other can be realized. Krones AG's Taxomatic system can be used as labelling machine as it can be integrated into already existing can lines without limiting existing bottling facilities. Furthermore, the machine ensures an exact fixation of the containers on delivery as well as precise application of can lid labels.

Foils are applied and suited to the can shape in a separate carousel. Whether 250 ml cans, 330 ml cans, or 500 ml cans – Smart Top labels can be suited to the label's punch format, corresponding to the respective can's diameter.



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## Wrap-around labels

## Rivella – innovative tradition

**The labelling industry has been traditional in terms of manufacturing processes for a long time. That is, until now – Rivella is talking about a revolution in this area.**

Wrap-around labels based on thin BOPP foils – white-opaque, transparent, or metalized – are the bread and butter of the soft drink beverage industry. The whole value chain is targeted at cost efficiency and performance. Generally speaking, there is not much room for innovation reaching beyond the annually exercised struggle for further cost saving within this force field. Nevertheless, a turnaround could be observed over the last months. For wrap-around labels can be much more than just a more or less beautifully printed sleeve being wrapped around a PET bottle in a not-very-exciting procedure. Those who keep an eye on the markets will notice some very interesting examples of truly exciting product innovations.

### **Dynamic appearance with precision**

The most recent example attracting attention is Rivella of Switzerland's new appearance. Their PET bottles' new design is young and dynamic, bearing a completely redesigned wrap-around label. The bottle's texture with its distinct lines symbolizes the mountains in Switzerland. It is the same cross-design that was used for the contour-punched label – being the actual eye-catcher of the new bottle. The label's punched outer contour has been precisely customized to the bottle's texture.

Heinz Hohl, head of supply chain at Rivella AG, explains: "We had a vision: after intensive discussions and including

our suppliers we managed to bring it to life. This has never happened before in the beverage industry; it is an actual innovation. The greatest challenge was the bottle's perfect alignment in production, so that labels are always positioned exactly."

Therefore, label production at Constantia Labels GmbH is no longer as trivial as with conventional wrap-around labels. The production process of the in-line-rotational punched and fabricated label rolls makes high demands on the manufacturer, as narrow tolerances must be complied. The coordination of tools and materials requires the highest precision to punch the transparent OPP label material pin-sharp and keep tool wear to a minimum.

### **New label generation**

Gerd Blecken, head of R&D Constantia Labels GmbH, says: "This innovation could be the breakthrough for a new generation of wrap-around labels. Leaving well-worn paths and having the courage to use contour-punched wrap-around labels for this kind of neck labelling for the first time is the merit of Rivella AG. Our greatest challenge was to ensure the narrow manufacturing tolerances, thus allowing for an undisturbed labelling process."



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## Shrink-Sleeves

# Jules Mumm Fashion Edition

## Limited fashion edition with striking 3D appearance by Kaviar Gauche

Jules Mumm presents for the first time, a limited fashion edition of four extraordinary bottle designs.

Starting in September 2016, the sparkling wine bottles designed exclusively for Jules Mumm by popular Berlin designer duo Kaviar Gauche will be commercially available. Besides, the extraordinary 3D look of Jules Mumm sparkling wine bottles will lend great impetus to the wine shelves.

### Shrink sleeves make a sparkling 3D look

Gravure printed shrink sleeves allow for printing the whole package and are even suited for application on glass cans, plastic cans and even beverage cans, as they perfectly adapt to the form of the packaging.

The 50 µm PET shrink sleeves used here are applied on the package as a tubular plastic hose before being shrunk by means of hot air or hot steam. This packing method is appealing while also protecting the package during use and transport.

### Feminine elegance and lightness

Kaviar Gauche, one of the most successful and best-known German haute couture fashion labels, stands for an attitude to life of lightness, just like Jules Mumm. This is now reflected in the attractive bottle motives.

The four gravure-printed individual and extraordinary designs of these Jules Mumm sparkling wine bottle have been inspired by elegant, bright floral motives – which are typical for the popular designs of fashion label Kaviar Gauche. The metal-effect colours and matt-gloss effects used emphasize the complex photographic production of the motives. The champagne bottles thus get their desired feminine impression in an extraordinary 3D look, which will certainly give fresh momentum to retail trade's champagne bottle shelves.

Cathrin Duppel, head of marketing at Rotkäppchen-Mumm sparkling wine factory, describes the innovative cooperation with the Berlin fashion label: "Kaviar Gauche's creations are refreshingly bright and of a timeless elegance –



perfectly emphasizing Jules Mumm's unconventional character." A tip: due to the strictly limited edition and the individual variety design, Jules Mumm's fashion edition will become a desired collector's item. Jules Mumm's fashion edition launch will be communicatively connected during the campaign by a high-reach campaign on TV, in print media, online and at POS, and by social media activities.

