

PRESS RELEASE

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Image caption:

RIEDLE RoundEdge, the well-rounded bag.

Photos: ©BAGS BY RIEDLE

Strong character thanks to biodesign

Unusual paper carrier bag with round corners attracts attention

There are some unconventional personalities who won't bend over backwards for anyone, but who are always fair, square and straightforward. Their individuality and distinctiveness makes them stand out from the crowd. That personality type could well describe the company Bags by Riedle, which as a paper bag specialist

has already developed and successfully launched several unusual advertising bags onto the market. The RIEDLE RoundEdge model, developed according to the principle of biodesign, is well-rounded in every way, and its rounded corners give it a very unique and striking character.

When Managing Director Volker Riedle founded the company specialising in paper as a recyclable material, he had already chosen nature as his business partner. That's because nature has always provided unique examples of specialist solutions. In the Bags by Riedle's brand world, the hexagon represents maximum stability, utmost flexibility and perfect design: characteristics that the paper and printing technician brings to each of his sophisticated products, making the reusable paper bag one of the most sustainable and effective advertising media ever.

Riedle is also constantly dealing with nature in his role as product developer. His innovative bags in the RIEDLE Nature model series, made of grass paper and apple paper, have already been successfully launched on the market. But that was not enough to satisfy the 'paper pioneer'. So he took the classic paper bag and put not just its material, but also its normal physical structure, to the test – with extraordinary results. The idea of biodesign, as the world-famous German designer Luigi Colani called his organic design language, inspired Riedle to create the RIEDLE RoundEdge product line. The rounded corners give this style of bag a strongly individual character and a highly cosmopolitan look.

A paper thickness of 600 g/m² is possible thanks to double folding at the top edge and the base, adding a completely new dimension of resilience and stability. Naturally, only FSC papers are used for this model as well. The range includes papers coated on one side with a high-gloss or matt surface finish, but also uncoated kraft papers in white and brown for a particularly natural look. The cords are available in a polypropylene blend fabric in more than 170 colours as standard or in 100% cotton as an individual production in special colours.

Like all product lines from the Bags by Riedle portfolio, the RIEDLE RoundEdge model is also produced in Europe. This fundamental decision is based on the

understanding that long delivery routes play a significant role in a product's ecological balance. This is an aspect that many companies have often neglected in the past when choosing their procurement markets, and which will probably take on a completely different, hopefully greater, significance in the future.

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 carrier bags for 25 years. 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 Bosch, Sony, Mercedes, OBI, Zentis and Hilfiger.

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