



BEVERAGE COASTERS

THE MOST VALUABLE ADVERTISING SPACE IN THE WORLD





MORE ABOUT THE MOST VALUABLE ADVERTISING SPACE IN THE WORLD

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KATZ site in Weisenbach, in the Murg valley.

FIRST-CLASS BEVERAGE COASTERS SINCE 1716

KATZ was founded in 1719 in the heart of the Black Forest. The first automated production line for beverage coasters was constructed in 1903. Our experience has enabled us to evolve into a world-leading company in the field of beverage coasters, and we have been proudly serving our customers around the globe for more than 100 years. Our beverage coasters combine quality and tradition.

Indeed, tradition is an integral part of our identity. In a world that is in constant flux, we are proud to say we have held onto the values and practices that allow us to create our high-quality products over the generations.

Since 2009, KATZ has been part of the Koehler Group, a family firm now in the hands of the eighth generation that specializes in the production of specialty paper and the generation of renewable energy.



The sustainable raw material used in beverage coasters: thinnings sourced from the local area.

MADE OF NATURAL MATERIALS

KATZ beverage coasters can be recycled multiple times. Once a beverage coaster has entered the paper recycling loop it can be recycled up to seven times for use as a premium material – such as folding box-board for pharmaceuticals – before it is downgraded for use in bathroom tissue, for example.

MADE IN THE BLACK FOREST: QUALITY AND SUSTAINABILITY HAND IN HAND

Sustainable value creation and the welfare of humans, the environment, and society are at the heart of our production process.

We exclusively use wood from certified sources in the region to produce our beverage coasters. The wood used is small-diameter wood (primarily spruce), also known as thinnings. This is a by-product of forest management and of the primary application of this wood, for example as construction material. It is stripped before being turned into pulp.

This is used to make wood pulp board that we then turn into printed, cut, and packaged beverage coasters and ship to our customers across the world.

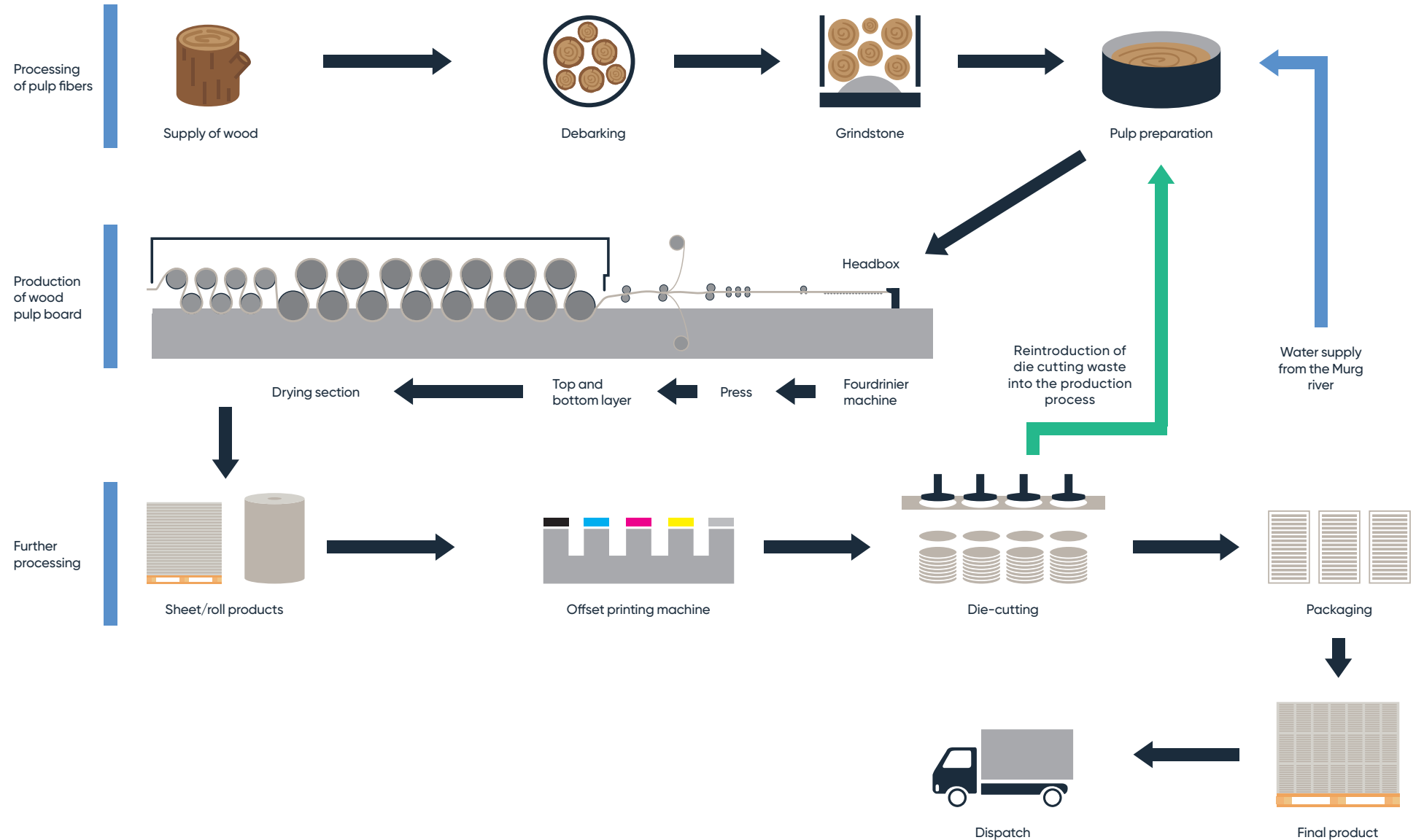
Wood pulp board combines quality and sustainability, thus boasting the perfect properties for use in beverage coasters.

