

PRESS RELEASE

Bags by RIEDLE

New Organic product line for a sustainable future

Langenbrettach, 13.06.2024; With the innovative Riedle Organic, Bags by Riedle, Langenbrettach, is consistently continuing its commitment to sustainability and making a clear statement for greater environmental awareness, fewer emissions and shorter transportation routes. The high-quality natural papers made from the rapidly renewable raw materials hemp, silphia, grass and apple also impress in terms of functionality and durability. The food-safe, compostable and FSC-certified portfolio offers customers and interested parties the opportunity to present their products and services in an environmentally friendly and creative way. Not just a trend, but a holistic philosophy.

Hemp is the oldie among paper raw materials. The long-lasting plant was already being used 2,000 years ago and is now celebrating its comeback. Until the end of the 19th century, more than 75 percent of the world's paper was made from the durable fibers - including the famous Gutenberg Bible. Often recyclable and with a "wild" surface, hemp impresses with its low energy balance and efficient use of land. For example, one field of the plant produces four to five times as much paper as a forest of the same size. European hemp fibers are used for resource-saving production.

Flowery messages and the typical smell of grass

The Silphie plant has been used to produce electricity, gas and heat for a number of years and ensures biodiversity on local meadows even during its cultivation. In terms of cascade use, the fibers produced as waste form the basis for an environmentally friendly natural paper. Compared to conventional wood pulp, the energy and water balance during production is significantly better and the yield per unit area is much higher. The carrier bags therefore convey their contents and brand messages in a naturally floral way.

The fastest renewable raw material that can be used for a paper bag is grass. It is available almost everywhere in Germany and Europe and therefore has very short delivery routes. Thanks to optimized land use and late mowing, biodiversity is promoted and insects are protected. The multi-award-winning "advertising ambassador from the pasture" is not only a haptic and visual highlight with its very own structure, the typical grass smell remains in the bag until it is used.

The apple paper is an upcycling product made from industrial waste generated during the processing of organic fruit. The valuable raw material can therefore be reused and does not have to be disposed of at great expense. Ivory-colored and with visible inclusions, the carrier bags made from this paper are real eye-catchers that are also easy to process and ensure perfect printing results.

Paper bag with elegance and style

The new Riedle Black is more than just packaging. The elegant carrier bag shows style and makes a classy statement. Colored through and through, it is made from a premium design paper that neither rubs off nor stains. The paper also shines when it comes to sustainability: it is environmentally friendly, carbon and acid-free, biodegradable and FSC-certified. The double reinforcement makes the bag particularly secure, while the supersoft cords make it comfortable to carry. With high-quality finishes, such as hot and blind embossing or UV varnish, the brand messages appeal to all the senses and leave a lasting impression.

Paper is the basis for everything, and the paper bag maker attaches just as much importance to its careful selection and perfect processing as it does to the speed with which inquiries and orders are processed. The aim of the experienced Riedle team is to support its customers' brand communication with innovative, creative ideas. A high-quality sample folder with selected paper types and strengths was specially developed to present the new Riedle Organic portfolio.

Further outlook and information at: www.riedle.de/en

RIEDLE Organic: bit.ly/RIEDLE-Organic

RIEDLE Black: bit.ly/RIEDLE-Black



Image caption 1: The innovative RIEDLE Organic portfolio for a green future

Image caption 2: Elegant and sustainable advertising with the RIEDLE Black

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INFO: BAGS BY RIEDLE®

As a partner of the brand and advertising industry, the RIEDLE® company from Langenbrettach has been providing expertise and complete service in the production of paper carrier bags for 25 years. For RIEDLE®, high-quality paper bags have two functions: they are of course a practical means of transport, but their enormous multi-visible appeal makes them a highly efficient image-promoting advertising medium. RIEDLE® attaches as much importance in production to the careful selection of materials and perfect workmanship as to the speed with which enquiries and orders are pro-cessed. RIEDLE® delivers a sample of the desired advertising bag to the customer within 24 to a maxi-mum of 36 hours. Clients include brands and companies such as Bosch, Sony, Mercedes, OBI, Zentis and Hilfiger.

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