

# PRESS RELEASE

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Image caption: Sustainable advertising: “RIEDLE TopLuxe/Nature” made from grass paper

Photo: ©BAGS BY RIEDLE

**BAGS BY RIEDLE receives the coveted trophy in the "Sustainable Product" category at the PSI Sustainability Awards**

The PSI Sustainability Awards impressively demonstrate that advertising media can not only have impact in a sustainable way, but can also be an expression of corporate social responsibility. These are much more than just product awards - they comprehensively honour the topic of sustainability. BAGS BY RIEDLE entered the "Sustainable Product" category with a newly developed bag made of grass paper and received the outstanding prize.

From the very beginning of the company's foundation specialising in paper bags, BAGS BY RIEDLE opted for its own sustainability strategy and thus for a responsible approach to nature and the environment. This is proven by our own FSC certification, the use of 100% green electricity as well as certificates for "Climate Neutral Company" and "Climate Neutral Products". Volker Riedle, managing director of BAGS BY RIEDLE, does not even stop at his own website. Each use of the Internet causes CO<sub>2</sub> to be emitted. To counteract this, the company has joined the "CO<sub>2</sub>-neutral website" initiative. By supporting various projects, the output generated by visitors to the company's website is neutralised.

The delivery routes are also a decisive factor in the overall balance for Riedle. He therefore categorically rejects long transport routes from the Far East and works exclusively with production sites in Germany and Europe. "From nature. For nature," is the basis of the innovative company's direction.

For all the positive aspects of recycling, however, absolute priority must be given to avoiding waste materials in the first place. For Riedle, this is inextricably linked with the required quality, using the appropriate materials and processing, to increase the rate of reuse and thus the paper bags' life cycle to the maximum possible level. As these specific elements come together to form a complete package, Riedle repeatedly reached the limits of possibility in his search for and selection of suitable papers for the multi-*visible* advertising bags.

A changing society with a shift in values towards a better quality of life through changing consumer habits has triggered an increased demand for suitable recycled paper. However, as the main part of the end product is made of short-fibre paper, it has a material-related limited load capacity, which could be made much higher through the use of corresponding technical production components. Riedle was constantly scanning the global paper market until he finally found the right paper "on the doorstep". And suddenly everything fitted together perfectly for the product that had been planned and longed for for many years: "Riedle TopLuxe/Nature" - made from grass paper created in the Scheufelen paper mill in Lenningen.

The jury was impressed by the newly developed "Riedle TopLuxe/Nature" with its truly amazing material and product properties. The grass paper used consists of 50% fresh fibres from sun-dried grass and a further 50% from commercially available wood-free FSC pulp. The production of grass-based pulp is 6 times more energy efficient than that of sulphate pulp, causes only 26% of emissions, requires 16,000 times less water and has an 18 times lower acidification potential (decrease in soil pH due to environmental pollution).

Even compared to waste paper pulp, the production process of grass-based pulp is 1.5 times more energy-efficient, causes only 77% of emissions, requires 4,500 times less water and has an acidification potential that is 5 times lower.

Another decisive factor in the ecological benefit of this grass paper is the low fuel and energy consumption, which results in particular from the short transport routes. For the "Riedle TopLuxe/Nature", the grass was harvested from areas located a maximum of 50 km from the production site in the Swabian Alb biosphere region.

As is so often the case, the best solution was close at hand. And in the end, its consequent use by the paper bag specialist has achieved sustainable success for people and the environment in many ways.

**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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