

# PRESSFORMATION

Langenbrettach, 23 January 2019



Image caption:

Effective and pre-licensed: the carefree package from RIEDLE® for the legal obligations when placing paper bags on the market.

Foto: ©BAGS BY RIEDLE

**Packaging law made easy: RIEDLE® assumes for its customers the obligations of the VerpackG valid since 01.01.2019**

Printed bags are a popular and highly effective advertising medium in a large number of industries. According to the new Packaging Act, which came into force on 01.01.2019, they are considered as service packaging and are thus subject to the registration. The company BAGS BY RIEDLE® knows the regulations very well and therefore offers its customers to legally accept these obligations as a supplier.

The new Packaging Act replaces the Packaging Ordinance, which has been in force since 1991, with the aim of making companies more responsible and fairer than ever before. The scope of application applies to companies that market commercially packaged goods for private end consumers and comparable target groups in Germany.

The VerpackG distinguishes between transport packaging, secondary packaging and sales packaging as well as special cases for reusable and one-way packaging to deposit. Regardless of whether the packaging or packaging component reaches private end consumers, the filled sales packaging is defined as "subject to system participation".

Even if advertising bags are typically filled when they are handed over, they are still considered as "service packaging" and the issuing companies are therefore subject to the law and the obligation to register. However, with the exception that for this type of packaging the first distributor can transfer the obligations to the supplier.

Volker Riedle, Managing Director of BAGS BY RIEDLE®, believes that this makes a lot of sense. "As a manufacturer and even a distributor of shipping packaging, in which we safely deliver our paper carrier bags to our customers, we have many years of experience with this procedure. Many have classified the violation of the previous Packaging Ordinance as a "trivial offence" and simply ignored proper compliance. However, sustainability and transparency have always been two important pillars of our corporate values. A proper recycling system is simply part of this," says Riedle, who is constantly fighting for a better world with quality, innovation and a great deal of courage. An essential reason to specialise in paper as a recyclable material and to develop his bags to such an extent that maximum stability and reuse rates can even be combined in a single product - the RIEDLE LongLife®. As one of the highlights in the new product range, which was only presented to the public last late autumn, it has already established itself very well in this short time.

His conviction and enthusiasm drive him to make it easy for his customers to choose an effective advertising medium that also provides a medium that is multi-sensory and provides an almost infinite number of eye contacts. Riedle now offers its customers the carefree package with pre-licensed paper carrier bags. BAGS BY RIEDLE® takes care of the complete handling in accordance with the packaging law, the customer does not have to do anything else. And the billing of the order simply serves as proof to the authorities.

Riedle has chosen Bella Vision GmbH, an expert in recycling recyclable materials, to meet its obligation to participate in the system. BAGS BY RIEDLE® is registered with the number DE4850969731945 in the publicly accessible manufacturer register at LUCID, the packaging register of the "Zentrale Stelle Verpackungsregister" ([www.verpackungsregister.org](http://www.verpackungsregister.org)).

**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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