

Natural packaging solutions with paper

B&B presents innovative products

12.-14. 10. 2011: 9th International Label Conference



12.-18.5.2011, Interpack – Düsseldorf

## Natural packaging solutions in the special »Quality of Life« show

### You will find B&B twice at Interpack

In hall 7a on stand C32, and at the nearby InnovationParc Packaging, hall 7a, stand B11/C30,

»Health« Theme Pavilion. Paper is a highly sustainable packaging material. It has been made from natural raw materials for thousands of years, and is a real »eco-product«. Manufactu-

urers in the food and beverages industry today also regard this as an important aspect when selecting materials.

Read more on page 3

comment



### B&B at Interpack

We are looking forward to your visit at Interpack Hall 7A, stand C32 12. - 18. 5. 2011, Düsseldorf

## comment

**The sustainable packaging market will turn over around \$170 billion by the year 2014!**

**The packaging market is growing at a phenomenal rate, faster than the global economy.**

This growth is imposing a growing burden on the environment in the form of raw materials, energy, transport and waste disposal. However, Pike Research forecasts that the market for sustainable packaging will grow even more rapidly than the overall market for the packaging industry. Sales of environmental packaging are expected to almost double between 2009 and 2014 - from \$88 billion to \$170 billion.

Paper accounts for most packaging material, ahead of plastic.

Source: Pike Research

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## Editorial

## ... It's time ... ... for action ...

### Dear Friends of B&B,

We are currently experiencing increased interest in paper packaging. There are good reasons for this. Paper is sustainable, produced from renewable raw materials, and is bio-degradable. This material has proved its worth for thousands of years, evincing enormous potential for innovation.

Our company has been to extraordinary lengths to bring to market at this particular time new papers for labels and flexible packaging, in order to give our customers additional scope for differentiating their products. So it is that B&B has four new grades of paper to show you at Interpack in Düsseldorf, a global trade fair of unique proportions. It is no coincidence

that B&B is one of the exhibitors at the "Quality of Life" show in the "Packaging Innovation Park". Our papers are fully in tune with the demands of the sustainability and health mega-trend. In this issue we bring you details of how our cooperation with the PDA (Pan European Brand Design Association) came about.

There are certainly some upcoming challenges for B&B in 2011. As well as Interpack and the Brewery Exhibition Braumesse in Nuremberg in November, there is the special highlight of the 9th international Label Conference in Bad Hofgastein from 12-14 October. It pays to accept our invitations!

**It's time for action...**



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### Sequel to page 1

Consumers are increasingly seeking out products that are healthy, and of importance for their own specific use.

Food and beverage manufacturers therefore need to communicate these particular requirements to consumers with conviction. At Interpack 2011, the »Quality of life« concept will explore this issue in greater detail in its display at the »Health« Theme Pavilion, health being an emerging mega-trend.

**Dr. Happy will be presenting a new aspect of consumer needs at the »Health« Theme Pavilion in the Innovation Park. It's not only about eating and drinking...**

Packaging plays a major role. One message is a healthy product in healthy packaging; another is reassuring consumers about what they are ingesting.

What risks and what benefits in terms of nutrients does the product contain, and when and how should it be consumed.

12.-18.5.2011, Interpack – Düsseldorf

## Natural packaging solutions in the special »Quality of Life« show

### Food intake acquires a new significance

It is a question of how pleasure and function harmonize in the body.

Packaging and content are inseparable, as ever. The content and packaging must be consistent. Apart from its protective function, the packaging conveys a promise, an assurance, and information - all of which combine to make a good product pack.

If only one component in the supply chain fails to meet the critical demands of grocery packaging, this may ruin a branded products manufacturer's reputation. Reliability and traceability are therefore becoming ever more important. Yet this also highlights the need to work outside the box on new solutions.

The demands on packaging call for certainty when selecting its raw materials. Pack design, print, and production plant capability must be developed together if they are to operate as effective business partners.

### Presenting future trends in new functional foodstuffs and their health implications

Everyday foodstuffs, beverages and luxuries will provide more in the future. They will fulfil new functions in combination with vigour and health, making them a proactive medicine. Eat for health - Dr. Happy is your guide to health and vitality, adapted to your particular personal needs.

The threatening image of the doctor who gives you a diagnosis and painful therapy when it is already too late will be a thing of the past. A new way of thinking entails a raft of new nutrition and packaging models creating new opportunities for the packaging industry. Let it inspire you.

