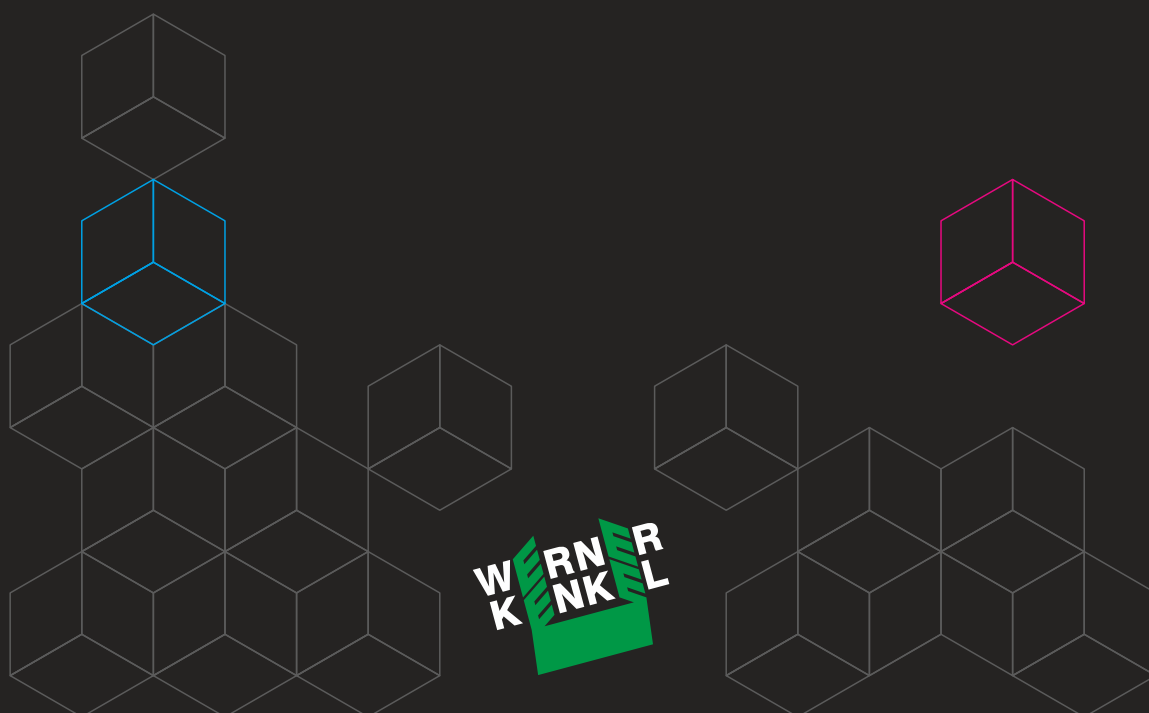
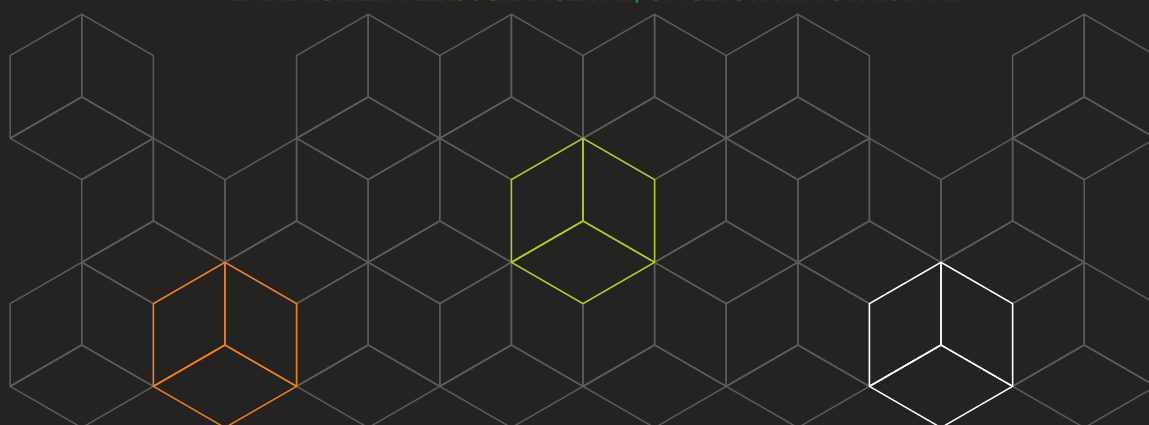


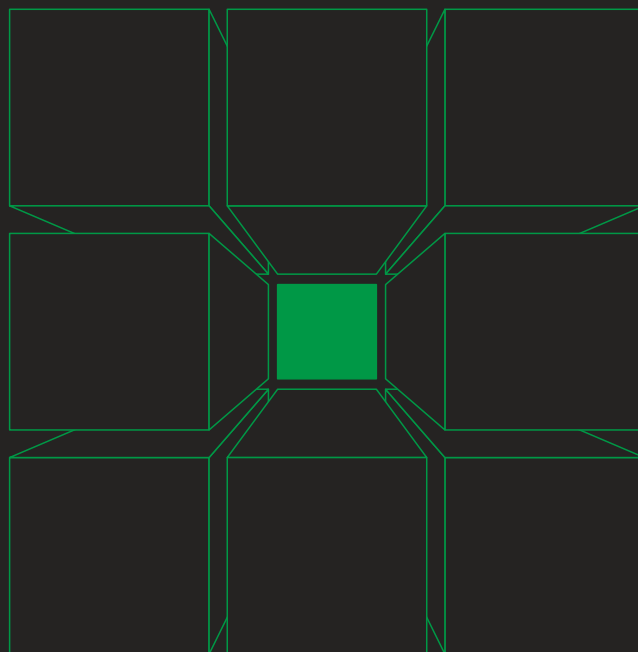


E C M A



PRODUCENT TEKTURY FALISTEJ, OPAKOWAŃ I STANDÓW (POS)
Z NADRUKIEM FLEKSOGRAFICZNYM, OFFSETOWYM I CYFROWYM





WERNER KENKEL Spółka z o.o.

PRODUCENT TEKSTURY FALISTEJ, OPAKOWAŃ I STANDÓW Z TEKSTURY

Nowocześnie zarządzana, dynamicznie rozwijającą się firma o europejskim formacie.

Bogaty kapitał doświadczeń łączy się z młodym duchem, solidną pracą
oraz pasją tworzenia – właścicieli i pracowników.

Główne profile działalności: produkcja tekstury falistej, opakowań tekturowych z nadrukiem
fleksograficznym i offsetowym oraz ekspozytorów tekturowych z nadrukiem.

Żyjemy i pracujemy z pasją

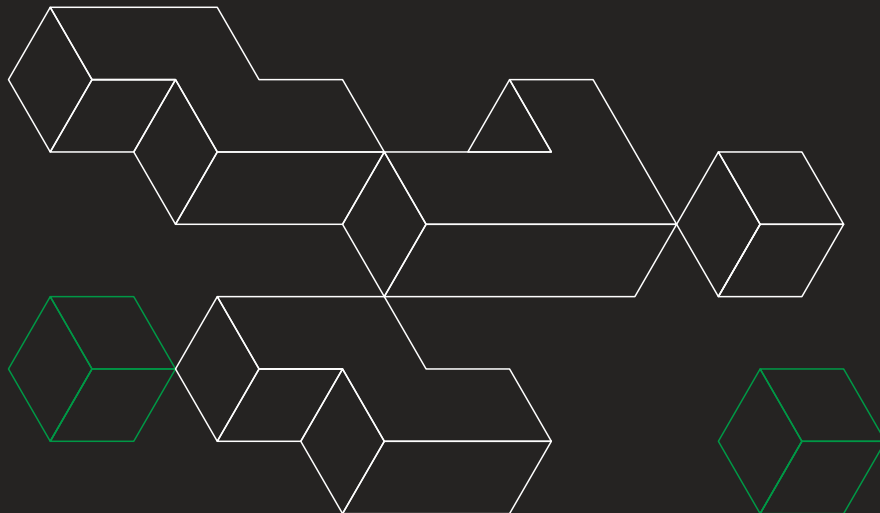




R&D

Opakowanie już od dawna nie jest tylko sposobem zabezpieczenia towaru w czasie transportu. O tym, jak ważnym narzędziem marketingowym stało się w czasach bardzo ostrej konkurencji, nie trzeba już chyba nikogo przekonywać. Niejednokrotnie staje się wręcz jednym z podstawowych elementów kreowania marki produktu, a jak bardzo jego wygląd potrafi wpłynąć w momencie zakupu towaru na zachowanie konsumenta, jest tematem na niejedną pracę naukową. Wymagania wobec perfekcyjnego opakowania są dziś jednak dużo szersze niż tylko jego estetyka. Funkcjonalność konstrukcji pod względem logistyki, prezentacji towaru, a nawet utylizacji, to dziedzina, w której konstruktorzy rywalizują ze sobą, próbując dowieść swej innowacyjności i wyjątkowości.

Konstruktorzy firmy Werner Kenkel to dynamiczny, kreatywny i zgrany zespół fachowców z pasją stawiający czoła wyzwaniom potrzeb klientów i trendów rynkowych. Wielokrotnie wyróżniani nagrodami i doceniani przez naszych wymagających partnerów nigdy nie patrzy wstecz, ale w uznaniu dla klasycznych rozwiązań zawsze stara się przenieść naszych klientów w przyszłość branży opakowaniowej. Jeżeli opakowanie jest tak ważnym elementem w drodze do sukcesu rynkowego produktu, to może warto powierzyć zaprojektowanie go prawdziwym specjalistom, specjalistom z Werner Kenkel.

