

# Press release

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## **RATHGEBER at Aluminium 2016 in Düsseldorf:**

### **The surface makes the difference**

### **As RATHGEBER will show at Aluminium 2016, there are many more material options available than gloss or matt**

**The possibilities for creatively finishing aluminum surfaces are now more varied than ever. At the Aluminium 2016 World Trade Fair, taking place in Düsseldorf, Germany between 29 November and 1 December 2016, RATHGEBER will be demonstrating how logos, emblems and trims can make products truly eye-catching.**

Munich-Oberhaching/Düsseldorf, November 14<sup>th</sup>, 2016 - RATHGEBER, the Bavarian labelling specialist will be drawing the attention of visitors to Stand 12E23 to the wide variety of options available for surface finishing. Brushed and sanded structures of all kinds create a vibrant appearance, whether they are used across the full surface or only on selected areas. Moreover, multi-level embossing produces interesting 3D effects. Techniques such as screen printing, microprint, digital and anodization printing add colour to the overall picture. Combinations of materials are also possible. RATHGEBER, for example, can bond FINOCHROM© and CHROMOTION© to the aluminium backing. Furthermore, diamond cutting as well as machined or deeply drawn edges provide flexible ways of implementing decorative surfaces and freestanding forms.

"We are experienced partners for highly customised solutions," explains RATHGEBER's CEO Andreas Schrägle. "At our Mindelheim production facility, we maintain state-of-the-art technologies and even produce our own tooling as required. Our

network of consultants helps customers to make the right choice from the wide range of options available.”

### **Eye-catching devices: logos, mouldings and fronts**

3D logos and emblems in aluminium provide just the right finishing touch for products and packaging. They emphasise the value of the brand, while giving it emotional expression and making the item concerned stand out from the competition in terms of both appearance and feel. RATHGEBER's creative solutions, however, work not just at the detailed level but also for larger surfaces. For example, decorative aluminium panels, finished as required, can be refined further by the client as front panels for speakers, furniture or white goods. Similarly, specially finished sheets, panels and strips can add high-quality accents both for transport containers and sporting equipment and in the automotive and mechanical engineering sectors.

### **mylabel.one – one-off labelling at the click of a mouse**

With its new digital solution mylabel.one, RATHGEBER now also offers customers the option of ordering limited-edition, personalised aluminium labels online. “In the digital age, mass customisation is possible at surprisingly low cost,” says Andreas Schräggle. “Our mylabel.one solution can easily be incorporated into online shops as a way of building customer loyalty, for instance in the context of special-edition or other marketing campaigns.”

### **About RATHGEBER**

For three generations now, RATHGEBER – a family-owned business based in Bavaria, Southern Germany and employing approximately 280 people – has been developing a variety of promotional and technical labelling solutions for branded products. These include household and sporting goods, furniture and speakers as well as musical instruments and luxury products. Across Europe, around 23,000 customers rely on the expertise of the SME, which has its headquarters at Oberhaching near Munich and operates production facilities in both Southern Germany and the Czech Republic.

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The company, which proactively supports women in the workplace, ensures that its manufacturing processes are carbon-natural. In its online Signature magazine, RATHGEBER publishes interesting stories affecting its customers and employees.

**RATHGEBER at Aluminium 2016:** Stand 12E23

**Photo download:**

**<https://www.RATHGEBER.eu/de/presseinfo.html>**

**Press contact:**

RATHGEBER GmbH & Co. KG  
Ingo Held  
Kolpingring 3  
82041 Oberhaching  
Telephone: +49-(0)89-61 30 07-29  
E-mail: [info@rathgeber.eu](mailto:info@rathgeber.eu)

**[www.rathgeber.eu](http://www.rathgeber.eu)**

**[www.mylabel.one](http://www.mylabel.one)**

**[signature.rathgeber.eu](http://signature.rathgeber.eu)**