

# PRESS RELEASE

Langenbrettach, 14 February 2019



Image caption:

Portable attention-grabber: RIEDLE LongLife® with innovative 3D lenticular panel

Photos: ©BAGS BY RIEDLE



Image caption:

The brand ambassador fresh from the meadow: RIEDLE Nature made from grass paper

## **New industry gold standards!**

**That's what the Promotional Gift Award 2019 jury called the winners in the seven categories of the Design and Communication prize, which is well-known far beyond the advertising industry. The paper bag maker RIEDLE® was proud and honoured to receive the coveted trophy in two categories.**

This isn't the first victory for Bags by Riedle, the parent company of the RIEDLE® paper bag maker brand, in this exciting competition for particularly outstanding achievements in the various types of haptic advertising. "After coming out top in the "Communicative Product" category in 2014 and 2016, we were able to score "points" with the TopLuxe/Braille in the "Custom-made Design" category at the PGA 2018. The fact that we were able to impress so much this year with both submissions from our new product world is a really great accolade and a huge encouragement as well", says Volker Riedle, Managing Director of the owner-managed family business. He is already looking forward to the official award ceremony

on 20 March 2019 at the World Conference Center in Bonn.

The new brand identity of Bags by Riedle, the innovative company that has specialised in paper bags since its founding almost 25 years ago, has just been launched. At the same time it also created a completely new product world, in which all product lines and product names alike were rebranded. This was a bold decision, for which the busy paper

and printing technician Riedle, also known in his industry as a lateral thinker, is now reaping the rewards.

The RIEDLE LongLife® impressed in the "Communicative Product" category with a completely new, innovative advertising application. The jury agreed that the unusual 3D lenticular panel would turn the advertising bag into a spectacular item – the best foundation for a “moving billboard” that turns the wearer into a proud advertising contact who would use it as often as possible. This is made possible by the bag’s exceptional features, which ensure maximum stability and "lifelong" reusability and thus deliver what the product name promises.

"Anyone who thought there were no good promotional ideas left to try wasn't counting on Riedle," says the jury about RIEDLE Nature, which won the award in the "Giveaway" category. Consisting of 50% sun-dried grass and 50% commercially available wood-free pulp, RIEDLE Nature is a thoroughly sustainable brand ambassador. The practical companion is biodegradable as well as recyclable. The bag’s multisensory design is particularly impressive, because in addition to the special optical and haptic effects, a unique sensory component is added with the familiar grass smell. And for maximum advertising impact, numerous finishing options and features are ready and waiting to be used.

**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 almost 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-visionary* 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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