

PRESS RELEASE

RIEDLE Pure

The ecological product line made from 100% recycled paper

Langenbrettach, 20.02.2025; Premium in look and feel, sustainable in effect - this is the new, high-quality Pure product line from Bags by Riedle, Langenbrettach. In March of this year, the company is launching its first line of bags, which are made from 100% recycled paper and meet the highest quality standards in terms of carrying capacity and finishing.

The new bag portfolio made from secondary fibers offers customers and interested parties everything they need for an attractive and environmentally conscious presentation of their brands: ecological packaging with brilliant printing or tactile embossing and therefore a sustainable message. Until now, recycled papers were not suitable for demanding further processing, as Riedle's quality standards could not be met.

This is what makes Riedle Pure so unique: it is lightfast and fade-resistant, abrasion-resistant, carbon-free and can be processed like any other paper. The base material is also manufactured in Germany, another plus point. Premium quality combines perfectly with the idea of recycling and thus creates a multitude of finishing variations that were previously only possible with papers made from virgin fibers.

The color palette of the environmentally friendly collection includes natural white, black (dyed through) and pastel colors. The bags in pastel colors in particular impress with their freshness and lightness. With their high stability and load-bearing capacity, the Riedle Pure bags are in no way inferior to the classic product lines. The double-reinforced edge and base protect against tearing and cuts.

The range of sizes is just as diverse as the designs and extends from bottle bags to XXL variants and from landscape to portrait to square versions. The customer's logos, messages or images are printed in high quality, for example using 4c printing, Pantone printing or

hot and blind embossing. Special customizations are possible, such as full-surface printing on the inside and outside, the inside base and the side folds.

Bags by Riedle had long been looking for a recycled paper that meets the high quality requirements for the processing and finishing of its paper carrier bags. “With the new Pure line, we can now also offer many of our international customers a real sustainable alternative, because there is probably no more ecological option than 100% recycled paper,” says Corinna Tanak, customer advisor in the sales force.

In 2024, the company had already made a clear statement for more environmental awareness, fewer emissions and shorter transportation routes with the Riedle Organic line - high-quality natural papers made from the rapidly renewable raw materials hemp, silphia, grass and apple. The paper bag maker attaches as much importance to careful selection and perfect processing as it does to the speed with which requests and orders are processed. The aim of the experienced Riedle team is to support its customers' brand communication with innovative, creative ideas.

Bags by Riedle will be presenting its Pure portfolio to a wider audience for the first time at the Haptica trade fair in Bonn (March 19, 2025, Stand F, E4). If you don't want to wait that long, you can already register for a sample shipment at: bit.ly/RIEDLE_Pure.

Further outlook and information at: www.riedle.de/en



Image caption 1: Riedle Pure – überzeugender Auftritt mit nachhaltiger Wirkung

Photos: ©BAGS BY RIEDLE

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 30 years. For 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 pro-cessed. RIEDLE® delivers a sample of the desired advertising bag to the customer within 24 to a maxi-mum of 36 hours. Clients include brands and companies such as Bosch, Sony, Mercedes, OBI, Zentis and Hilfiger.

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