The board machine at our site in Weisenbach has been producing high-quality wood pulp board since 1960.

FROM WOOD TO THE FINISHED BEVERAGE COASTER: THE PRODUCTION PROCESS

Our production process is environmentally friendly and sustainable:

- We use indigenous wood from sustainable forestry within a radius of 250 km and water from the Murg river to make our products.
- Our closed water system allows us to conserve resources, saving 2 billion liters of water each year compared to paper and card factories without a closed water system.
- Our hydro generators and heat recovery system allow us to generate up to 42% of the energy needed for our production process, which corresponds to the annual power consumption of around 1,620 homes.
- We also use inks made with vegetable oils in our offset printing process, meaning they are free of mineral oils.
- In addition, any offcuts from die-cutting are fed into the materials processing cycle so that they remain within the production process.



THE MOST VALUABLE ADVERTISING SPACE IN THE WORLD

From a traditional letterpress beer mat to the most valuable advertising space. With a large selection of shapes, designs, and finishing options for customers to choose from, beverage coasters are a highly effective and beneficial marketing tool.

Beverage coasters are effective directly at the point of consumption, allowing consumers to enter into contact with brands while relaxing and having a drink with friends.

They offer an ideal interaction with consumers and enable brand exposure over a longer period, and are also a key sustainable and functional component of the brand's POS portfolio.

Beverage coasters have allowed our 470 customers in 80 countries to gain widespread brand recognition across the world.

"The beer mat and the atmosphere simply have to align."

"Beer mats – an advertising tool for a casual atmosphere. It doesn't get better than that."

"It's an interesting subject. [...] We also use different beer mats for beer and soft drinks."

"Beer mats are just part of that. They're as much of a tradition now as they always have been."

"I love it when you get a beer mat that matches the beer you're drinking."

"Beer mats are great – they mean that my waiters don't have to wipe the table after every customer."

In restaurants, beverage coasters are not only a practical tool but also a valuable advertising space.



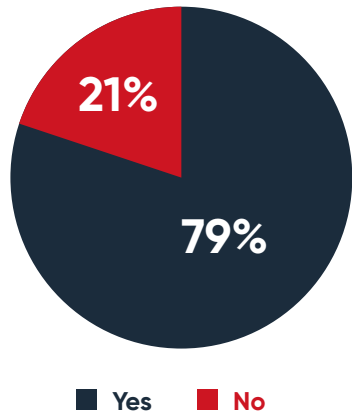
USE

Restaurateurs and Customers



FUTURE USE

Restaurateurs



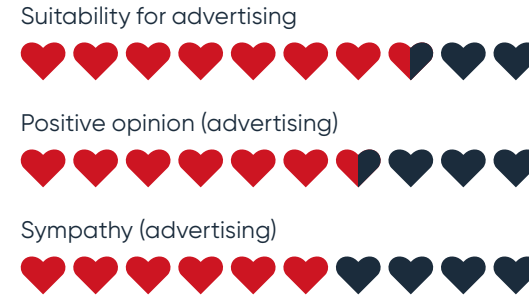
USE OF BEVERAGE COASTERS

Both restaurateurs and their guests regard beverage coasters as a functional item, which they use to shield their drink from insects or to stop the table from getting wet, for example. Guests use them out of pure habit, and enjoy their fun, playful side.

