

PRESS RELEASE

Langenbrettach, 11 October 2018



Image caption: Riedle TopLuxe/Braille double victory in the Paperazzo Haptik Award

Photo: ©BAGS BY RIEDLE

See better with your hands: RIEDLE achieves double victory at the Paperazzo HAPTİK AWARD 2018.

Touch people in a world of sensory overload: High-quality paper and print products achieve this through the use of haptic elements like no other medium. The HAPTİK AWARD recognises particularly outstanding work. The paper bag style TopLuxe/Braille by BAGS BY RIEDLE surprised the jury with its idea and implementation of the motto "See better with your hands" and was rewarded with a double victory.

For the Paperazzo Haptik Award it is important to impress by solving a communication task without primarily relying on image, word and sound as usual, but on haptic elements. This requires a single-source creation in which visual and haptic designs complement each other. The TopLuxe/Braille with "blind embossing" from BAGS BY RIEDLE scored "points"

twice. The communicative paper bag was nominated as a trade fair and conference bag in the "Packaging" category and in the "Direct Mailing" category, produced in mini format for this application.

SightCity Frankfurt is Europe's largest trade fair of resources for the visually impaired and blind. For three days, the exhibition and lecture programme will show how the visually impaired can succeed in everyday life, at work and at school. The trade fair and conference bag should contribute to inclusivity. The blind or relief embossing made it possible to optimally adapt the trade fair and conference bag to the needs of the visitor target group. The imprint, which could be read by sighted people in regular writing, made an impression with its braille translation.

This trade fair and conference bag was also produced as a mini version and was the central haptic advertising medium for a direct mailing sent to all exhibitors at SightCity Frankfurt. On the back of the mini bag, the trade fair logo is shown in braille in the colour of the original lettering. The coloured dots were then raised by braille printing to create a haptic element with a high emotional connection to the event.

BAGS BY RIEDLE has developed into a true paper bag specialist with creativity, quality and over 22 years of experience. There's hardly any application that Volker Riedle, managing director of the company and trained paper and printing technician, cannot implement on or with an advertising bag. Numerous prizes and awards confirm the innovative strength of Riedle, the unconventional thinker in his industry, and drive him to create ever more new product developments.

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.