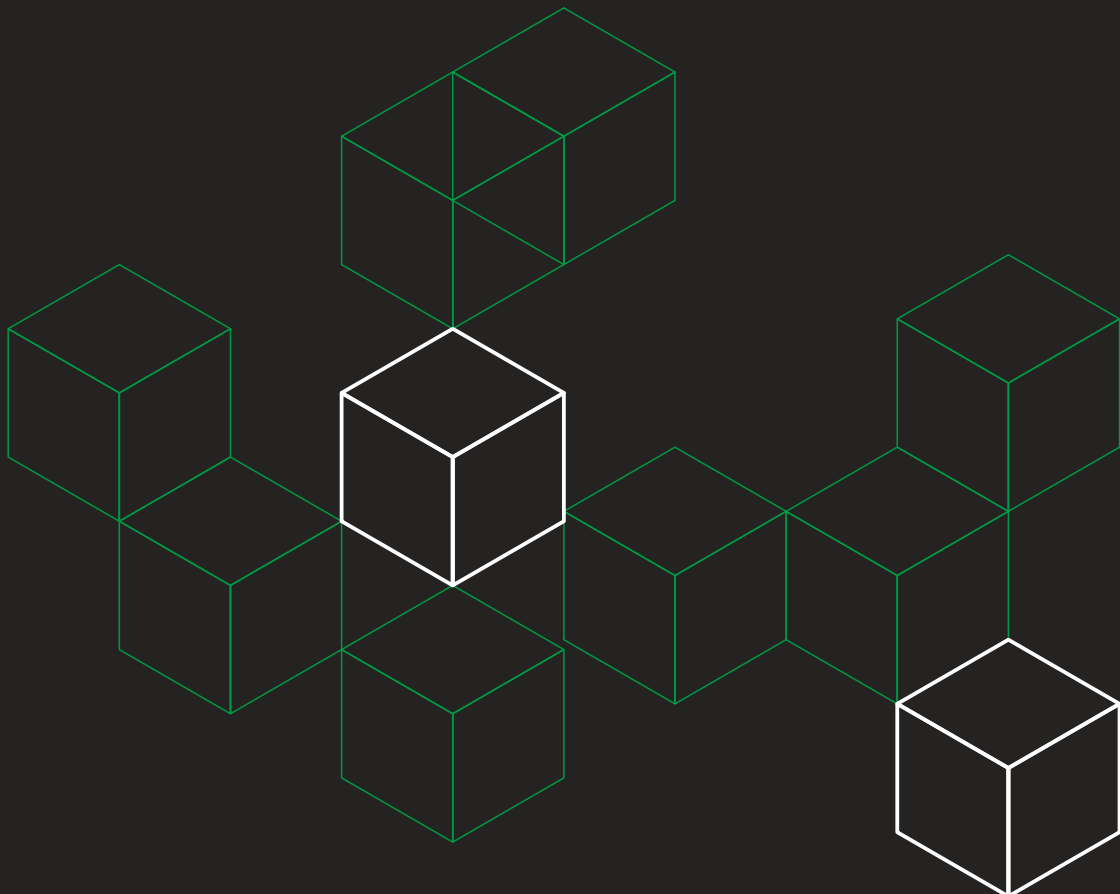




SRP

SRP (Shelf Ready Packaging) znaczy tyle co opakowanie gotowe na półkę. Towar w opakowaniu SRP można właściwie natychmiast, bez zbędnych operacji i straty czasu wystawić do sprzedaży.

Koncepcja SRP jest odpowiedzią na pytania, jak w sklepie wypełnionym artykułami przyciągnąć uwagę klienta i jak sprawić, by podjął decyzję o wyborze akurat naszego towaru. Opakowania gotowe na półkę stały się ważnym elementem gry handlowej i coraz częściej wykorzystywanym, skutecznym narzędziem walki o względy klienta. Ich niezwykle walory praktyczne i marketingowe doceniają producenci, dystrybutorzy, handlowcy i klienci.



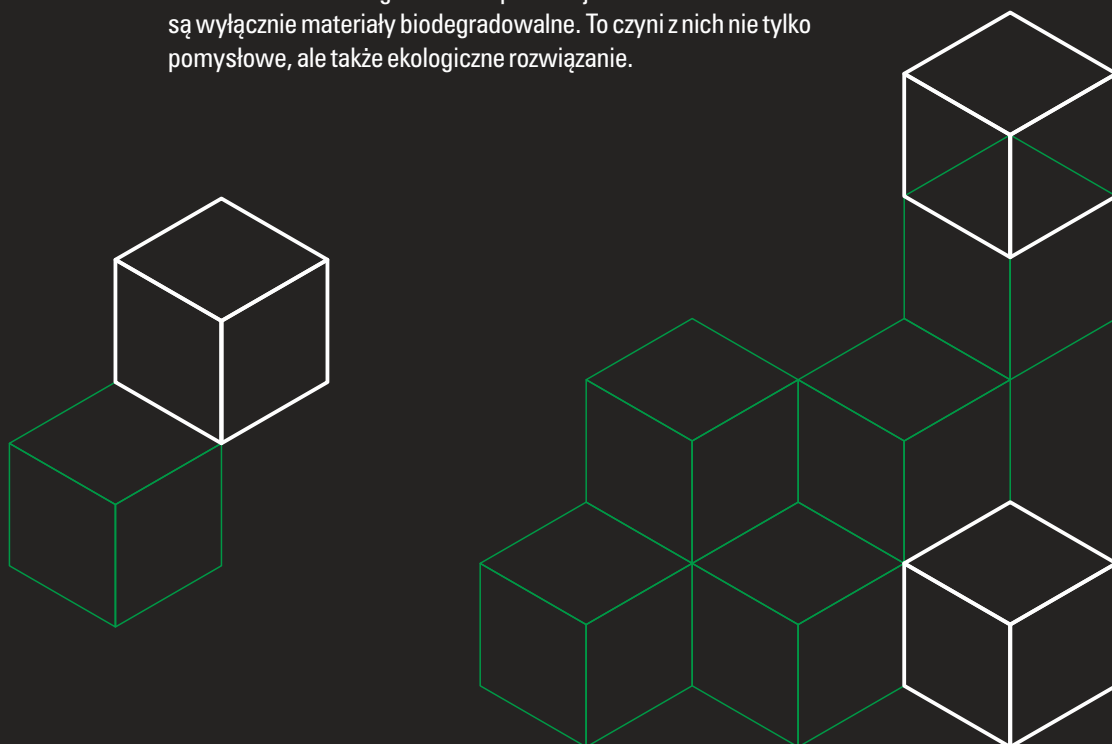


POS / POP

Shopper marketing to dziedzina marketingu skoncentrowana na działaniach w miejscu sprzedaży. Ich cel jest prosty: zmiana potencjalnego klienta w kupującego poprzez wpływanie na zachowanie odwiedzającego sklep w ten sposób, aby wywołać u niego konkretną decyzję zakupową. Jednym z narzędzi, którymi posługuje się ta dziedzina marketingu, są materiały wspierające sprzedaż.

Materiały POS (za ang. Point of Sales) nazywane również stendami, displaye'ami czy ekspozytorami, są dziś powszechnie wykorzystywane – stanowią element wyposażenia niemal każdego sklepu. Ich zadaniem jest jak najlepsze, atrakcyjne wyeksponowanie produktu. Ciekawe displaye, pomysłowo zaprojektowane „wyspy” i ekspozytory skutecznie przyciągają konsumencki wzrok, skłaniając do zakupu prezentowanego produktu.

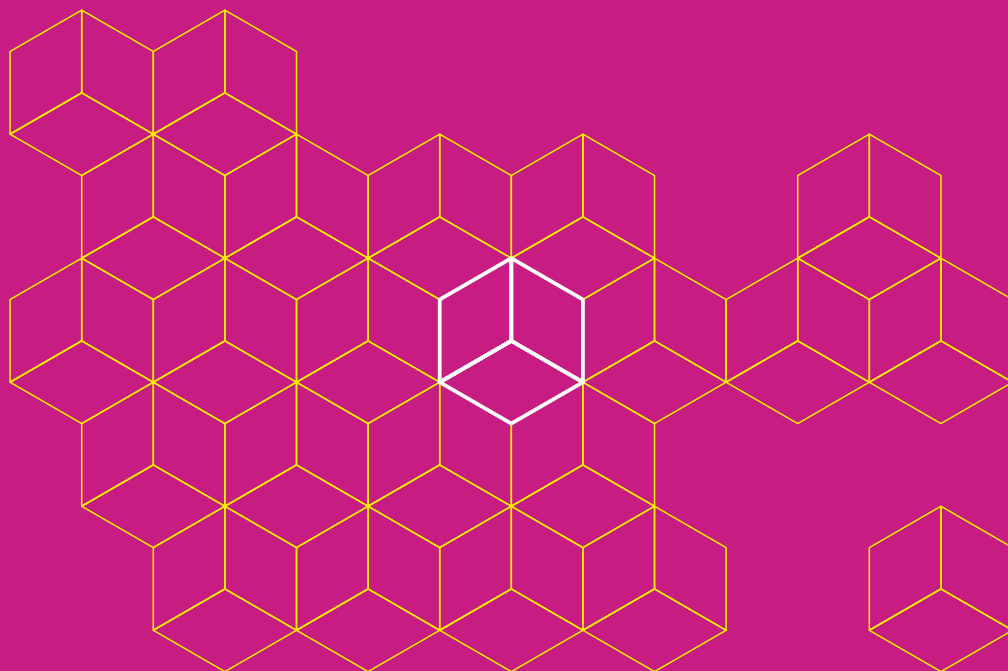
Jednym z założeń firmy Werner Kenkel jest prowadzenie działalności w odpowiedzialny i zrównoważony sposób – m.in. poprzez wdrażanie oraz stosowanie nowoczesnych technologii, by minimalizować ryzyko negatywnego wpływu na środowisko – dlatego też do produkcji POSów stosowane są wyłącznie materiały biodegradowalne. To czyni z nich nie tylko pomysłowe, ale także ekologiczne rozwiązanie.