For restaurateurs, it is also a matter of tradition.

OPINION OF

Customers



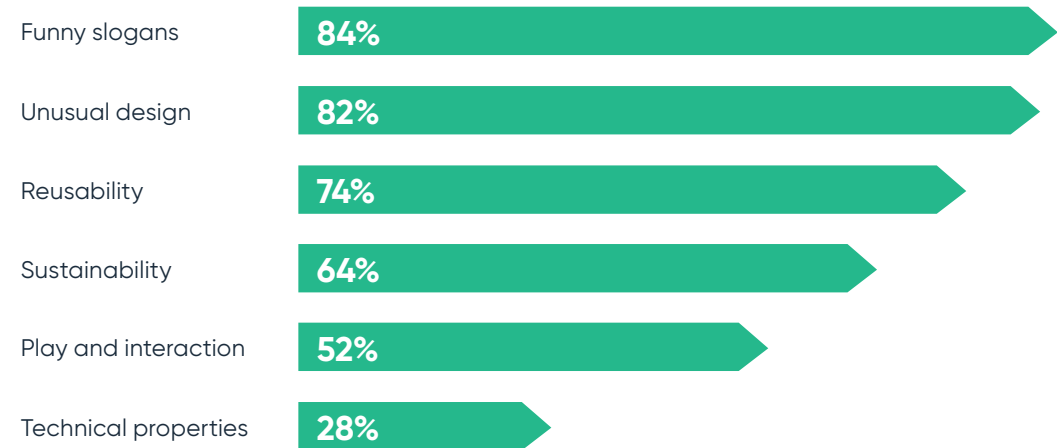
OPINION OF

Restaurateurs



PERCEPTION & MEMORY

Customers





A WELL-ROUNDED TOOL: BRAND AWARENESS AT THE POINT OF CONSUMPTION

We know how important it is to solidify your brand in customers' minds. That is why we offer the key to making a lasting impression: a custom beverage coaster!

In addition to the obvious product properties and benefits, beverage coasters allow you to expand brand awareness using all the senses. Consumers interact with the beverage coaster, pick it up and fiddle with it, thus increasing brand awareness through the tactile sensory experience.

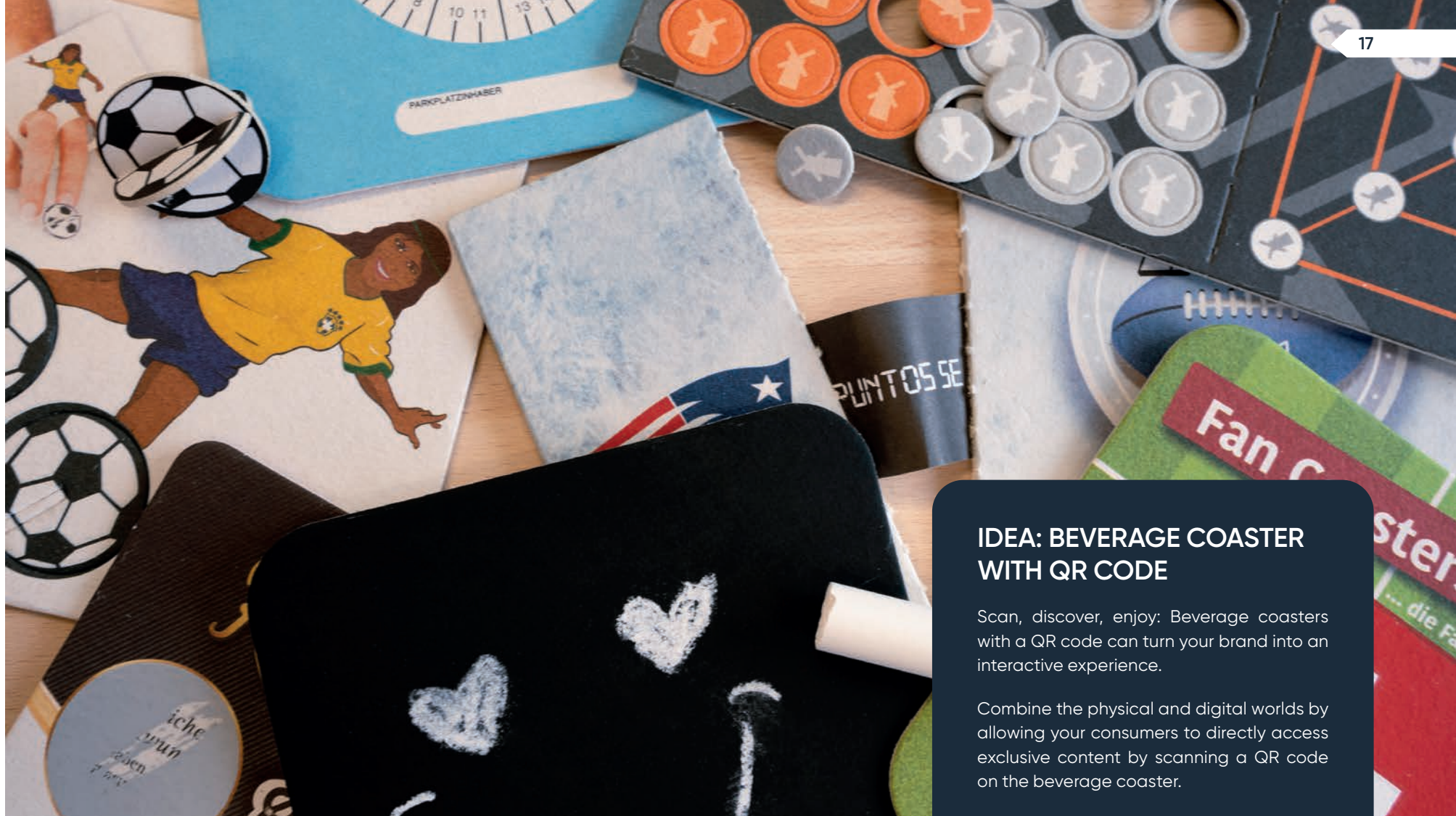
Whether it's in a bar, a pub, a restaurant, or a beer garden – wherever customers go to have a drink – beverage coasters are key to brand awareness, making them an irreplaceable feature of your brand experience.