### B&B exhibits new products on stand C32, right beside the Innovationparc Packaging

Last year B&B responded to new market trends with new products. Papers for flexible packaging, and new label applications feature prominently in the presentations.

This involves the following new paper grades:

**NiklaSelect S**  
**NiklaSelect V**  
**NiklaPET V**  
**PackPro 3.5**

Interested visitors can watch presentations of these products, dealing with sustainability aspects such as CO<sub>2</sub> footprint, water consumption in the production process, and especially reusability / recyclability.

### comment

Brigl & Bergmeister (B&B) will be joined by the following exhibitors in the »Health« Theme Pavilion:

- HuberGroup
- Heidelberger Druck
- Vermeulen Design
- BRP Brand Design
- Win Win Branding
- Silfox Packaging
- Color Research



Economically,  
environmentally compatible & friendly

## NiklaPET V – the Voluminous

Did you know that most wrap-around labels are made from petroleum? It does not have to be that way.

All the products in the »NiklaPET range« are made from plant materials, a natural renewable resource.

### Why a new NiklaPET product?

NiklaPET V marks the successful creation of a paper with a lower mass weight but high volume, saving further natural resources. Its volume is on average 10% larger than that of conventional label papers, making it possible to use lower grammages without making any compromise in processing.

NiklaPET V deploys its full potential in sheet processing, which also applies to subsequent processing through to trouble-free labelling of the beverage containers.

Whether the surface is matt or high gloss, the printer has full scope to create the desired effect. It is becoming increasingly common to apply protective varnishing to wraparound labels after printing. This provides for a high degree of reliability, and optimum shelf presentation.

NiklaPET V is the ideal complement to the NiklaPET range, so it has the right solution for practically every application.



*It's not bound to be petroleum ...  
B&B presents: a new wrap around  
label for PET beverage bottles*

### comment

#### NiklaPET V

can be obtained in 75 gsm. It complies with the following Directives: Directive 94/62/EC - heavy metals and BFR XXX VI food contact materials.

### comment

#### What does certification to EN 13432 mean for B&B papers?

These papers are so degradable that most of the resultant compost ultimately decomposes into carbon dioxide, biomass and water.

Packaging is compostable (or biodegradable) if it satisfies the following criteria:

- The material and its relevant organic components are by nature biodegradable (to be substantiated by laboratory trials).
- The material is broken down in a digesting process for biological waste.
- The product must have no negative effects on the composting process.
- The quality of the compost must not have a negative effect on the product.



Sensuous, matt & climatically stable

# NiklaSelect V – the Voluminous

This voluminous label paper is a master of variety. The success story it has written at B&B is unprecedented.

Since NiklaSelect has been on the market, this type has proved so reliable in such a variety of different applications, that it is now the best-selling product in the world for one-side coated label papers.

Being another B&B innovation, a voluminous grade, it is an interesting addition, particularly for can sleeve applications. Haptic properties give the end product exactly the same, sensuous experience that is endorsed by the product marketing message - the realisation of multi-sensuality, in

the classical meaning of the word.

NiklaSelect V is a great label paper, particularly for label printers. The matt surface has a delightfully voluminous feel, and depending on your requirement and the possibilities available to you for printing and finishing, you can alternate glossy and matt to improve the appeal of the finished label.

All done, of course, in line with the proven technical sophistication of NiklaSelect. For reliability and calculable output.



## NiklaSelect V has the prior success to prove it.

B&B staff on its exhibition stand in Hall 7a will also be pleased to provide information on the sustainability of this product.

The standards that NiklaSelect V complies with are listed below: You can't go wrong with that!



*This new addition to the NiklaSelect family of label papers now gives even mass products a means of reinforcing attachment to their items by their tactile appeal.*

*B&B papers are manufactured in compliance with the following quality*



## comment

### NiklaSelect V

is available in 80 gsm. It is manufactured in compliance with Reg. EC1935/2004, German recommendation XXXVI, Dir.2005/20/EC (94/62/EC) – content of heavy metals and EN13432 - composting and biodegradation.

## comment

### A sweet surprise

We are running an unusual campaign, sending our customers a special poster with their paper pallets and rolls. Each poster includes a coupon - just cut them out, collect at least 10 of them, and send them back to B&B Marketing by 31.5.2011.

We will send you a sweet surprise!