FFFCO
Kategoria

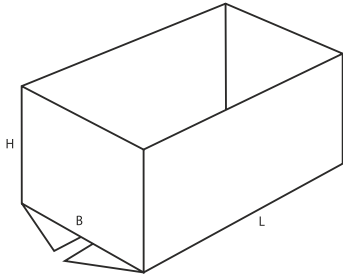
02

Pudło transportowe wytwarzane z jednego wykroju, posiadające złącze fabryczne szyte, sklejjane taśmą lub klejone oraz klapy dolne i górne. Dostarczane są w postaci płaskiej, gotowe do złożenia, wymagają zamknięcia za pomocą kłap.

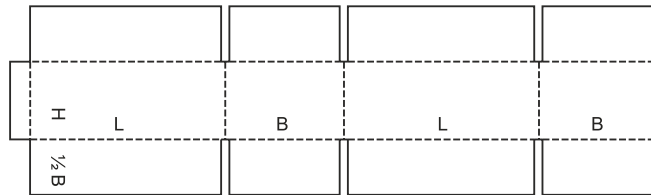
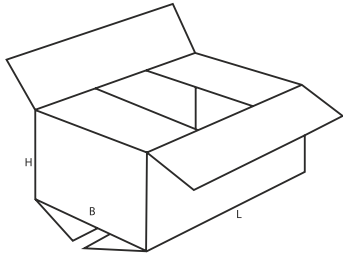




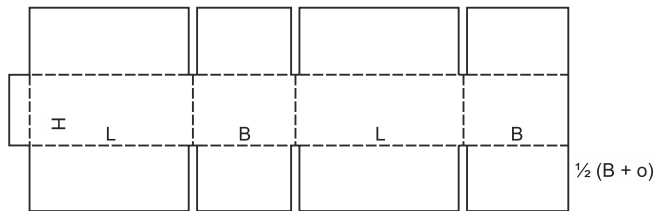
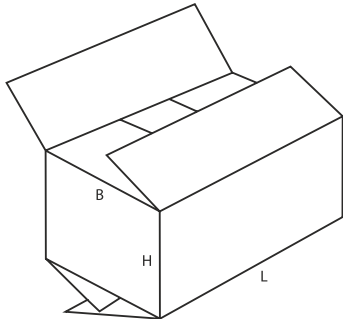
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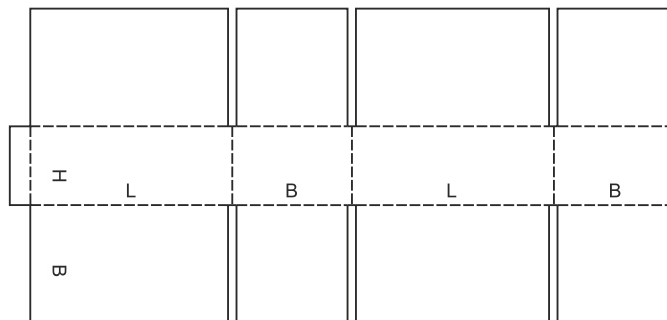
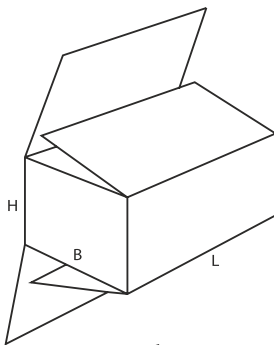
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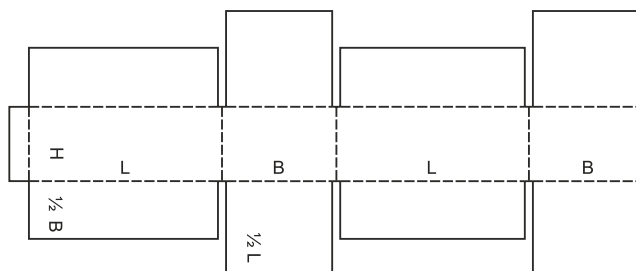
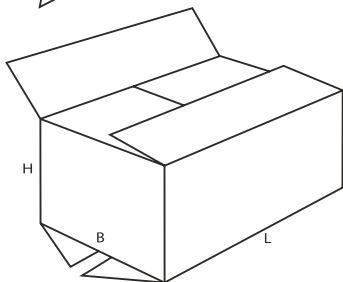
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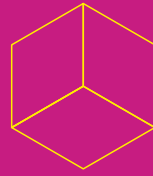
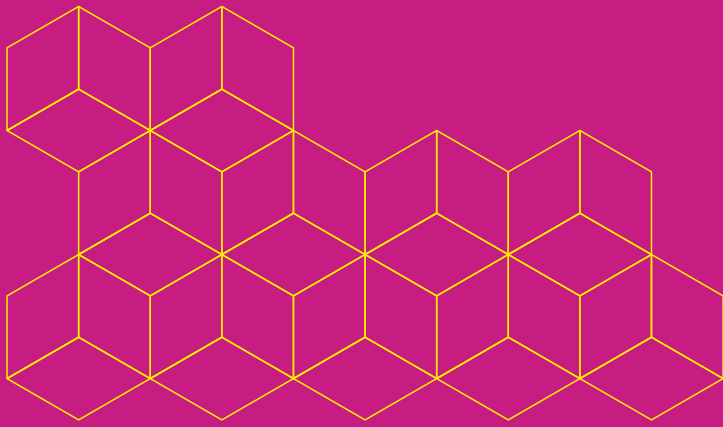


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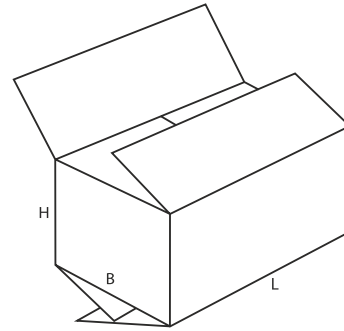
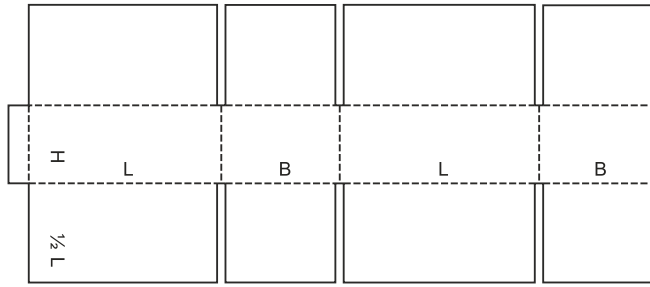
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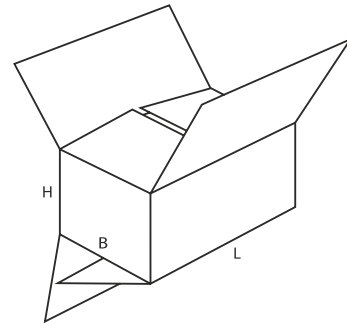
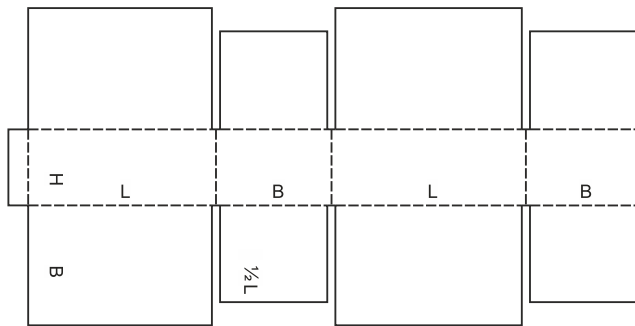


