

Press Release

Innovation and attention to detail: Weidenhammer packaging at FachPack 2012

Hockenheim/Nuremberg, Germany, 24 August 2012 – The [Weidenhammer Packaging Group \(WPG\)](#), a leading supplier of rigid, attractively labelled packaging for consumer goods in Europe, is presenting its portfolio of [composite cans](#) and [plastic containers](#) at [FachPack 2012](#) on 25-27 September (Hall 5, Stand 345). The company's focus at the trade show in Nuremberg is on solutions with added value, including composite cans with hinged lids and Peel-off Top closures. The family-owned medium-size enterprise is also presenting plastic packaging with In-Mould Labelling (IML) that stands out at the point of sale with its attractive design. Weidenhammer packaging comes in a wide variety of shapes, designs and materials. All packaging solutions stand out on the market, have high-quality labelling, and offer maximum convenience for the consumer.

FachPack is a regular event in the trade show schedule for the packaging experts from Hockenheim. This year the Weidenhammer Group is presenting a selection from their packaging portfolio. "FachPack is an opportunity to meet existing and potential customers and business partners, and to introduce our packaging concepts in person", says Weidenhammer Packaging Group CEO Ralf Weidenhammer. "We show them how they can rely on our support to better package and market their products."

Composite cans with added value

One focus of this year's trade show programme is on gastight composite packaging for food – especially snacks and milk powder. For the first time, Ültje, the German market leader in the peanut and nut specialities segment, is introducing a nut product to the market in a Weidenhammer composite can, the "XXL Siegerdose" ("Winning XXL Can"). This is made possible by the new Peel-off Top closure, which is exceptionally gastight and ensures

product freshness. The closure is like a normal metal can closure, so the consumer does not have to learn to use it. "The composite can with Peel-off Top provides excellent protection and maximum convenience. It is tailored to product requirements and consumer needs," says Rolf Regelmann, executive in charge of sales at WPG.

The composite can for the chocolate milk powder "goodycac", a major German retail chain's brand, promises maximum convenience. The newly developed hinged lid is secured to the body of the can. It can be opened with one hand, and closed again without the closure separating from the can. Compared to refillable bag packs, this new packaging solution clearly enhances the product. The hinged lid makes it better than the can used for competing products.

Weidenhammer is also presenting other eye-catching can formats at FachPack. The elegant oval-shaped composite can, for example, stands out at the point of sale. Its large surface area offers plenty of space for product presentation and marketing messages.

Sophisticated form and design

Weidenhammer Plastic Packaging (WPP), the Weidenhammer plastics division, specializes in very detailed images on a small area. The In-Mould Labelling process produces plastic trays in a wealth of shape and design options. For example, Goldsteig Bambini Mozzarella balls are now available in supermarkets in high quality Weidenhammer plastic cups. Appetizing design is paired with an exceptional package shape only offered by Weidenhammer. The cup has a soft, round underside with a pleasing feel for the consumer. "Thanks to our experience and expertise with the In-Mould Labelling process, we can create unique market solutions," says WPP Sales Manager Andreas Rothschink.

The sausage and meat specialist Metten is also a satisfied customer. Since February, Metten sells their "Leckeren Landwurstchen" ("Tasty Country Sausage") in a Weidenhammer PermaSafe package. The special plastic barrier packaging is virtually tightness to oxygen and water vapour. Its

shape resembles a standard metal can, and a transparent window gives the consumer a clear view of the product content. The solution optimizes product marketing, because there are more placement options in the supermarket, and at the same time reduces energy consumption. The merchandise – although packaged in plastic – does not need to be stored in the refrigerated section, but can be presented on the processed foods shelves alongside metal and glass packaging.

The Weidenhammer Packaging Group is presenting its portfolio at FachPack 2012 in Hall 5, Stand 345.

Caption: At this year's FachPack, the Weidenhammer Packaging Group is presenting its portfolio of composite cans and plastic containers.

About the Weidenhammer Packaging Group

With 12 production sites, over 1,000 employees and projected annual sales of €235 million in 2012, the [Weidenhammer Packaging Group](#) is one of the world's two leading suppliers of [composite cans](#), [composite drums](#) and rigid [plastic containers](#). Founded in Hockenheim, Germany in 1955, the family-owned enterprise has evolved over the last 55 years to become a market and technology leader in its segment. Weidenhammer customers include international brand product manufacturers Nestlé, Unilever, Kellogg, Procter & Gamble, Rügenwalder Mühle, Imperial Tobacco and BAT. Further information is available on the Internet: www.weidenhammer.de.

Media contact

Communication Harmonists

Johannes Dürr

Poststraße 48, 69115 Heidelberg, Germany

Tel. +49 (0) 6221 905 74 20

Fax +49 (0) 6221 905 74 11

wh@commha.de

www.commha.de