

## PRESSEINFORMATION

**Paris. London. Milan. Langenbrettach. This is where what will be worn tomorrow is created.**

*Paper bag maker RIEDLE® creates brand ambassadors that are at home all over the world.*

Many international brands rely on RIEDLE's high-quality paper bags to transport their articles and messages in a safe and eye-catching way. For 27 years, the owner-managed company has stood for competence and full service in the development and production of the most important image and advertising medium. Back then, it all started with a mishap: On a special evening, young Volker Riedle wanted to transport an expensive bottle of champagne. On the way to the rendezvous, the bag tore and the bottle shattered. The trained paper and printing technician was spurred on by this experience and decided to develop the most stable paper bags of his time.

This innovative strength continues to shape the company today. As a pioneer in sustainability, we have been relying on paper as a recyclable material for many years and consistently keep an eye on our eco-balance. It is manufactured exclusively from a natural resource that is processed in a resource-saving process, can be reused a maximum of times and is returned to nature unpolluted at the end of its life cycle. This is also in line with the values we live by every day: We show respect for the earth as our only habitat, we take responsibility towards the people who are at the center of our actions, and we have the courage to always replace the good with the better.

Paper is the basis for everything - we place just as much value on its careful selection and perfect processing as we do on the speed with which inquiries and orders are implemented. We are convinced that the majority of our production is handmade - in Germany and the EU. Even though the possibilities are almost endless and every project requirement is different - our team of experts is far from running out of ideas. We advise, design, produce, store and deliver - all from a single source and always with the highest standards for ourselves and our work.

## **Sustainable and high-reach long-term advertising medium**

For Managing Director Volker Riedle, high-quality paper bags have two functions: They are a practical means of transport, but their enormous multiplicative effect is as an advertising medium with a high reach to make company names, brands, slogans or products known everywhere.

Our goal is to establish the carrier bag as a sustainable long-term advertising ambassador and to support our customers' brand communication with our many years of know-how. Exceptional design, strong colors and creative finishes ensure the perfect corporate image. Whether bags with individual die-cutting, with which new products show their best side not only in but also on the bag, or those with detachable postcards, which create a variety of contact points with the target group - there are almost no limits to our customers' wishes.

With the RIEDLE Nature series, responsibility is visibly displayed for all to see. Made from FSC-certified papers from controlled forestry, or internationally awarded virgin fiber papers, this series is contemporary and 100% compostable. We have had the company itself and the high-quality paper bags certified as climate-neutral, and we also like to swim against the tide in other ways: 100% hydroelectric power flows through our lines throughout the company.

In our design studio, we develop sophisticated bag concepts and innovative product ideas for which we have received several international awards: The first carrier bag made of food-safe and fully degradable FSC® grass paper not only offers a haptic and visual highlight; the typical grass smell remains until it is used. But paper pioneer Volker Riedle is already one step further and customers and interested parties can soon look forward to an innovative, sustainable product line with unusual papers. After all, "carrier bags that have no effect on the user are a waste of resources" is the bag designer's ambitious credo.

## **RIEDLE Bottle - so that the noble drop arrives safely**

If Volker Riedle had already been transporting the champagne in one of his high-quality and sturdy bottle bags, this mishap would certainly not have happened. But who knows how the story would have continued?

Today, printed paper bags for one, two or three bottles are among the most popular advertising media in mobile marketing. Thanks to their prominent advertising space and proven frequent reuse, they score points both with their high product benefit and in terms of sustainability. Excellent quality is a must: a double-reinforced edge and base protect against tears and cuts, while the strong kraft paper made from resistant virgin fibers ensures maximum load-bearing capacity. That's why our bottle pockets are also tested for load-bearing capacity and are allowed to carry the DIN marking. The huge choice of cord colors, perfectly matched to any brand logo, as well as individual design and finishing concepts are the icing on the cake.

Whether more or less - or not at all - high-proof, the RIEDLE Bottle is one hundred percent the right companion for selected (beverage) bottles. It is just as convincing on the catwalks, or walkways, of many trade fairs and events as it is as an attractive individual actress, for example, when it makes a Christmas present look even more festive.



Image caption:

The black panther as the embodiment of grace, power and elegance is the key visual of the Bags by Riedle brand.



Image caption: New bag concepts and product ideas are created at the range factory in Langenbrettach.



Image caption: Volker Riedle during quality control: Nothing escapes his scrutinizing eye.



Image caption: Here not only the content can score: Christmas bag with individual die-cutting.



Image caption:

For many years, well-known international brands have placed their trust in the high-quality advertising ambassadors of the paper bag maker.



Image caption: One hundred percent the right accompaniment for bottles of (almost) any size - the classic classic RIEDLE Bottle

Photos: ©BAGS BY RIEDLE

### **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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