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Kategoria

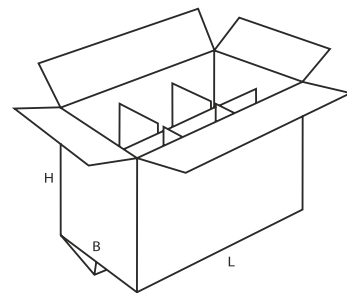
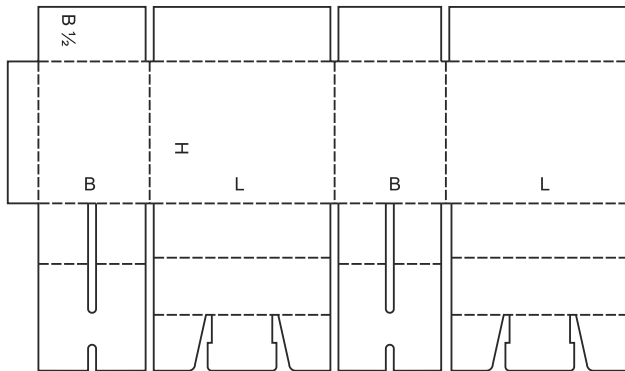
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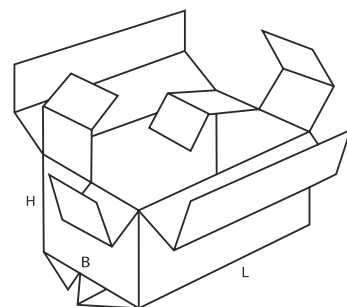
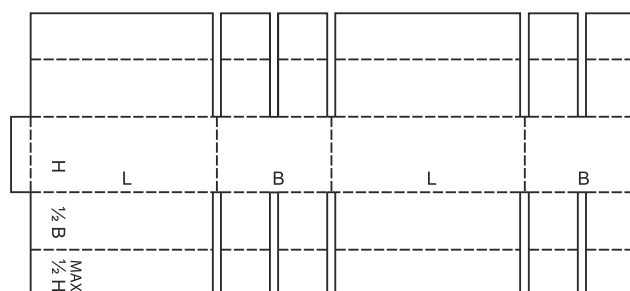
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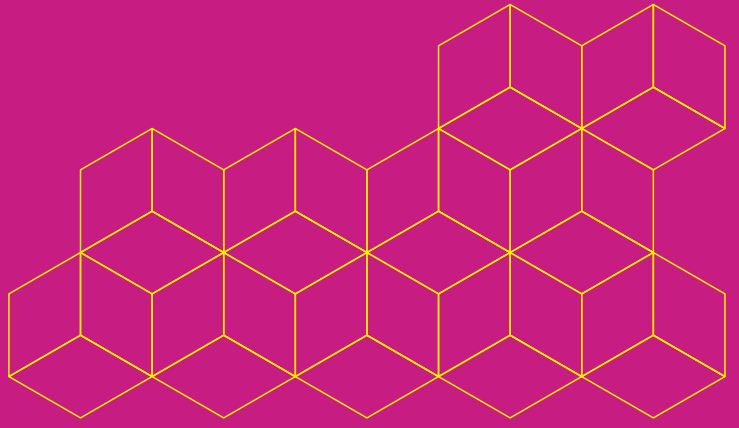
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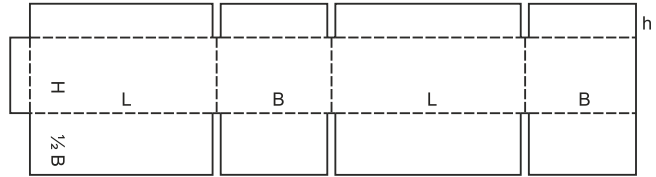
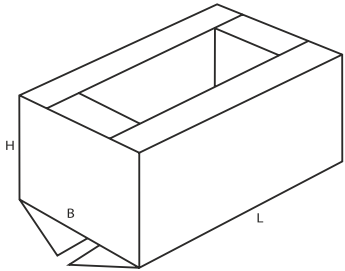
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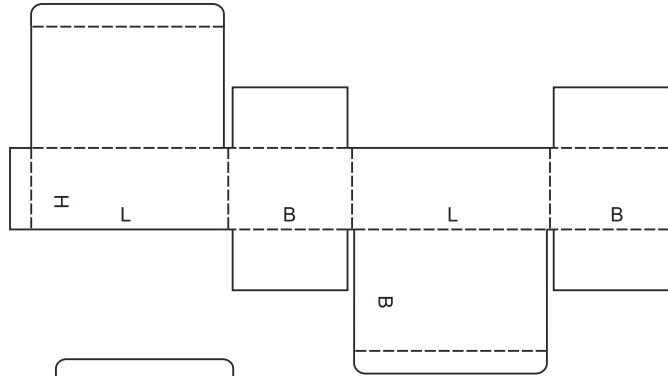
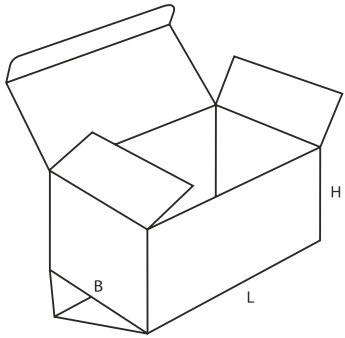
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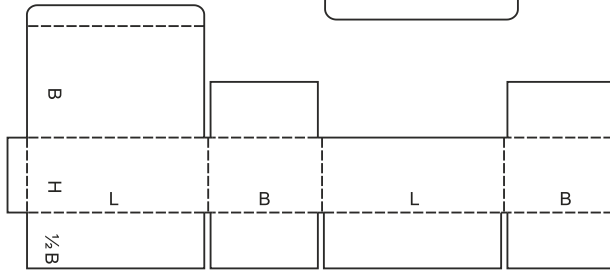
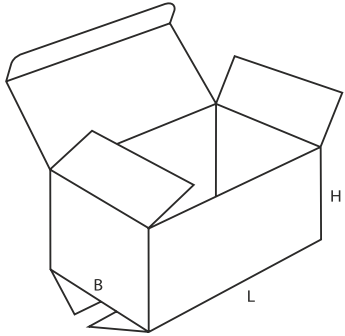
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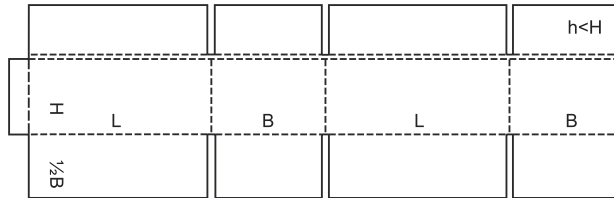
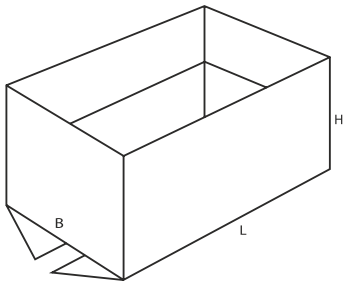
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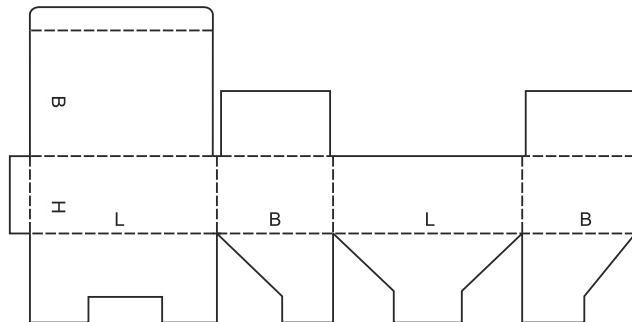
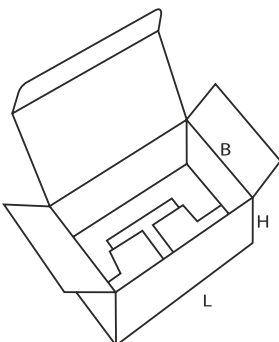
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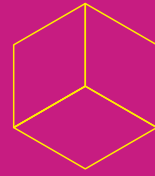
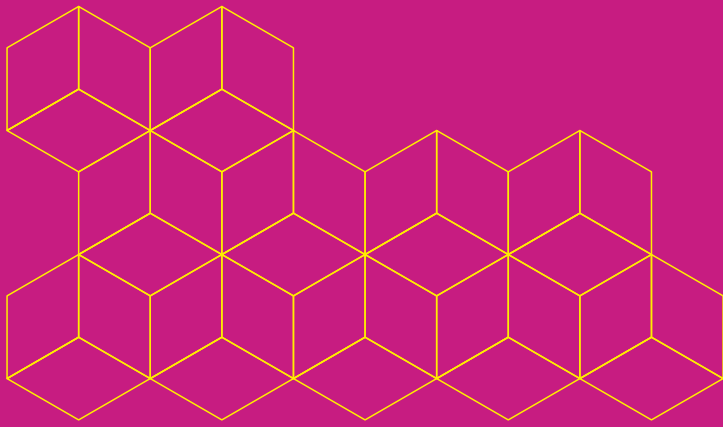


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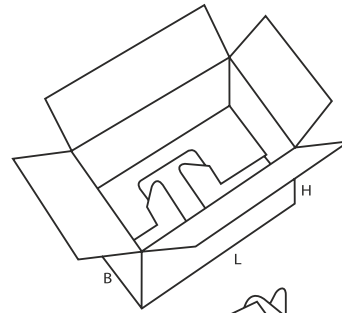
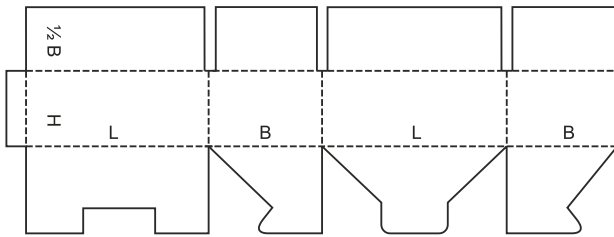
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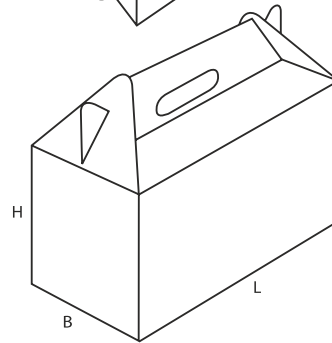
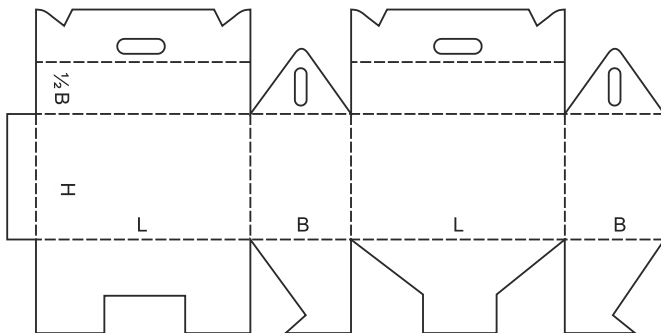


