

PRESS RELEASE

Langenbrettach, 12.12.2016



Image caption: Don't lose ads: use paper bags

Photo: ©BAGS BY RIEDLE

Advertising losses from renouncing bags

Many advertisers have been distracted from investing in their most efficient advertising material by the savings made by the EU Directive on the Avoidance of Plastic Bags.

As Henry Ford said: A man who stops advertising to save money is like a man who stops a clock to save time. So it's hard to understand the joy over the constant new press reports announcing more renunciations of exorbitant quantities of plastic bags. Of course this is good for the environment, no question about it, but what's not being reported is whether the resulting advertising loss is being addressed by switching to paper bags. After all, the customer's willingness to pay for a beautiful paper bag could also considerably increase the number of people seeing the desired advertising message.

Volker Riedle, Managing Director of BAGS BY RIEDLE, calls the long-lasting and reusable products from his range of paper bags "moving billboards". And the following

comparison is truly eye-catching as well: the advertising space of a large billboard can be achieved with 53 average-sized paper or plastic bags. In concrete terms, this means that a circulation of only 15,000 bags corresponds to an advertising space of 283 large-format billboards. If the bags are used just 3 times by each customer, the bags will almost reach the size of a football pitch at an international stadium.

In this context, Riedle recalls the clear and groundbreaking results of various studies and publications by Germany's Industrial Association for Paper and Foil Packaging. "The bag is more popular than ever. Its advertising impact is enormous." So stated the results of a "Bags Analyser" study. It went on to explain: Service packaging is a real eye-catcher on the street. They have a high attention-grabbing effect. However, this alone does not describe the significance of the bag as an active selling and advertising medium. It is also considered an image enhancer and popularity-booster. The majority of respondents stated that a nice bag can make a brand or shop more likeable.

In the University of Cologne's study, "Die Tüte in der modernen Kommunikationspolitikpsychologische Handlungsoptionen für Entscheidungsträger" ("The bag in modern psychological communication policy courses of action for decision makers"), Prof. Dr Kütke concludes: Service packaging has a higher advertising impact than, for example, displays or posters. Due to a higher contact *frequency* and a more intensive *establishment* of contact, service packaging achieves a more decisive contact *quality*. This goes far beyond the contact quality of other advertising media: service packaging carries, in the truest sense of the word, an enormous advertising potential that has not yet been exhausted.

"So, let's get on with bag advertising," says Riedle, framing the only real and logical way out of the advertising loss caused by renouncing plastic bags.

And Riedle has long demonstrated that all this can be achieved in absolute harmony with nature and the environment by assuming both ecological and societal responsibility. "This begins with the selection and purchase of the required raw materials and goes even beyond the choice and equipment of the production facilities", he stated in explaining his decision to join the EPPA (European Promotional Products Association). The associated code of conduct includes not only responsible treatment of our environment but also fair trade as well as safe and healthy workplaces.

The result of these consistent decisions is uncompromising quality, which is one of the most important success factors in ensuring paper bags are reused. The specialist draws his expertise and innovative capabilities from his more than 20 years' experience in the market.

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.

Contact:

Anna-Maria Dietz
anna-maria.dietz@riedle.de

BAGS BY RIEDLE®
Bei der Leimengrube 17-18
74243 Langenbrettach
www.riedle.de

Telephone +49 (0)7139 / 93152-410
Telefax +49 (0)7139 / 93152-500

You are very welcome to publish this information; we would be delighted to receive a file copy as a download link or PDF.