

# PRESS RELEASE

Langenbrettach, 06 April 2017



Image caption: RIEDLE® LongLifeBag - Paper bags and carriers with check & seal

Photo: ©BAGS BY RIEDLE

## Total product innovation

### Die RIEDLE® LongLifeBag - The quality promise with check & seal

Paper bag specialist BAGS BY RIEDLE has developed the first paper bag which has been tested by two independent testing institutes for its quality and resilience. Whether as a shopping bag, trade fair bag or bottle bag, there is now a LongLifeBag for all applications - with a check & seal quality promise.

The motivation for commissioning the tests was to have the RIEDLE® LongLifeBag tested for dependable and verifiable quality criteria. Volker Riedle, Managing Director of BAGS BY RIEDLE, selected and commissioned two independent testing institutes to examine his LongLifeBag in detail. As a leader of quality and innovation, he is not afraid to put his paper bags to the test.

Graz University of Technology is an important university in the international technical-scientific research and education network. Investigations are carried out within the scope of the Technical Testing and Research Facility for Paper, Pulp and Fibre Technology (VAP) affiliated to the Institute in the field of testing auxiliary

materials, raw materials and finished products of paper, pulp, mechanical pulp and fibreboard production. The testing laboratory is accredited according to EN ISO/IEC 17025 for this purpose and is therefore entitled to issue test reports on it, which can also be used in court in the event of a dispute.

As a research and service institute, founded in 1951, based in Munich and Heidenau, the Papiertechnischen Stiftung (Paper Technology Foundation) supports companies from all sectors in the development and application of modern fibre-based solutions. Its remit therefore includes the development, optimisation and testing of products and processes, including in the areas of: Paper Production/Paper Processing | Fibres & Composites | Paper Industry 4.0 | Packaging & Conformity. The Deutsche Akkreditierungsstelle GmbH confirms the qualification according to DIN EN ISO/IEC 17025 to the Papiertechnischen Stiftung's testing laboratory for the tests carried out for BAGS BY RIEDLE.

Various tests on the breaking strength, tear resistance and breaking elongation of the paper used for the carrier bags were carried out by both testing institutes. Both the strength in machine direction (MD) and the stretchability in cross direction (CD) were checked.

For the dynamic strength test of the LongLifeBag's load-bearing capacity and handle strength, a very special test device was used at the Papiertechnische Stiftung. This makes it possible to test the load-bearing capacity of packaging at different lifting frequencies and drop heights under defined conditions. The stress is not only applied by simple lifting and lowering, but also by lifting and jerkily dropping the packaging around the lifting movement.

An extreme situation was deliberately chosen for the test set-up as well. The paper bag was filled with 15 kg, and sandbags with a mass of 1 kg each were used as load weights. A special suspension bracket on the load-bearing capacity tester provided a realistic representation of the load-bearing situation. The lifting and dropping took place with a stroke frequency of 80 lifts/minute.

The RIEDLE® LongLifeBag coped with more than two dozen strokes perfectly without tearing through the cord holder. No damage whatsoever occurred to the glued base either. This is certainly due to the combination of a large binding surface on the outside and the high load-bearing capacity of the completely glued base section with its correspondingly high grammage on the inside.

Whether paper bag, paper carrier or paper case - no matter what it is called: the jungle of suppliers has become so confusing that essential quality criteria are often no longer discernible among what's on offer. With over 20 years of experience as a paper and printing technician, Riedle wants to send a clear signal and provide decision-makers and users with verifiable and well-founded support.

For this Riedle relies on the LongLifeBag's many other advantages. The minimum standard is long-fibre, coated and laminated paper with a thickness of 190 to 240 g/m<sup>2</sup>, provided with a special surface quality for brilliant and abrasion-resistant printing results, even for motifs with high ink density and colour saturation. The double edge cover and the corresponding cardboard reinforcement effectively prevent the cord from tearing out, but also prevent cutting injuries. There are no sharp paper edges here, and the goods are also protected from damage. The 9mm thick soft cord with extra soft cotton filling offers highest wearing comfort even with a heavy weight load. Encapsulated ends prevent unattractive fraying of the cord. And to offer even more enjoyment in the brand ambassador's harmonious and bespoke design, the individual cord colour can be selected from 170 variants.

Of course, the LongLifeBag also meets all the requirements that the BAGS BY RIEDLE's sustainability strategy places on its products. With FSC certification and climate-neutral production, Managing Director Riedle is once again owning ecological responsibility. But since the societal aspect is also very important to him, the innovator joined the EPPA (European Promotional Products Association) several years ago. The associated code of conduct includes fair trade, safe and healthy workplaces and a responsible approach to the environment.

#### **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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