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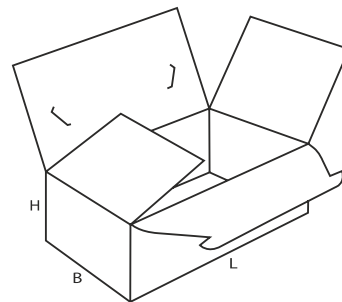
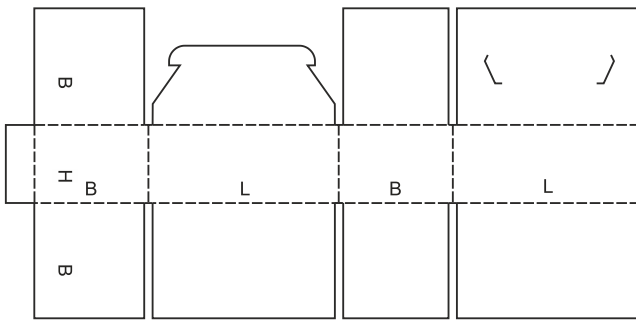
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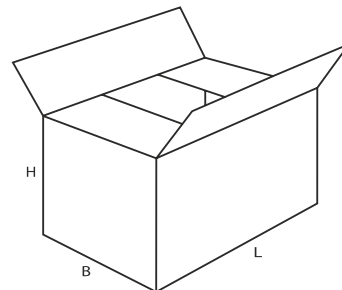
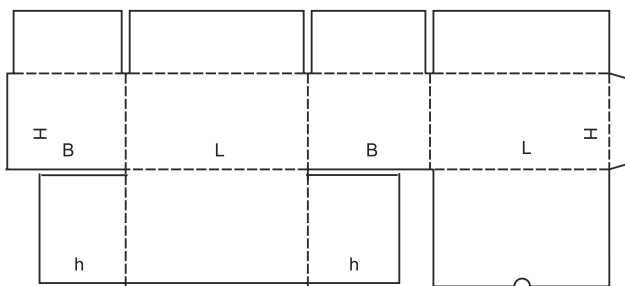
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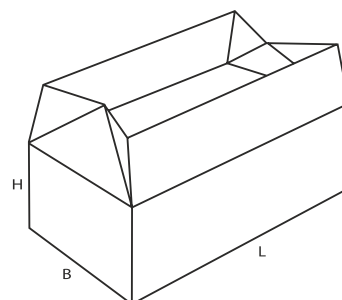
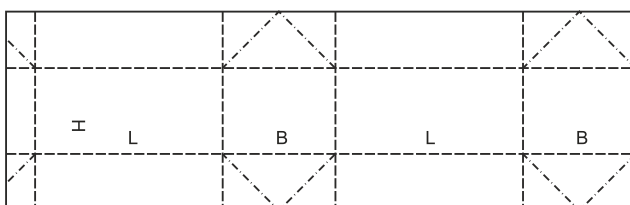
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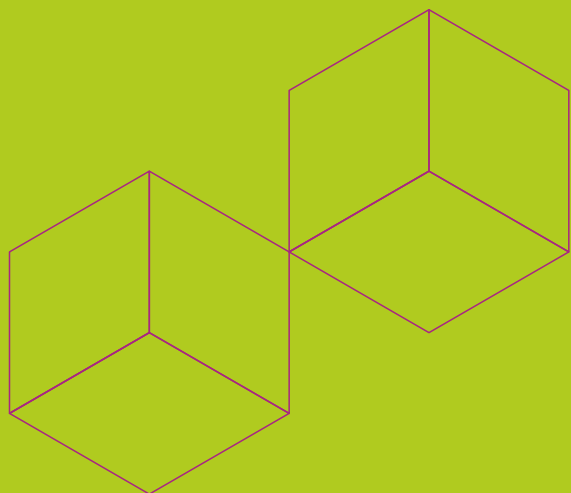


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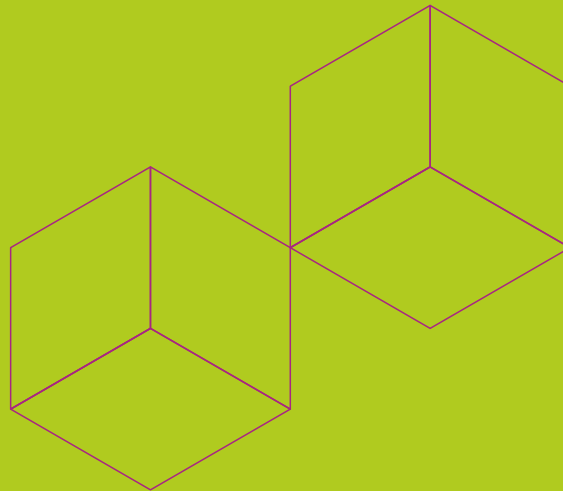
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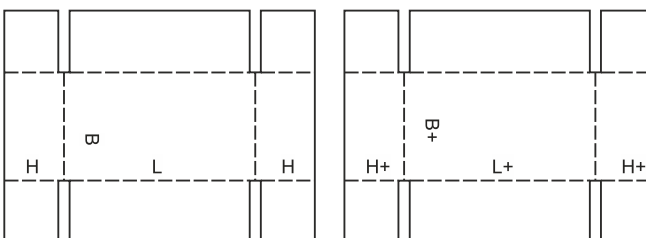
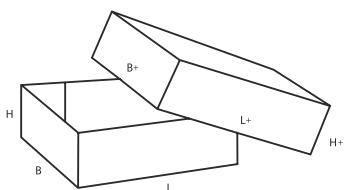
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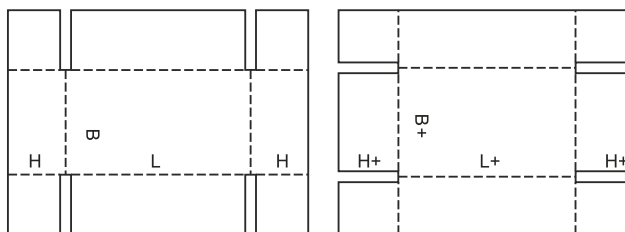
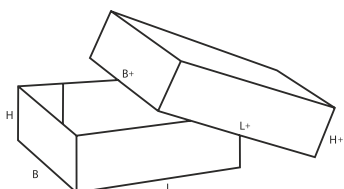
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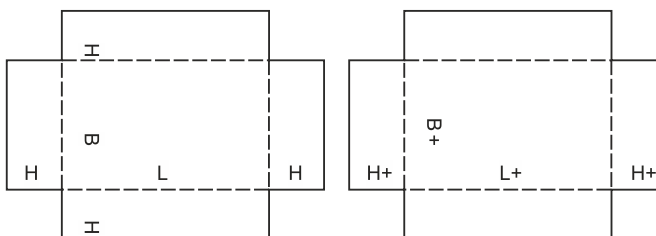
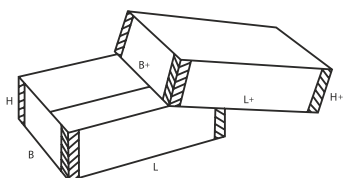
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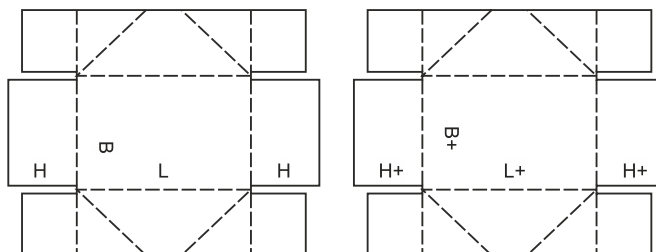
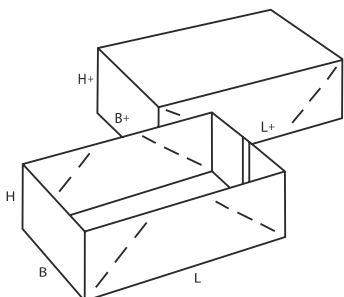
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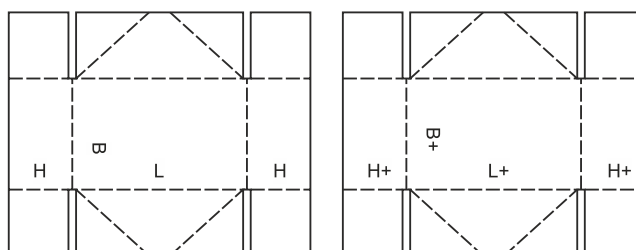
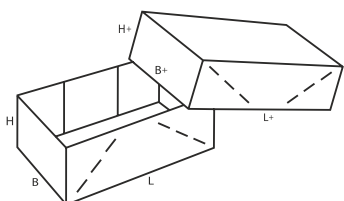
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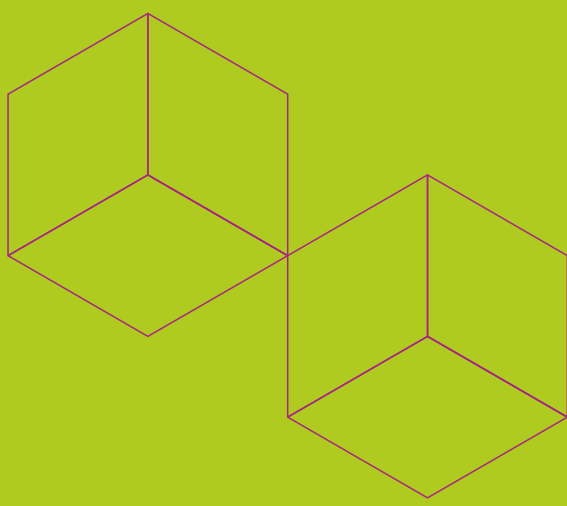


