



High Q Packaging

Edelmann

Press Release

Edelmann at Interpack 2011 – Hall 11 / A14/A18:

Increased Value with Systems

Heidenheim, 25 March 2011. Integrated system solutions and counterfeit protection & security are the central topics of interest in addition to custom-made individuality and sustainability for Health and Beauty Care, which the Edelmann Group will be presenting at interpack 2011 in Duesseldorf. The leading supplier of high-quality folding cartons and leaflets as well as innovative system solutions makes development the focal point in order to meet the current market demands of its core segments. Also for the first time: Solutions of Edelmann's youngest locations Wepack (Leverkusen) and Lindauer Druckerei Eschbaumer (Lindau), which both specialize in the production of package inserts, leaflets and outserts.

The current hot topic both for the Health Care and Beauty Care markets are integrated system solutions. System solutions are considered a substantial innovation that allow trademark owners and pharmacists to master today's challenges. Against the backdrop of increasing legal requirements for greater readability of package inserts, the demand for innovations in machine-usable and manageable package inserts, leaflets and outserts is increasing. This is why Edelmann has been consistently developing this field in recent years. In all, the Group today has three locations - Wepack in Leverkusen, Lindauer Druckerei at

Lake Constance and Edelman Poland in Pruszkow near Warsaw. Their focus is on developing and implementing system solutions with pre-folded and end-folded enclosures as well as inserts, outserts and booklets. Current examples that Edelman wants to show at interpack include leaflets with inserted PE gloves. This system solution that Edelman is currently manufacturing for hair colouration is also possible for other applications - for example applying ointments. Manufacturers from both segments, Beauty Care and Health Care, can generate a clear convenience increase in value for their target groups with these types of system solutions. Moreover, important production progress on the packaging lines can be achieved with these system solutions.

Edelman will also present its competence in printing and finishing, with which the Group implements tailor-made solutions for large runs and success at the POS. Edelman guarantees high recognition value for example for the new men's fragrance from Lacoste, Lacoste L.12.12. Named after the Polo shirt classic, the carton embodies everything that constitutes the crocodile-embossed shirt style both optically and haptically: the minimalist design features a strong colour and the piquet structure of the famous shirts right on the board.

The EU regulation adopted in February regarding counterfeit drugs increases patient protection. At interpack, Edelman will present a set of solutions that manufacturers can use to meet these coming requirements. In particular at the Wuppertal location (in Germany), in close interaction with customers, Edelman regularly develops security features that ensure counterfeit protection as well as traceability of individual drug packaging. These include peak seals, data matrix codings, microprinting, print format and lacquer effects exactly the same as the original fastenings, like for example CElock.

As the fourth focal point, Edelman will show its strength in the hot-button topic of sustainability. For the Heidenheim company, the issues of saving on materials and

conserving resources are central. The Group is currently proving itself up-to-date with a monomaterial solution for a biocosmetics line by Charlotte Meentzen. The cartons are made exclusively of board and show that they can also manage with a subtle, but targeted use of varnish effects and still get the product message across: Pure nature!

Text and photos available for download at: www.faktum-redaktion.de

About the Edelman Group

The family-owned Edelman Group is a leading producer of premium and pharmaceutical innovative packaging solutions for folding cartons. At twelve locations in Germany (Carl Edelman, Artur Theis, Braun Pharmadruck, Lindauer Druckerei Eschbaumer, Wesche, and Wepack), France (Edelman France- La SPIC), Poland (Edelman Poland), Hungary (Zalai Nyomda), Mexico (Edelman Mexico), and China (Edelman Beijing), the company develops and produces folding cartons, leaflets and system solutions for the health care and beauty market. In 2010, 1,500 employees are expected to generate a turnover of 188 million euros. The Edelman Group achieved over 40 per cent of turnover at its international locations. The company produced 4.2 billion folding cartons and leaflets worldwide.

Captions:



System solutions in demand: For Beauty Care and Health Care products, they offer convenience increase in value for users and patients, as for example from Edelman produced leaflets with inserted PE gloves.



Image transfer with brand-specific package design: Edelman captures the typical optics and haptics of Lacoste Polo shirts with a full surface structural embossing on the board.



Protecting resources and saving on materials: With 100 per cent board, and subtle, but targeted use of varnish effects, Edelmann packaging delivers the message of the Charlotte Meentzen biocosmetics line with impact – pure nature!

For further information:

Media contact:
FAKTUM GmbH
Christiane Hilsmann
Friedrich-Ebert-Anlage 27
D-69117 Heidelberg
Phone +49 62 21 – 45 89-10
E-mail: ch.hilsmann@faktum-kommunikation.de www.faktum-kommunikation.de

Corporate contact:
Carl Edelmann GmbH
Corporate Communications – Petra Lange
Steinheimer Str. 45
D-89518 Heidenheim
Phone +49 73 21 – 34 0407, Fax +49 73 21 - 34 0359
E-mail: pressestelle@edelmann.de www.edelmann.de