

# PRESS RELEASE

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## Image caption:

RIEDLE Nature made from apple paper – temptingly beautiful.

Photos: ©BAGS BY RIEDLE

## **Apple pomace ingeniously processed into reusable paper bags by Bags by Riedle**

The apple appears in many well-known stories as a symbol of temptation, power and immortality. Whether as a nickname for New York, the Beatles' record label or the famous computer manufacturer's company name, the apple always manages to be associated with the extraordinary. It even occupies a leading position among fruit juices. According to the Association of the German Fruit

**Juice Industry, apple juice is the most popular fruit juice in Germany. No wonder that Bags by Riedle – which specialises in paper bags and is based in the Heilbronn-Franken area, the region of world market leaders – also has its eye on the apple.**

The managing director of the owner-managed family business, Volker Riedle, made a sustainable commitment, so to speak, back when the company was founded. "From nature, into nature" has always been his motto, which ultimately led to his unwavering focus on paper as a recyclable material all these years. "That's why we are now the quality leader for reusable paper carrier bags, and anyone who consistently focuses on the ecological balance of their most important advertising and image carrier should not really be putting any other material into circulation anymore," says Riedle, who as a paper and printing technician has already produced many such innovations in his industry.

No wonder, then, that the busy "paper pioneer" has discovered apple paper for his tried and tested brand ambassadors. Carefully analysed and processed accordingly, the apple processing residues have proven rich in primary materials such as cellulose and hemicellulose: ideal for the production of paper and at the same time meeting the raw material quality requirements for Riedle's reusable paper bags.

In apple paper, up to 15% of the usual tree cellulose is replaced by apple pomace. Because of the risk of fungal contamination, these fruit juice residues cannot be spread in fields or used as animal feed. Instead of costly disposal, this valuable raw material can now be reused in a very special way.

The apple paper is characterised by its ivory tone, elegance and excellent processing properties. It has a very pleasant, velvety warm feel. There are no limits on the creation of motifs for the bag design. Printing can be implemented as perfectly as with any other natural paper, as can finishing with hot or blind embossing. The combination with a 100% cotton cord has proven to be the perfect handle solution.

Long delivery routes sometimes have a devastating effect on a product's overall ecological balance. That's why Bags by Riedle produces exclusively in Germany and the EU. Riedle has always refused to use Asian imports throughout his company's 25-year history. He is convinced "Sustainability is worth it." This decision has hardly ever been more important than right now.

### **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 Managing Director Volker 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 processed. RIEDLE® delivers a sample of the desired advertising bag to the customer within 24 to a maximum of 36 hours. Clients include brands and companies such as Bosch, Sony, Mercedes, OBI, Zentis and Hilfiger.

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