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# Constantia Flexibles on Cutting Edge of Digital Printing

Digital printing has taken the label industry by storm. It is not only the future of label printing, but it's happening now and growing at a staggering rate. The growth of digital printing is so explosive that the percent of digital press installations will exceed those of conventional presses by 2018, according to PRIMIR 2014 study "Tag and Label Printing Trends" by LPC and AWA.

## Persuasive quality: electrophotography and UV inkjet procedure

The main advantages of digital printing include easy versioning and personalization, short turn-around times, elimination of waste and no penalties for small print quantities. There are two primary forms of digital printing – electrophotography and UV inkjet. Electrophotography is a process where digital images are exposed onto traditional photographic paper. This format is known for extremely high quality graphics and is dominated by HP's Indigo press. The UV inkjet process is essentially printing from a computer image file directly to an inkjet printer. This format is known for fast turnaround times and opaque colors. Unlike electrophotography, there are many UV inkjet manufacturers including Domino, Xeikon, Kodak, Durst, Stork and more. In addition, many conventional printing press manufacturers are adding digital printing to their platform including Gallus and Mark Andy.

## Successful teamwork: Pemara and HP

Constantia Flexibles is on the cutting edge of digital printing. As neither technology addresses all of our customers' needs, we have made sure that we can provide both. Pemara, a new Constantia

Flexibles company, has been working with HP as one of their leading development partners for the past 16 years. In 2000 they added an HP Indigo to their presses and as such they were one of the first companies to offer digital printing. They have continued to work closely with HP, updating their presses every few years. In 2014 Pemara invested in the Indigo 30000 Digital Carton Press – the first of its kind in the southern hemisphere and the 7th in the world. As a trusted client, Pemara has been working with HP to pioneer new digital solutions, such as digital printed cartons (to complement digital labels). Additionally, Constantia Flexibles' Cwmbarn Wales facility has just installed state of the art HP Indigo press and ABG finishing equipment line that is now operational.

## Open to pioneering technology

At the moment we are working with many of the leading UV Inkjet manufacturers to include these capabilities into our existing printing presses. We have done beta site testing in our Monterrey, Mexico facility with promising results. Based on this, we have purchased a number of digital heads that can be installed in any number of Constantia Flexibles facilities and we fully expect this technology to be operational before the end of this year.

Our strong commitment to digital printing provides more options for our customers and we are proud to be a pioneer in these efforts as we look toward the future of the labeling industry.

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# Unlimited space, where space is limited!

## Wake Up with a Kiwi Stick-N-Win Contest

Together with Aeon Malaysia, Zespri has launched the "Wake Up with a Kiwi Stick-N-Win Contest" to reward their loyal customers. The mechanism requires a set of cute stickers to be included on-pack for the consumer to participate in the contest. Due to the limited space on their packaging, Fix-a-Form® Leaflet Labels have been chosen as the medium for the contest. This fun contest gives the consumer the opportunity to win RM200 Book Vouchers in up to 5 consecutive weeks for 5 winners weekly.



## Fix-a-Form® – limited space, unlimited information

The brightly colored and beautifully designed 2 pages Twin Format® with special double release layer base materials were die-cut into the final size and applied to the inner layer of 110,000 fresh fruits punnets. A layer of laminate finishing to prevent the moisture created during transportation or storage protected the labels. Information of the contest was printed on the 2nd page on the leaflet and a website was given for the participant to print out the background picture for decoration using the cute set of stickers.



The contest and promotional device was deemed a great success.

Fix-a-Form® Leaflet Labels combine a folded leaflet or booklet with a printed self-adhesive label, enabling you to multiply the limited communication space on your on-pack packaging several times in a clear and legible way. This means that you may keep the existing information on your label and add all other details or images you want on the inside label pages. Most important is the information is accessible at all times and can be found on-pack.

Pemara Labels is proud to be the exclusive Fix-a-Form® Licensee in South East Asia including Australia and New Zealand.

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## Follow us on LinkedIn

With more than 433 million registered members worldwide, LinkedIn has established itself as the premier social platform for business. It began as a way to recruit employees and share job qualifications, but now LinkedIn is a destination for up to the moment industry news and natural place to make important professional connections.

Constantia Flexibles has launched corporate profiles within the last 2 years that aim to provide relevant content about our industry. Our Labels Division page, for example, has recently posted about news of Coca-Cola's new packaging, a design case study on Bud Light's Mad Decent Block Party

cans, and an article on craft beer growth data. The goal is to provide interesting articles that are curated for our professional contacts.

Take a moment to check out our company's pages and follow us if they interest you. We'd love to include you in our LinkedIn family and would be thrilled if you shared our content with your followers.

To find us, search for the following company pages on LinkedIn:

- Constantia Flexibles
- Constantia Flexibles – Labels Division
- Verstraete In-Mould-Labels

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