

# Looking Closer Pays Off: The TEKU® AddedValues for **Printing and Labelling.**



Verena Rath:

# “Individual!”

Her grandparents nursery originated by change from their own vegetable garden. It has now grown to 30,000 square meters and produces for the wholesale trade. Verena Rath joined the company in 2007 with the long-term goal of leading the family business into the third generation. Gärtnerei Rath fully meets the supply demand of several markets, even during the main season, and at the same time it works with its customers in a very individual way. The company is distinguished by the high quality of the two million plants per year and the necessary determination for the development of new mixed plantations.

Learn how Verena Rath enjoys picking the plants for despatch, why distinctive pots are so important in her market and also why the Bavarian family business has worked hand in hand with Pöppelmann TEKU® for almost 25 years. – take a look at the full interview.

The complete interview at [www.in-one-word.com](http://www.in-one-word.com)



**Verena Rath**  
Gartenbau Rath  
Blumenkulturen  
in Moosinning  
(Bavaria)



## TEKU® FLEX+

With the new and unique printing process, TEKU® brings you a different level of self-marketing and guarantees your printed plant pots a brilliant impression. Makes every plant pot a real eye-catcher.

- Flexible print runs
- Intensive colour saturation
- Photo printing on every pot colour
- Finished with special coating
- Almost unlimited range of colours (CMYK standard)



## Offset printing process

TEKU® pots and containers with an expressive printing promote the sale of your plants. They are not only advertising medium for company names, brand marks or consumer information but satisfy all requirements of modern inventory management systems with regard to EAN coding.

- Monochrome printing
- Multicolour printing with spot colours
- Photo printing on white pots
- Action printing



## Labelling

Labels on TEKU® pots and containers are permanently fixed and perfectly readable. Even in humid conditions or under the influence of the weather.

- Securely attached labels
- Perfect readability of the EAN codes

# More Advantages for you all round: Benefit from **TEKU® AddedValues** every day with Printing and Labelling.

**“Printing is just printing?” Not with Pöppelmann TEKU®: discover TEKU® AddedValues.**

Fast service and high quality printing – the small details are often what makes a big difference. In other words: precision work. This is a decisive factor for the quality of

printing on a plant pot. And it's the decisive factor for something else: your success.

How TEKU® AddedValues benefit you: **Excellent Branding** – Plants in printed pots increase the attention in the final sale.

**Effective sustainability** – management of environmentally-friendly materials.

Look even more carefully and discover the details of the TEKU® AddedValues.



## Excellent Branding.



### Strong brands

Professional design of printed plant pots supports the long-term recognition of strong brands.



### Simple processing

All from one source: our all-round service guarantees a quick and simple realisation of your design preferences. Individual advice for individual solutions: +49 4442 982-321.



## Effective Sustainability.



### Recyclable

Even when printed and labelled, TEKU® pots and containers can be recycled as usual.



### Non-harmful inks

TEKU® pots and containers are only printed with non-harmful inks.

# Pöppelmann TEKU® – a strong and reliable partner.



Plant 1, Germany: Pöppelmann GmbH & Co. KG, Kunststoffwerk-Werkzeugbau, Lohne.

Since 1949 the family-owned company of Pöppelmann, with its five production sites and 550 injection moulding machines, thermoforming lines and extruders, has grown into a leading manufacturer in the plastics processing industry. In more than 90 countries people value the quality we offer, "made by Pöppelmann".

**Our success is down to our team of over 1,700 highly-qualified employees.**

The Pöppelmann TEKU® brand is not only the leading product range. Customers worldwide also rely on our first-class service and comprehensive customer care. Not least because, with our excellent delivery service, Pöppelmann TEKU® is always a reliable partner.



Even in the heat of the season TEKU® customers can rely on us to deliver.

Your TEKU® distributor: