

PRESS RELEASE

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Image caption:

RIEDLE Nature made from grass paper: Anything but greenwashing

Photos: ©BAGS BY RIEDLE

Growing and flourishing. The advertising bag made from grass paper is more than just a trend!

Many companies are focusing on products made from renewable materials, but the extraction and processing of such natural materials is often not environmentally friendly at all. Some results seem to be more about greenwashing than real sustainability. Not so with the family business Bags by Riedle from Langenbrettach. Since the product launch of the advertising bag made of grass paper, the paper bag specialist has already received two awards for the extraordinary design from the RIEDLE Nature product line.

So what are the special features of grass paper and why is its sustainability so credible? Grass is the fastest growing renewable material that can be used for a paper bag. In the time it takes to mow it and produce the finished product, the grass is almost ready for harvesting again. However, availability is still limited because the grass cuttings mainly come from otherwise unused compensation areas, which as biotopes may only be mowed 2-3 times per year. This benefits agriculture. The use of compensation areas enables additional sources of income and thus supports employment in rural areas.

Bees also love grass paper. The grass used for this grows in local wild meadows alongside flowers and weeds, free from pesticides and fertilizers. Late mowing encourages biodiversity and thus protects the bees. By that time the grass has grown so high that it can no longer be used for animal feed.

However, in order for the grass paper to be used as material for a bag and to withstand the usual loads when filled, the grass pulp is mixed with approx. 60% wood pulp or recycled paper. Nevertheless, the figures for the production process are impressive in terms of its ecological balance:

97% energy saving: Only 136 kWh per tonne compared to about 5,000 kWh per tonne of wood pulp. 75% less CO² emissions during raw material production.

99% less water used: Industrial water demand less than 2 litres per tonne of grass fibre pulp compared to over 6,000 litres of water per 1 tonne of paper using wood fibre pulp.

100% elimination of process chemicals: There's no need to dissolve the stiffening agent lignin with grass fibres. Lignin is found in wood fibres and serves to strengthen the wood. For the production of other papers, lignin must be chemically extracted in a complex process.

And how does the raw material get to the factory? Long transport routes are of course off-limits here. Whereas the average production covers 4,000 km, the grass pulp from Baden-Württemberg manages it in just a few 100 kilometres.

Uniquely multisensory: The unique structure of the grass paper not only creates a haptic and optical highlight; the gentle processing means the characteristic grass smell remains on the bag for some time until it is used as a brand and image ambassador.

It is therefore not surprising that the innovative paper bag specialist and managing director of the company, Volker Riedle, has combined these properties with his strict quality requirements to create a reusable paper bag of the highest sustainability quality.

The "brand ambassador fresh from the meadow", as the trade magazine *WA-Nachrichten* called it, has already received two awards since its market launch. At the Promotional Gift Award 2019, the RIEDLE Nature design made from grass paper convinced the jury. The Promotional Gift Award is an international prize for haptic advertising. The year before, the bag made from grass paper won in the "Sustainable Product" category at the PSI Sustainability Awards. These are much more than just product awards. They fully appreciate that advertising materials not only have impact in a sustainable way, but can also be an expression of corporate social responsibility.

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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