

Werit gets the message across

For several years Werit Kunststoffwerke of Altenkirchen, Germany, has been offering its customers an 'advertising zone' called IMAGEline on the plastic bottles of its intermediate bulk containers. This is facilitated by the open design of the outer metal frame of Werit's composite IBCs. In recent months this service has been further developed and there is now a choice of three IMAGEline variants: Label IBC, Print IBC and Colour IBC.

The first of these is available in two sizes and offers the possibility of an imprint in up to four colours, together with company logo and/or other motif. The print variant allows a direct, permanent, single-colour imprint in a choice of black, blue, red, yellow or white. Those choosing the third variant, Colour IBC, can have the entire IBC bottle presented in their own unmistakable choice of colour as a means of promoting brand awareness. Werit is currently working on the possibility of providing complete over-printing of the container bottle with 3-D, multi-colour photo printing on the entire bottle surface. www.werit.eu



As part of its IMAGEline service, Werit is now offering the availability of advertising on its IBCs in three variants: Label IBC, Print IBC and Colour IBC