## comment

### PackPro 3.5

is manufactured in 40 gsm. It is produced in accordance with BfR E.XXXVI und FDA (21 CFR Ch.I) Directives 94/62/EC PackPro 3.5 guarantees a very good odour and taste neutrality

## Economical, efficient & modern

# PackPro 3.5 – the ultra-light paper

Pack Pro 3.5 as a one side coated, wood-free flexible packaging paper is ideally suited for extrusion coating and lamination. It guarantees excellent sealability, aroma and taste neutrality and an excellent flex crack resistance.

PackPro 3.5 – The economical option in the PackPro range. Optimized for flexo and web offset printing, PackPro 3.5 is the right quality for economical, low-grammage packaging solutions.

Whether as mono-packaging or in combination with other materials, the appeal of the paper is always key. This lends character to the different compositions and makes packaging an experience in itself.

PackPro 3.5 –  
for better packaging solutions



*Less weight is impossible.....  
Just 40 grams per square meter  
is the weight of this new member  
of the PackPro Family.*

## Sensuous, balanced and climatically stable

# NiklaSelect S – the paper you can rely on

**Only materials that meet the strictest inspection criteria for odour and taste are used.**

Retailing sophisticated foods and delicacies always requires alluring packaging that keeps its promise. Fulfilment requires care throughout the production chain, which includes packaging.

NiklaSelect has been one long success story.

This multi-functional paper has been put to the test in countless

labelling and flexible packaging applications. The surface of the paper is perfectly suited to the exacting demands of printing.

Its odour and taint neutrality is particularly prized in contact with food; this compliance is strictly monitored in regular test print runs by an expert testing group.

Outstanding flatness makes NiklaSelect »S« the ideal label paper for labelling in a climate with a relative humidity of 30 – 80 %. It boasts a contemporary and func-

tional design, combined with proven performance. A partner you can rely on.



## comment

### NiklaSelect S

is available in 80, 90 and 100 gsm It complies with BfR Recommendation XXXVI, 94/62/EC – heavy metals directive, and EN 13432 – composting and biodegradation. NiklaSelect S guarantees odour and taste neutrality as per sensory analyse EN 1230 - 1 and DIN 10955.

## qualityaustria Forum

# Prime accolade for Brigl & Bergmeister ...

... for over 20 years' dedication to ISO 9001 certification, presented at the 17th qualityaustria forum entitled "Lifelong learning in enterprises". B&B was one of the first companies in Austria to achieve this quality standard, when it was awarded certificate number 6 (!) in 1991.

Quality Austria organized the qualityaustria forum at the Salzburg Congress on 17 March. More than 700 guests accepted the invitation to the quality event, which this year was devoted to the topic of "Lifelong Learning". Experts discussed central questions ranging from the audit as the basis for assessment, to process management, and learning in networks. Konrad Scheiber, CEO of Quality Austria (Quality Austria Trainings-, Zertifizierungs- und Begutachtungs GmbH), gave the opening address including a review of how the audit had developed over the years, explaining the role of the audit as a learning instrument for organisations.

### Five awards for two decades dedicated to ISO 9001

The ISO standard celebrated its 20th anniversary in 2007. More than 1 million organisations worldwide have since been certified with this "Mother of all standards". Some other leading Aus-

trian companies also celebrated their ISO 9001 20th anniversary this year. Quality Austria took this opportunity to present the qualityaustria award to Austrian quality pioneers. They included the integrated lighting solutions supplier Zumtobel located in Vorarlberg, the manufacturer of flexible labels and packaging units, Brigl & Bergmeister, the Electronic Enginee-

ring & Manufacturing specialist Becom, the printed circuit board expert Häusermann, and Tyco Electronics, the manufacturer of electronic connectors, network systems, underwater telecommunications systems and wireless systems. Konrad Scheiber comments, "These ISO pioneers have consistently been setting a good example for many years, demonstrating how to achieve long-term success in the market by systematic improvement. The most exacting demands in terms of innovation and quality are their top priority. Our customers succeed with quality."



**From left to right: Dr. Berndt-Thomas Krafft (Machinery & Metalware Industry Organisation, Vice President of the Austrian Quality Assurance Association), Dr. Christian Schweiger (President of the Austrian Quality Assurance Association), Friedrich Tschoggel (Marketing Manager at Brigl & Bergmeister), Thomas Steiner (Management Coordinator at Brigl & Bergmeister), Konrad Scheiber (CEO Quality Austria), DI Axel Dick (Marketing Quality Austria)**

## comment



### A healthy financial base – that is also sustainability

Dun & Bradstreet (D&B), the world's leading provider of business information, confirms that Brigl & Bergmeister is one of Austria's top companies.