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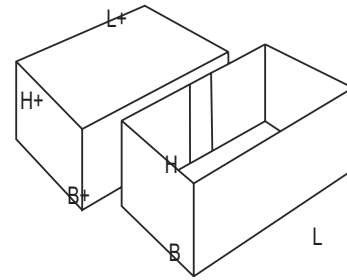
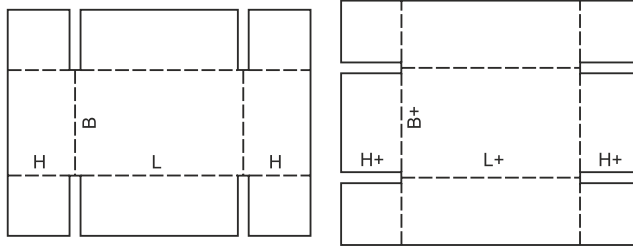
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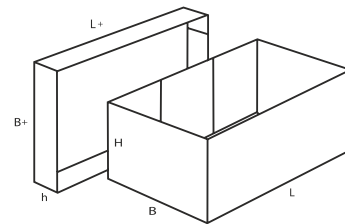
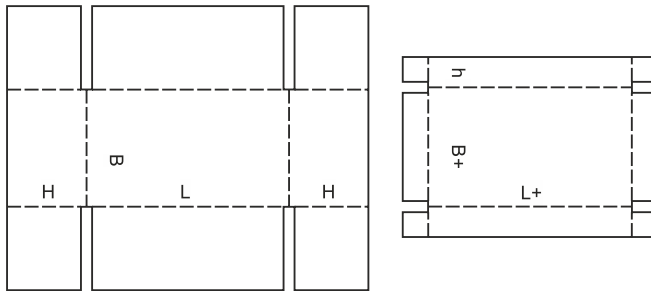


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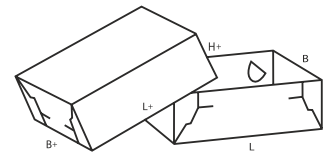
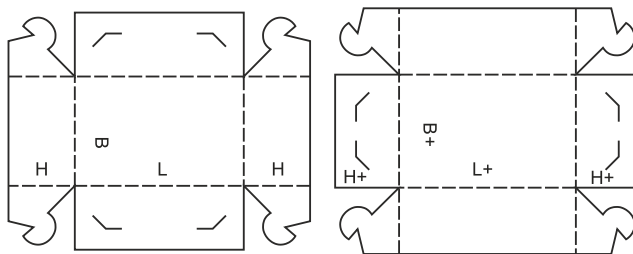
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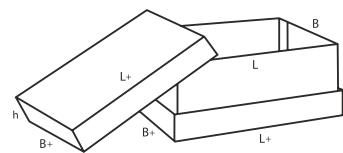
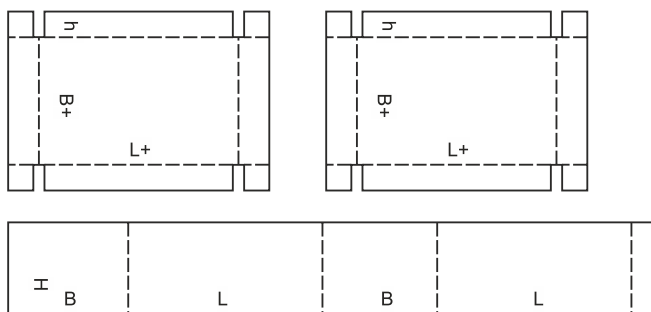
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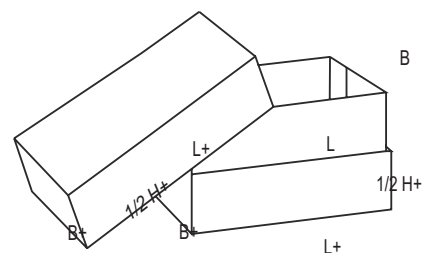
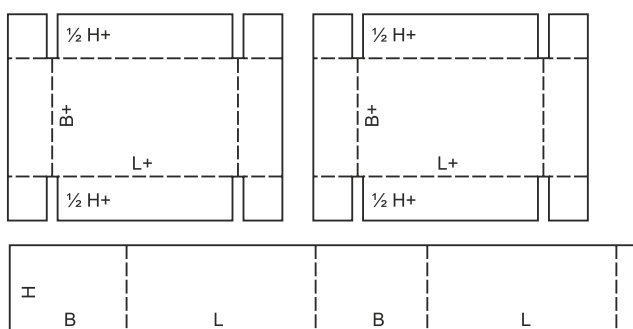
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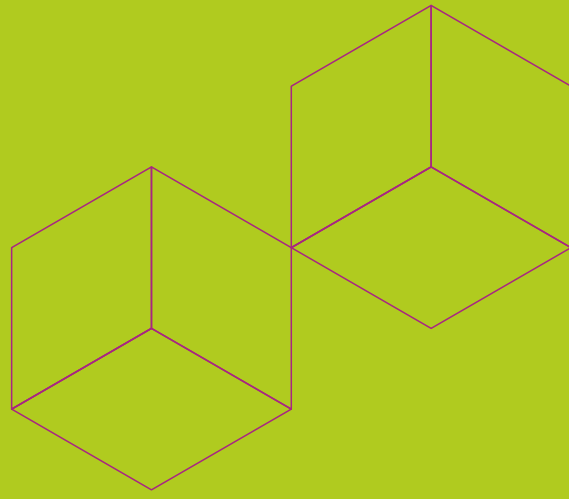
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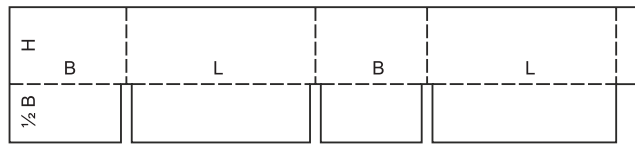
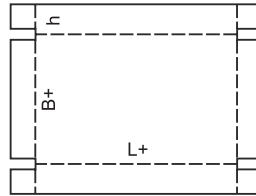
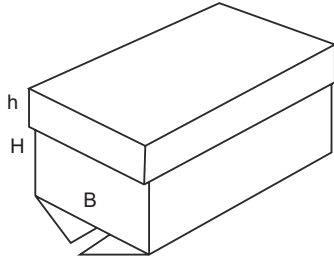
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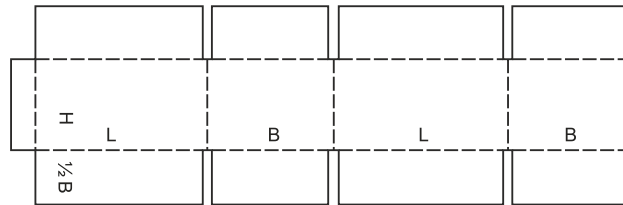
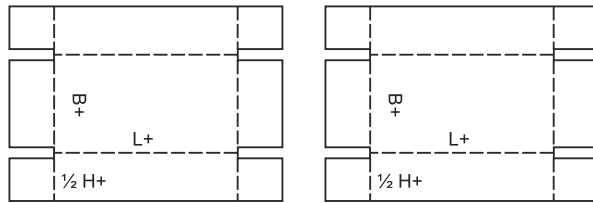
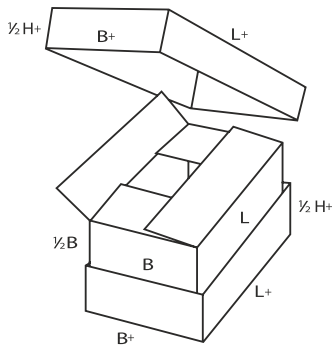
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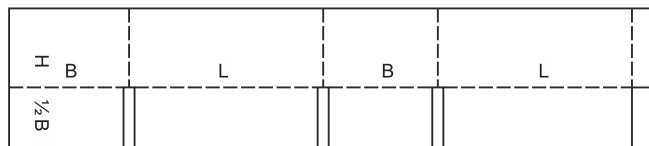
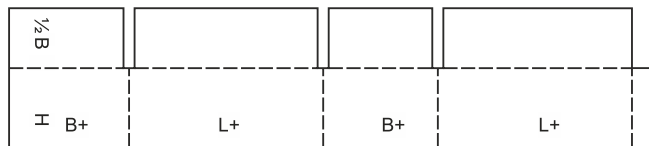
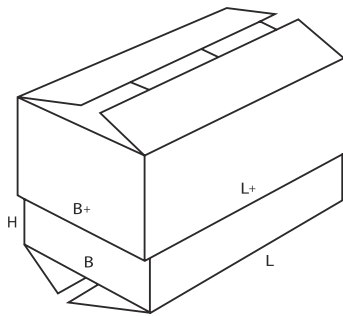
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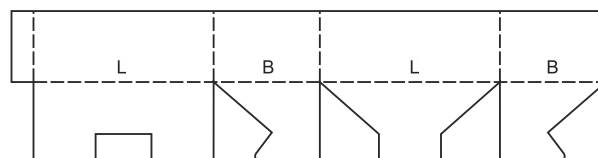
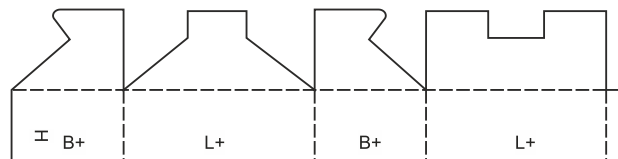
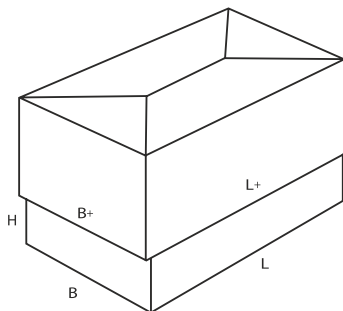
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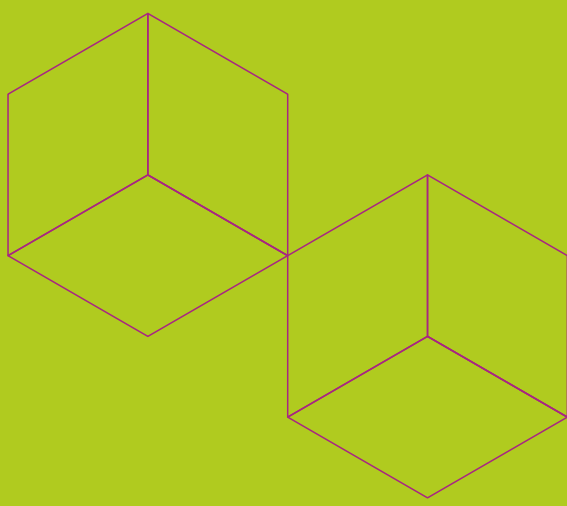


