

PRESS RELEASE

Langenbrettach, 16 April 2018



Image caption: Victory achieved: "TopLuxe Braille" - The "touching" advertising message

Photo: ©BAGS BY RIEDLE

BAGS BY RIEDLE® wins the coveted international design and communication prize "Promotional Gift Award" for the 3rd time

Once again the jury of experts had their hands full for two days. The 229 entries for the design and communication award, which is well-known far beyond the advertising media industry, were carefully scrutinised and tested against the demanding criteria used to determine the winners of the "Promotional Gift Award". Paper bag specialist BAGS BY RIEDLE from Langenbrettach, Germany, was the "on-point winner" with its paper bag style "TopLuxe Braille"; building on its previous successes, this is the third time it has received the renowned award, this time in the "Custom-made designs" category.

"To the point!" was the headline of the jury's decision in favour of the outstanding RIEDLE product. Six dots form the braille writing system, which enables blind and visually impaired people to read. BAGS BY RIEDLE used this

in creating the paper bag style "TopLuxe Braille", an ambassador that appeals to the blind, visually impaired and sighted alike. The fact that a braille embossing is applied to the bag in addition to the print finishing is a unique and valuable contribution to inclusivity. The trade fair and conference bag was used at "SightCity", the largest international trade fair of resources for the blind and visually impaired. The literally touching impression inspired the panel of experts to award this extraordinary integration tool the category prize for "Custom-made designs". The award ceremony took place at the HAPTICA® live '18 in the World Conference Center Bonn.

BAGS BY RIEDLE was previously able to secure victories and thus the coveted trophy in the "Communicative Product" category in 2014 and 2016. Volker Riedle, managing director of the company, has long been regarded as a driver of innovation and lateral thinker in the paper bag industry. Whether the bag is shaped, illuminated or designed for coupons, Riedle always reinvents the brand ambassador and classic advertising material. With creativity and quality, BAGS BY RIEDLE has developed into a true paper bag specialist in its over 22 years of existence.

Whether it's the "Ice" variant in opaque design, elegant "power packs" in a brown natural look, the XXL promotional bag, the ideal trade fair bag among the advertising bags, or the minibag which is so effective for particularly small giveaways: for Riedle, each one is always an incentive to free the paper bag from being a mere transportation device and create a highly efficient brand ambassador. The "moving billboards", as Riedle likes to call his paper bags, have a highly multi-*visible* impact and ensure an incredible number of contacts with the advertising message.

Riedle has always relied on the highest quality so that the advertising bags can deliver their maximum performance when in use too. The maximum number of reuses is achieved by using durable high grammage long fibre paper, reinforced edge cover for stability at the cord feedthroughs and an extremely stable base, even for more demanding loads. Pleasant wearing comfort is offered by 10 mm soft cords which, with a choice of over 170 colour variants, are perfect for almost any design requirement. The versions with grip holes or satin and ribbons have established themselves as popular variants.

Attractive AND sustainable, that's what RIEDLE customers can rely on. From the very beginning of its founding, the climate-neutral company has opted for a responsible approach to nature and the environment with its own sustainability strategy. That's why at RIEDLE nothing goes in the bag except paper.

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 bags for over two decades. 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 Bentley, Bosch, Mercedes, Sony, Lagerfeld and Hilfiger.

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