Beverage coasters are a tool for offering customers a brand experience that appeals to all of their senses.

FURTHER APPLICATIONS IN BRAND COMMUNICATION

Beverage coasters are more than just a practical consumable. They can promote creativity, provide entertainment, and encourage interaction.

- **Play and entertainment:** Beverage coasters can be used as game boards or for card games, but can also feature entertainment in the form of puzzles and quizzes. Customers always enjoy these fun extras.
- **Communication:** Beverage coasters with notes, quotations, funny slogans, or messages can be a subtle way of connecting with others or disseminating messages.
- **Competitions:** With the addition of a scratch-off panel as a finishing option, beverage coasters can be used as a direct communication tool, allowing you to generate leads and expand your reach.
- **Collector's items:** Whether they feature artistic patterns, seasonal motifs, or limited edition designs, unique beverage coasters can inspire customers to start a collection.
- **Decoration:** Beverage coasters can serve as decorative elements for tables or walls. In combination with other items they can help create a unique look in any room.



Beverage coasters are more than meets the eye: They promote interaction, creativity and provide entertainment.

IDEA: BEVERAGE COASTER WITH QR CODE

Scan, discover, enjoy: Beverage coasters with a QR code can turn your brand into an interactive experience.

Combine the physical and digital worlds by allowing your consumers to directly access exclusive content by scanning a QR code on the beverage coaster.

PRODUCT OVERVIEW AND SPECIFICATIONS

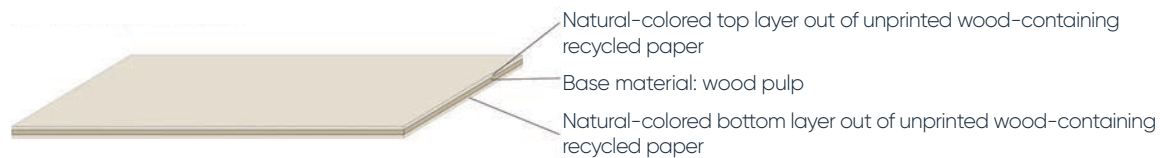
Wood Pulp Board: Premium High White



Specifications

Property	Unit	Tolerance	Value				
Thickness	mm	-	1.20	1.40	1.60	1.80	2.00
Absorption time	Sec./ ml	± 30	30				
D65 whiteness	%	± 2	78				

Wood Pulp Board: Rustical



Spezifikationen

Property	Unit	Tolerance	Value
Thickness	mm	-	1.80
Absorption time	Sec./ ml	± 30	30
D65 whiteness	%	± 2	57

CUTTING DIES

Standard Formats

Classic shape, exceptional quality: Our die-cut beverage coasters provide the perfect setting for your brand.

Our standard shapes are timeless classics that offer sufficient space for creative designs, advertising messages, and logos – all without deviating from the conventional 'look'.