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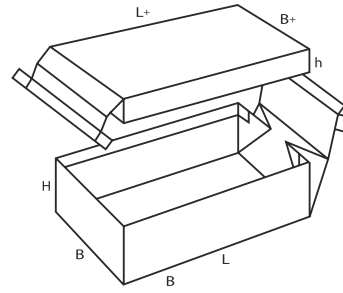
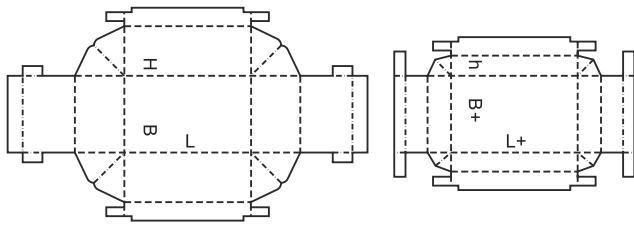
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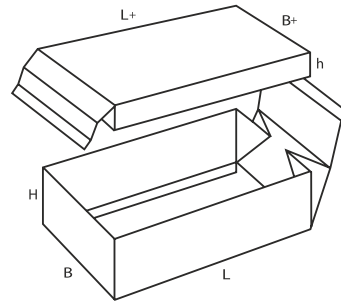
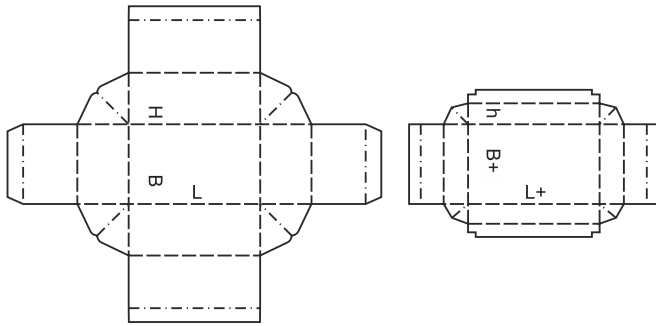


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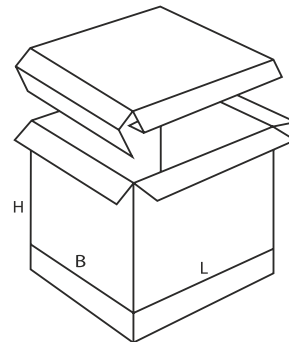
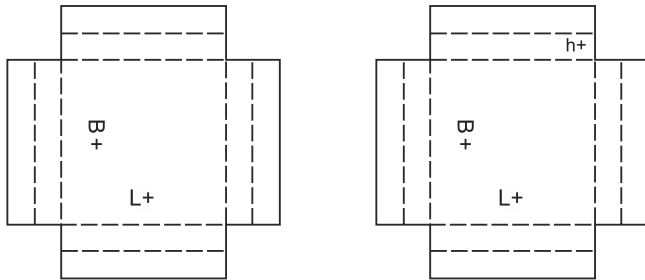
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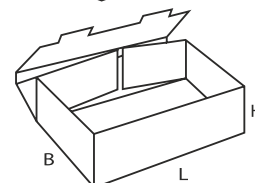
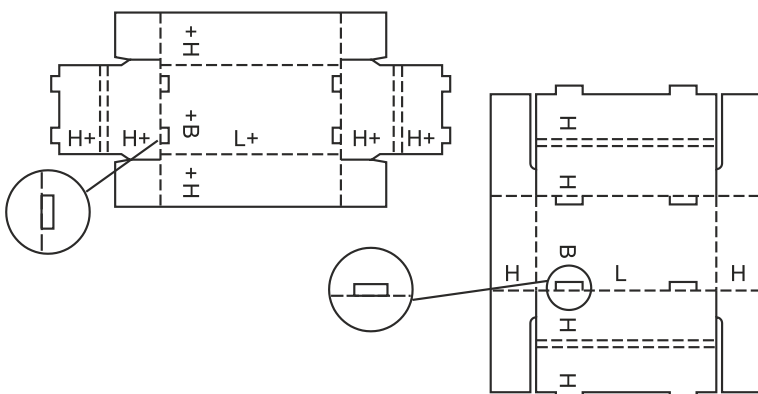
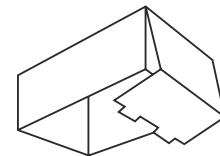
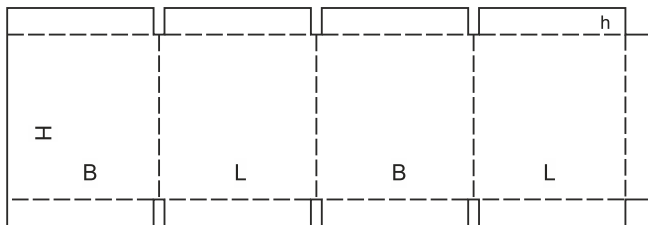
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0323



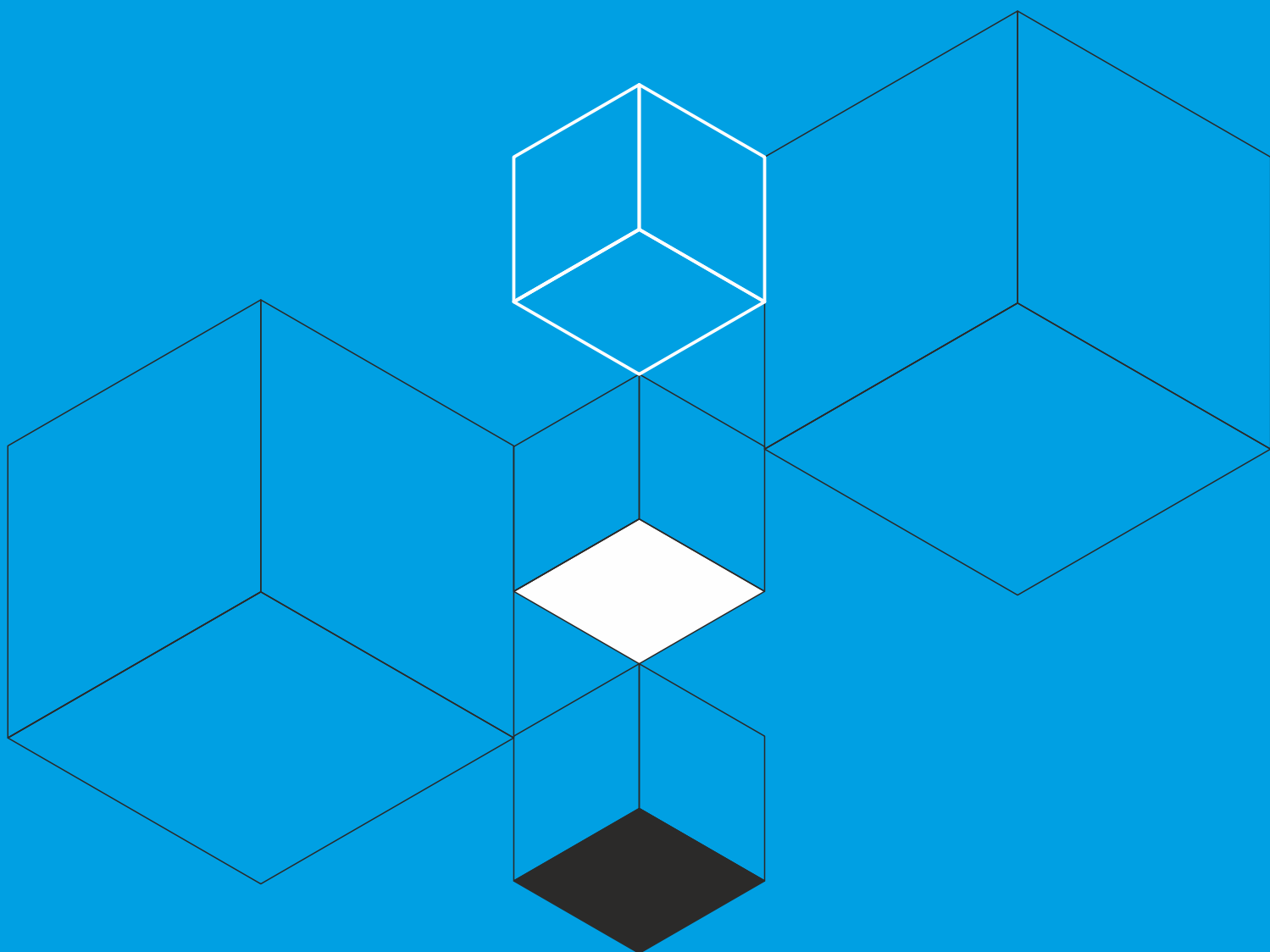
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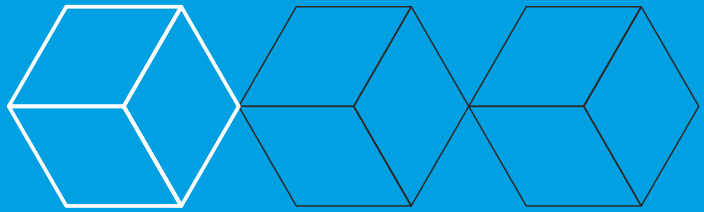
Pudła składane i tacki wykonane zwykle z jednego arkusza tektury falistej. Spód pudła jest zaginany w taki sposób, aby powstały dwie lub więcej bocznych ścian i pokrywa.

