

PRESS RELEASE

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Image caption:

Bags by Riedle
Founder and Managing Director Volker Riedle

The Riedle headquarters in Langenbrettach

Photos: ©BAGS BY RIEDLE

Innovation and investment mark 25th company anniversary of BAGS BY RIEDLE®

It was meant to be a special evening. The young man had already purchased a bottle of Champagne – no mean feat in your early 20s. On the way to the rendezvous, the inevitable happened: the bag ripped, the bottle smashed and all expectations trickled away with the Champagne. An accident with far-reaching consequences and a happy ending. The tragic event led to the founding of Bags by Riedle on 5 May 1995, and the beloved is still the wife of its managing director, Volker Riedle.

On that fateful night, the ambitious paper and printing technician decided to develop the best paper bags of his time. Two years and 147 experimental models later, he created a prototype for a new generation of paper bags in his parents' basement – a bag

designed to provide the greatest possible stability, maximum elegance and ultimate wearing comfort.

Moreover, Riedle's vision from the very beginning was to position the paper carrier bag in the market as a sustainable, long-term advertising ambassador and coveted image carrier, and to establish it as an indispensable advertising classic. As a 'brand for brands', the quality standards for the reusable paper bag were therefore uncompromisingly set at the highest level.

Due to its success, the company quickly outgrew its original space and so the 'paper pioneer', as Riedle is often called due to his burning passion for the material and product, decided to build a new company headquarters in his hometown ten years after the company's founding. It was clear even then that the building had to represent the company's identity in terms of corporate architecture.

A very special innovative energy has characterised the company from the very beginning and, thanks to its rigorous brand management, Bags by Riedle has been able to assert itself successfully in the highly competitive environment. In the last 5 years alone, special products from the portfolio have received a total of ten nominations and international awards in the categories of innovation, communicative performance and sustainability.

The latest award was bestowed by the magazine "Druck & Medien", a leading trade journal in the printing industry, who named the company one of the 'Top 10 Printers of the Year' in the Innovation category. The justification was as follows: "Riedle's new CI is striking and appealing. Volker Riedle has managed to turn a low-interest product into a sought-after designer item." The statement refers to Bags by Riedle's very own transformation completed in October 2018.

Due to the digitalisation and internationalisation of the markets, the number of suppliers in the paper bag industry has also increased exorbitantly and rapidly. As a result, the procurement market for printed paper advertising bags and exhibition bags has also become increasingly obscure. It was time for Riedle to focus the corporate

strategy even more strongly than before on the very thing the company was founded on: specialising in paper as a recyclable material. The analysis of the individual value profile and the clear development of the expertise for which Bags by Riedle has been known for many years resulted in a focused profile which the leading paper bag company could aim for in the future. This is how the new "RIEDLE Paper Bag Manufacturer" brand world was created, including the elaborately designed key visual with which Bags by Riedle presents itself today. In the brand space, the honeycomb structure as the most stable natural design symbolises the high quality and durability of the paper bags.

Riedle has defined the requirements for his own sustainability concept as follows: "For us, a product is sustainable if it is manufactured exclusively from a recyclable material of natural origin, passes through a completely resource-saving process chain, can be reused many times, and returns to nature unpolluted at the end of its life cycle." The company provides proof of this through various environmental and quality certificates, all of which make the company's commitment publicly visible via special tracking IDs. To mark its anniversary, the company is going one step further and commissioning its own photovoltaic system on its 25th birthday.

Thus this year, which was exceptional in several respects, the successful company's foundation will again be strengthened by innovation and investment.

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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