The D&B rating is made up of the D&B capital indicator and the D&B risk indicator, describing both an enterprise's financial strength and the likelihood of default. The D&B capital indicator is based on the equity capital from the current balance sheet, whereas the D&B risk indicator reflects the default risk associated with the enterprise.

### B&B was assessed with a D&B rating of 4A 1.

This rating implies equity capital of between 25 and 50 million euros, very good credit standing, and minimal risk of default, ranking it in the lowest risk category.

B&B is right to be proud of this distinction, and will make every effort to maintain this rating in future.



sustainable  
business  
perspectives

B&B  
LABELS AND FLEXPACK  
PRINZINGEN GROUP

12-14 October, Bad Hofgastein

## The labels industry is meeting in Austria

Leading academics and practitioners will be giving presentations and leading discussions on where the next economic boost for the industry will come from. The Label Conference is now being held for the 9th time, and has become a forum where label manufacturers meet label users from the whole spectrum of the FMCG (fast moving consumer goods) business and label industry suppliers.

Some resources will by then no longer be available.  
(Source Agenda 2050)

### Changed forms of behaviour and the impact on labels and packaging .....

Labels are closely associated with longings and aspirations that constantly require new answers. The 9th Label Conference is dedicated to exploring these emerging market trends.

Numerous distinguished speakers have already been recruited for the conference.

To register for the conference, for travel information, and a selection of hotels and other related information, visit our web site:

[www.brigl-bergmeister.com](http://www.brigl-bergmeister.com)

The conference is to be held in both German and English, with simultaneous interpreting provided.

Do not delay registration – it is easy to register electronically.

### comment

Some of the subjects to be considered are:

**A look ahead – the big new markets of the 21st century.**  
(Prof. Leo Nefiodow),

**Sustainable corporate culture – service makes the difference** (Sabine Hübner)

**Prospects for beverages packaging in a changing world** (Kevin Baker)

**Label design – the next decade** (Rowland Heming)

**Success factors & technical trends in postpress wet adhesive label production**  
(G. Bächtold / Blumer)

**Environmental aspects of label adhesives**  
(v.Damme – CPH)

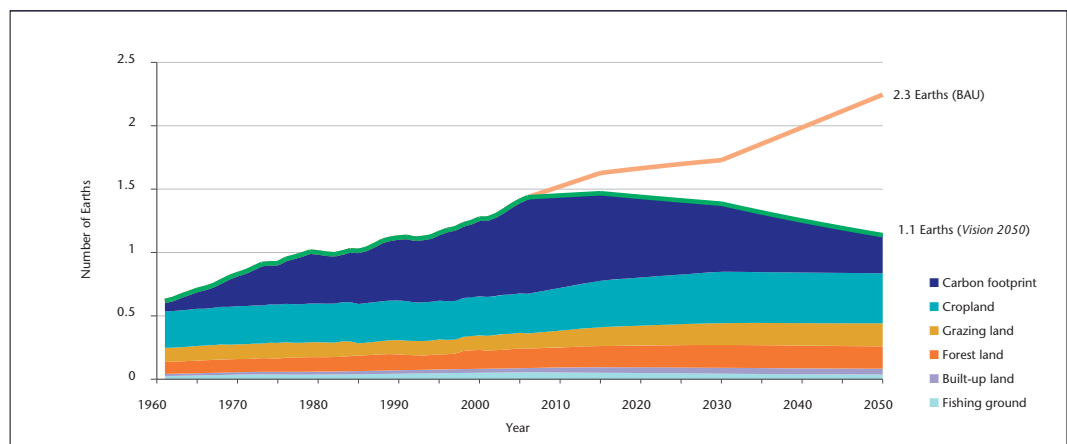
**Sustainable use of punching dies – reduces maintenance costs** (A.Schuhmacher/ Stamfag)

and many more ...

The complete programme will be sent out in May, together with the invitation to register.

### Business as usual?

The diagram below shows how important the issue of sustainability is. We all have to adapt our behaviour to the resources available. Projections indicate that by the year 2050 there will be 9 billion people living in increasingly large cities!



Source: Global Footprint Network and WBCSD Vision 2050, 2010