

BEER MATS & CREATIVE IDEAS



THE GENUINE ARTICLE FROM THE BLACK FOREST

From traditional letterpress designs to interactive promotional formats, beer mats from the Black Forest have been a successful advertising medium for over 100 years, offering a truly impressive reach. Nowadays, KATZ also makes numerous other advertising materials from its original wood pulp board material.



KATZ BEER MATS



Beer mats



Letterpress beer mats



Augmented reality beer mats



Door hangers



Games



Postcards

PUNCHING DIES

Straight or curved, with plain or scalloped edges, beer mats are always in great shape! Choose from our huge range of special shapes and designs or let us help you create a unique, personalized beer mat to market your brand.

Our standard formats are 107 mm round and 93 x 93 mm square and can be ordered with a minimum order quantity of 2,500 pieces.



93 x 93 mm



107 mm



92 x 171 mm



121 x 110 mm



130 x 116 mm



93 x 93 mm



120 x 100 mm



200 x 110 mm

PUNCHING DIES



280 x 350 mm



98 mm



100 x 100 mm



92 x 125 mm



145 x 205 mm



93 x 113 mm



73 x 93 mm



94 mm



102 x 141 mm



102 x 177 mm



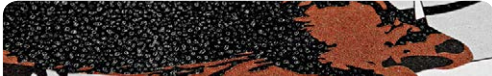
110 x 141 mm



150 x 122 mm

FINISHING OPTIONS

Are you looking for varnishes or simply an eye-catching design in one of the special colours KATZ offers? Whatever you choose, you can be sure of leaving a lasting impression with the beer mat finishing options from KATZ.



Sand effect



UV varnish / Glitter varnish



Glow in the dark



Blind embossing



Hot foil imprinting



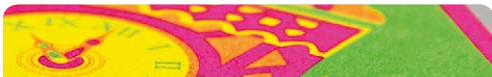
Lamination



Relief varnish



Scratch panels



Special colours



Flavoured varnish

BEVERAGE COASTER STUDY 2018

In May/June 2018, the company conducted a quantitative survey of bar/restaurant customers (n = 815) and bar/restaurant owners (n = 36) in cooperation with Pforzheim University of Applied Sciences. The goal was to analyse people's perception of beverage coasters – commonly known as beer mats – both in terms of their intrinsic functionality and in regard to their use as an advertising medium. The results yield useful recommendations on potential strategies that KATZ customers can follow. The selection of statements below sums up the attitudes expressed by customers and bar/restaurant owners towards beer mats:

“I think it's great when a beer mat matches the beer you're drinking.”

“Beer mats are a way of advertising things in a pleasant, laid-back atmosphere. You can't beat that!”

“Beer mats are an integral part of the experience. They are a traditional element of enjoying a drink.”

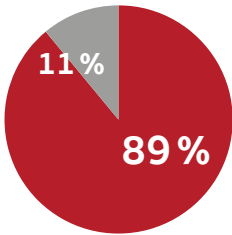
“It's important to have beer mats that match the ambience.”

“Beer mats are great because my waiters don't have to constantly wipe tables every time someone leaves.”

“It's an interesting topic. [...] We actually use different beer mats for beer and soft drinks.”

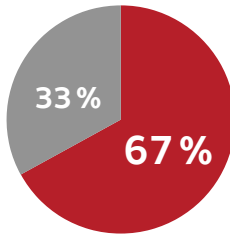
HOW BEVERAGE COASTERS ARE USED

9 OUT OF 10 CUSTOMERS USE A BEER MAT, AND 2 OUT OF 3 BAR/RESTAURANT OWNERS. All 67 % of the bar/restaurant owners that use beer mats say they will definitely or probably continue using them.



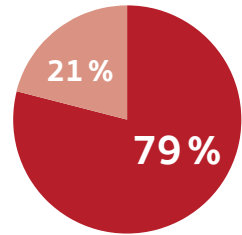
Beer mat use among customers (n=815)

■ Users
■ Non-users



Beer mat use among bar/restaurant owners (n=36)

■ Users
■ Non-users



Bar/restaurant owners' intention to continue using beer mats in the future (n=24)

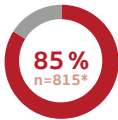
■ Yes, definitely
■ Yes, probably

Both customers and bar/restaurant owners associate beer mats with useful functions – for example protecting drinks against insects or wet conditions – and use them for that purpose. Customers use them out of habit and enjoy the fun and games they associate with them. For bar/restaurant owners tradition also plays an important role.

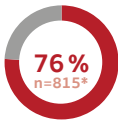
ATTITUDES OF CUSTOMERS & BAR / RESTAURANT OWNERS

92 % SAY BEER MATS “ARE VERY UNOBSTRUSIVE” OR “DON’T NEGATIVELY IMPACT ME AT ALL”. The survey showed that customers find advertising on beer mats more appealing than other forms of advertising.

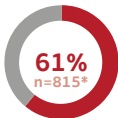
Customers



Beer mats are a suitable choice for advertising drinks, bars and restaurants.



Positive attitude towards advertising in bars and restaurants.

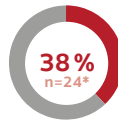


Beer mats make advertising more appealing than other forms of advertising.

Bar / restaurant owners



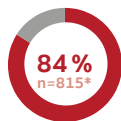
Use standardised beer mats from breweries.



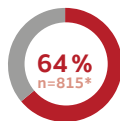
Willing to pay for personalised beer mats.

PERCEPTION AND MEMORABILITY

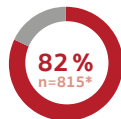
94.1 % OF THE 815 CUSTOMERS SURVEYED SAY THEY LOOK AT OR NOTICE THEIR BEER MAT. 45.9 % of those surveyed can remember the advertising on the beer mat. 73.9 % of customers surveyed would even take an interesting beer mat home with them. These attributes make beer mats particularly appealing to customers:



Funny sayings



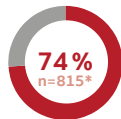
Sustainability



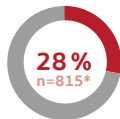
Unusual design
(e.g. a special finish)



Incentive to play something
(e.g. with interactive elements)



Reusability



Special technical features

*Cumulative frequencies – all those who agree more or less fully with the respective statements

ENVIRONMENTAL AWARENESS

Taking sustainability seriously - because we care about tomorrow

MADE FROM NATURAL INGREDIENTS



Our base materials are 100 % pure nature! It's not difficult to count the basic ingredients from which it's produced: wood and starch, mixed with water. And absolutely no bleaching or chemical processing.

MADE IN BLACK FOREST



Local wood from sustainably managed forests and water that flows past our gates – we make our special wood pulp-based material from raw materials that come straight from the Black Forest.

OUR PRODUC- TION PROCESS



We take an eco-friendly and sustainable approach to our production process, using a state-of-the-art heat recovery system and two in-house hydro plants to maximize energy efficiency, plus a closed water loop to conserve resources.

THUMBS UP FOR COMPOSTING



KATZ beer mat board is biodegradable, so it can be composted after use. And we use vegetable oil-based inks in our off-set printing presses, so our products are free from mineral oils.

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