The minimum order quantity is 2,500 items.



88.00
93 x 93mm



72.00
107mm

CUTTING DIES

Special Formats

Creative shapes with custom printed designs:

Do you want to make your beverage coasters stand out from the crowd? With our custom cutting dies we can make your beverage coasters totally unique.

Transform your beverage coasters into advertising vehicles with the right look to underpin your message. Tell a story with each shape.

We would be happy to inform you about the other cutting dies that are available and can advise you on how to create a custom beverage coaster for your brand communication.



63.52
107 x 119mm



56.47
121 x 110mm



49.39
110 x 141mm



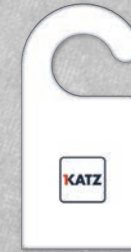
49.33
102 x 141mm



46.33
149 x 123mm



48.42
105 x 110mm



35.42
100 x 200mm



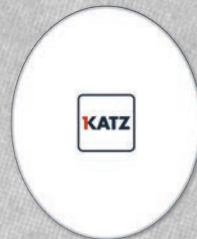
88.11
93 x 93mm



40.36
177 x 107mm



76.38
100mm



77.32
90 x 110mm



48.30
92 x 171mm



70.33
98mm



78.30
130 x 116mm

CUTTING DIES

Bottle Crate Toppers

More than just a beverage coaster: Our board toppers for bottle crates serve as ambassadors for your brand.

In the world of drinks packaging you are the one in control, and we can offer the perfect opportunity to show yet another side of your brand. Thanks to our bottle crate toppers with pop-out beverage coasters, a bottle crate can become an advertising space that leaves a real impression.

A bottle crate topper helps to build your brand presence and extend communication beyond the point of sale and into the homes of consumers, offering an enhanced brand experience.

Depending on the size, a certain number of pre-punched beverage coasters can be popped out from the bottle crate topper. A practical solution for customers and an effective advertising opportunity for you.



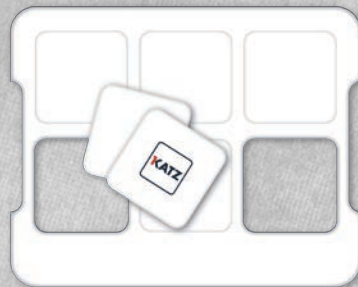
12.05
210 x 28 mm
Material thickness 1.6mm
Die-cutting: 124 x 94mm



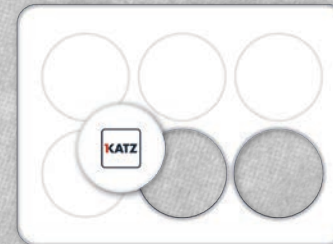
15.03
210 x 210 mm
Material thickness 1.6mm
Die-cutting: 93 x 93mm



4.83
367 x 272 mm
Material thickness 1.6mm
Die-cutting: 89 x 89mm



6.62
280 x 350 mm
Material thickness 1.6mm
Die-cutting: 93 x 93mm



4.61
373 x 273 mm
Material thickness 1.6mm
Die-cutting: 100mm



4.61
373 x 273 mm
Material thickness 1.6mm
Die-cutting: 107mm



FINISHING

A beverage coaster is more than just a functional utensil; it is also a canvas for you to express your creativity and your message.

Our high-quality finishes can turn a beverage coaster into a real eye-catcher. Wherever it is used, it provides an opportunity for you to present your brand.

We offer the following finishes:

- Film lamination
- Hot-foil embossing
- Fluorescent colors
- Special colors
- Relief lacquer
- UV/glitter lacquer
- Scratch-off panel
- Blind embossing

Our finishes enhance the look of your beverage coasters and make them really eye-catching. They also offer a tactile sensory experience, and you can bring a host of creative ideas to life with scratch-off panels.

We would be happy to send you a range of finishing samples.



Special finishes give beverage coasters that additional "X factor" and ensure they make a lasting impression.

PACKAGING OPTIONS

The beverage coasters are packed into rolls to make them easier to use and store. We offer the following packaging options:

Standard Pack

100 beverage coasters per roll, 10 rolls per pack = 100/1,000*.

- Only one beverage coaster type per roll
- Multiple designs possible per pack (custom combinations not possible)

Mixed Pack

100 beverage coasters per roll, 10 rolls per pack = 100/1,000*.

- Variant 1: only one beverage coaster type per roll, but all designs contained in the pack
- Variant 2: mixed assortment of beverage coasters in each roll upon request



View of the packaging of printed beverage coasters into rolls.



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