

# PRESS RELEASE

Langenbrettach, 12 October 2018



Image caption: The DIN EN labelling enables a quality comparison

Photo: ©BAGS BY RIEDLE

## Making quality comparable

### RIEDLE® paper bags tested according to DIN EN 13590 as well

The jungle of paper bag and carrier suppliers is becoming increasingly obscure. Can anyone still be sure they're making the right decision for one of the most widely variable and at the same time most cost-efficient advertising media? It is well known that customers judge paper bags as brand ambassadors and image-bearers, as a haptic expression of corporate values. So they're a real touchpoint, very close to the customer. Reason enough to choose an extremely long-lasting quality for this advertising medium to push the advertising effect to its limits through the maximum possible number of reuses.

But how can you compare quality? The answer to this is provided by a regulatory instrument in the business world. The DIN standards serve very different purposes, but provide comparability on very specific properties. The European standard DIN EN 13590 is also a test method for determining the carrying or load-bearing capacity of carrier bags. Like other leading European paper bag manufacturers, RIEDLE® regards the testing and labelling of its advertising bags according to DIN EN 13590 as a significant decision-making tool for customers and users. Consequently, the innovative company has also registered with the DIN CERTCO database. All certificates and registrations can be viewed publicly here.

After successful testing procedures at Graz University of Technology and the Paper Technology Institute, RIEDLE® once again makes its "check & seal" quality promise with testing and labelling according to DIN EN 13590.

Managing Director Volker Riedle has already demonstrated that transparency and trust have always been high corporate values for RIEDLE® through other important initiatives. The company's own FSC certification as well as its legitimacy as a climate-neutral company and the labelling of climate-neutral products are all associated with the allocation of its own tracking IDs. They are publicly accessible and allow any interested party to independently verify their commitment to sustainability in practice.

**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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