

# NELTEC, WoW PRINTEC and PERFOTEC

Make your tea bag talk...



**G L A T F E L T E R**  
*Beyond Paper*

## Branding technologies for your filter paper:

- Individualising your brand through a Premium look
- Developing and sustaining brand awareness
- Generating the finest impression
- Separating your brand from competition
- Protecting your brand from counterfeit

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Food & Beverage

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Leave a lasting impression with Glatfelter branding technologies for beverage filtration papers.



### Benefits of filter paper branding:

- Generates a recognition effect
- Creates a surprise for your customers
- Establishes awareness for specific promotion
- Produces a unique and special tea bag feeling through the increased aesthetic appeal of the tea bag
- Enables seasonal branding
- Refines your target group
- Differentiates your product
- Creates a warm company-customer connection between you and your client through your brand

	Technology	Paper Type	Color	Process Steps	Volume Requirement	Unique Selling Points
<b>NELTEC</b>	Hot Embossing	HS	No	2 (offline)	Large Volumes	Complex patterns and logos, visible on dry filter paper
<b>PRINTEC</b>	Flexo Print	NHS/HS	Yes	2 (offline)	Minimum Volumes	Unique Wet Reveal Effect, options for promotion, pictures, patterns, highest flexibility
<b>PERFOTEC</b>	Water Jet	NHS/HS	No	1 (online)	Medium Volumes	Paper perforation for logos and patterns

All Glatfelter tea and coffee filter papers comply with the requirements for hot filtration paper of European Union, FDA and German LFGB regulations.