

Not just a pretty face

Environmentally friendliness, shelf impact, printing results and high performance are all important considerations for labelling companies such as **Brigl & Bergmeister**, **CCL Label** and **Stora Enso**. Medina Bailey reports on their latest solutions.

What goes around comes around

Drinks bottles for water and soft drinks are increasingly sporting labels that go round the entire cylindrical body of the bottle. This means that manufacturers are opting for cut and-stack or directly reel-fed wraparound labels, which offer more space for brand communication and product information. Labelling firm **Brigl & Bergmeister** (B&B) has extended its label range for these applications by adding two more label papers to its NiklaPET 80 gr product range.

NiklaPET Web 65 gr

Designed for: Reel-fed labelling
Benefits: Users can perceptibly reduce packaging material by using this paper as it offers a weight reduction of around 20% in comparison with other label papers. The material is also fully recyclable after use and biologically degradable in just a few weeks. The most important factor for drinks manufacturers, however, is that consumers

will respond well to this label material as it is an effective brand communicator.

NiklaPET Rec 80 gr

Designed for: Cut-and stack and reel-fed labelling

Benefits: This label's fibre composition follows the trend for using recycling fibres as closely as possible, provided the criteria is technically compatible. The material is made up of one third post consumer recycling fibres, one third production waste fibres and one third PEFC certified cellulose. It offers a graded wet strength that is both technically and ecologically viable and manages to convey the brand image of the drink at the point of sale and point of use.

These two new papers now fill the gap in B&B's label range for PET wraparound labelling. For years, NiklaPET 80 gr has been the label paper provided for this application. This product has



proved successful for cut-and-stack wraparound labelling, particularly with large PET bottles. The market for separate labelling technology, ie reel-fed labelling, has developed to such an extent that it is now large enough to warrant an even more economical version, hence the clear weight reduction.

The firm claims that it also took into account the changing values in society

and the penchant for an ecofriendly lifestyle; in line with approximately 30% of all LOHAS (Lifestyles of Health and Sustainability) consumers being guided by this trend when it comes to making purchasing decisions. NiklaPET Rec is aimed specifically at this type of market segment, with 'Rec' standing for recycling.

The label papers range, including the new NiklaPet Web and NiklaPet Rec, aim to assist each stage of the ecological cycle, from processing to use and recycling to the end, that is, right up to end of the life of the product. The NiklaPet line for PET bottles meets the demand of being biologically degradable in just a few weeks.

According to B&B's Head of Marketing, F Tschoggli: "The cradle-to-cradle principle goes far beyond the capabilities of life cycle assessments, balancing performance in advance. We've learnt this principle from nature." ■

