

## **PRESS RELEASE**

### **Innovative bottle packaging for the “Beer Chess” party game**

**Norheim, 31.07.2019: Thimm produces bottle packaging designed as chess pieces and wins an international competition. Combined with a chess board made from corrugated cardboard, 32 bottle packaging designs create the popular party game “Beer Chess”. The original promotional campaign for the drinks sector won over the expert jury of the Czech Packaging Prize Obal roku in the category “POP & POS Displays” category.**

The gift packaging has been designed so the chess figures are pulled over the bottles as covers, where they lock with crown caps which means they can be used with glass bottles of all sizes. Thimm has produced the corrugated cardboard packing in E-flute and printed it using digital printing. This is how an individual design has been created for each specific chess piece. A chessboard made from a corrugated cardboard die-cut complements the 32 bottle packaging designs. Both consist 100 percent of corrugated cardboard and are therefore a sustainable solution for promotional campaigns in the drinks sector.

The annual Czech Packaging Prize Obal roku awards innovative packaging and displays with the title “Packaging of the Year”. This year the expert jury decided on the winners from 13 categories. Thimm entered the beer chess packaging into the competition in the “POP & POS Displays” category and prevailed as the winner. The awards ceremony will be held on 24 October 2019 in Prague.

### **About Thimm**

Thimm Group is the leading solutions provider for the packaging and distribution of goods. Its portfolio includes corrugated cardboard transportation and sales packaging, high-quality promotional displays, packaging systems combining a range of materials and print products for further industrial processing. The company’s product offerings are further enhanced by a wide range of associated packaging services covering the entire supply chain. Its customers include prestigious branded product groups from across all sectors. Founded in 1949, the family-owned business has more than 3,200 employees at 19 sites in Germany, Czech Republic, Romania, Poland and Mexico and generates annual revenues of around 645 million euros.

Press Contact:

*Nicole Gloth, Brand and Corporate Communications*

*THIMM Group GmbH + Co. KG, Tel.: +49 5551 703 423, Email: [nicole.gloth@thimm.de](mailto:nicole.gloth@thimm.de)*

*Michael Weber, Head of Corporate Marketing Thimm Group*

*THIMM Group GmbH + Co. KG, Tel.: +49 5551 703 891, Email: [michael.weber@thimm.de](mailto:michael.weber@thimm.de)*