Do niektórych konstrukcji można włączyć dodatkowe elementy takie jak: klapki zamykające, uchwyty, displaye itp.

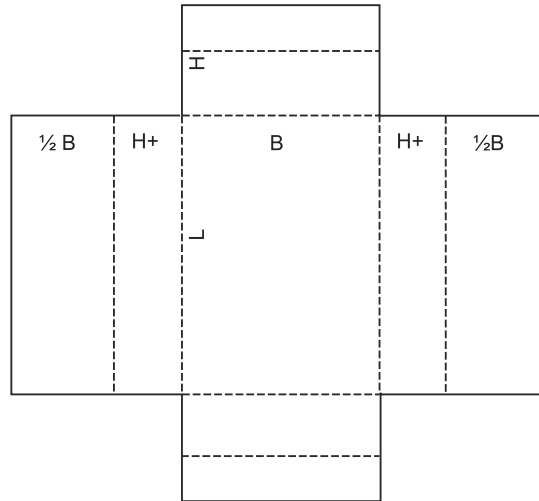
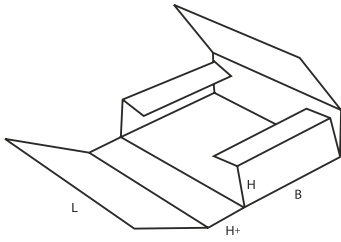


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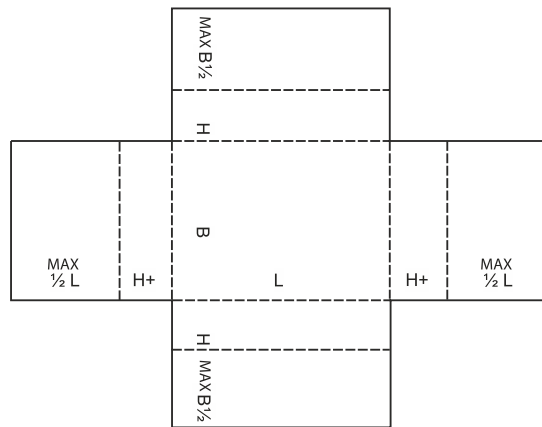
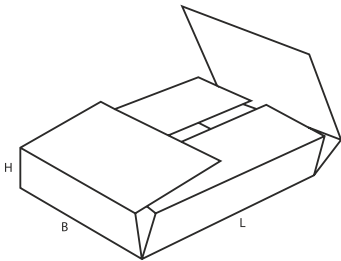
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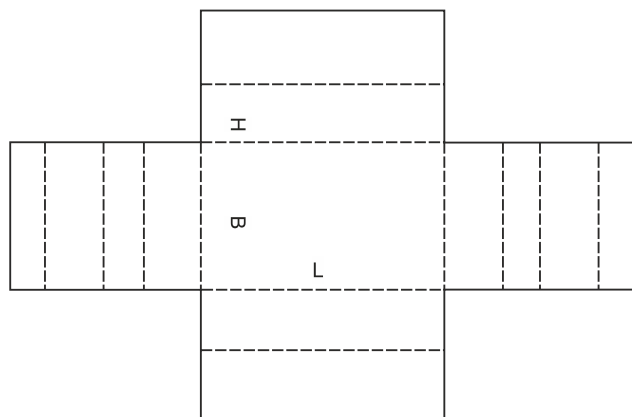
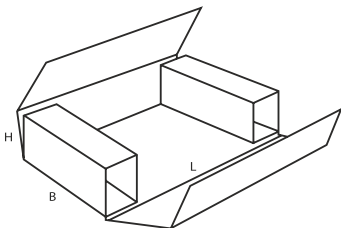
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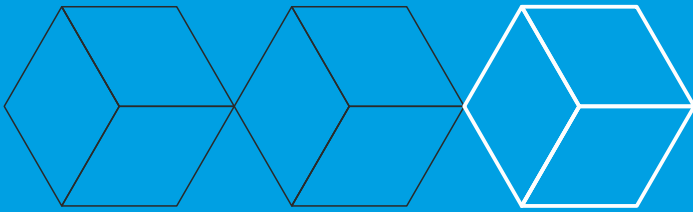


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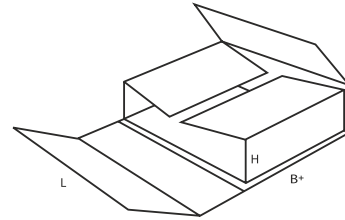
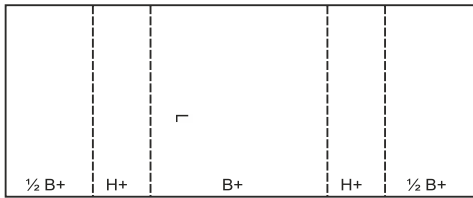
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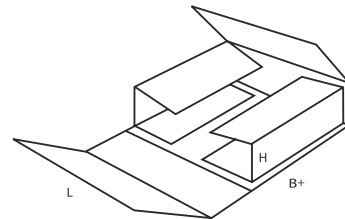
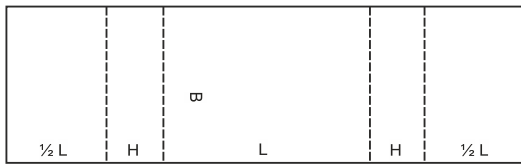


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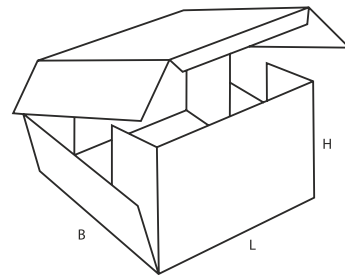
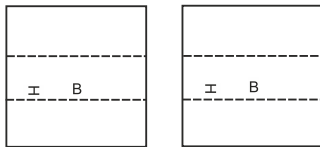
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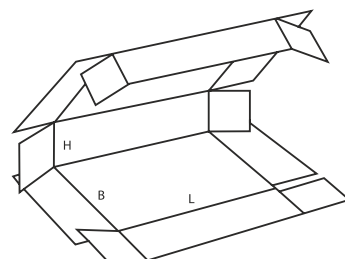
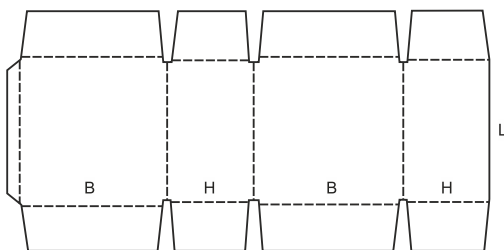
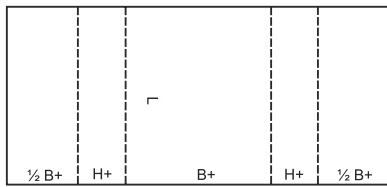
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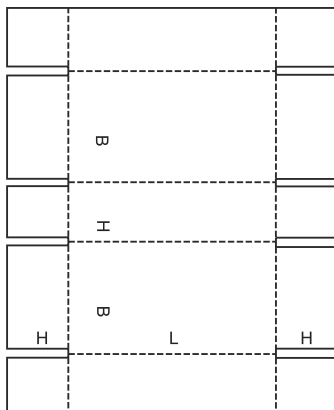
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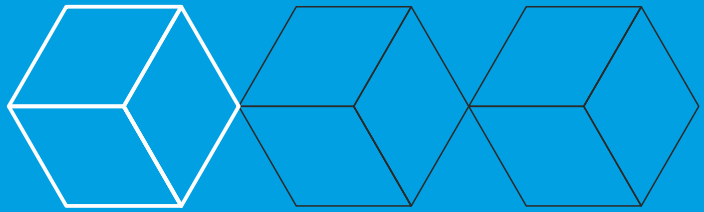


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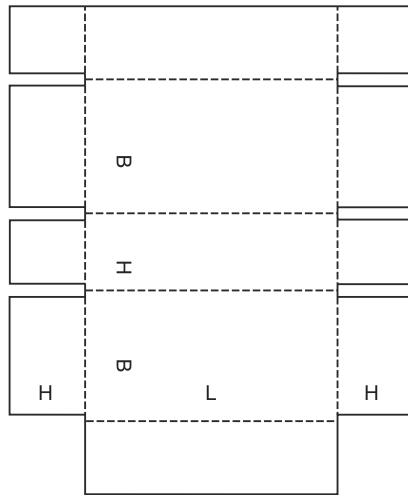
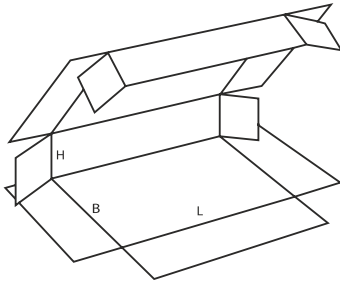


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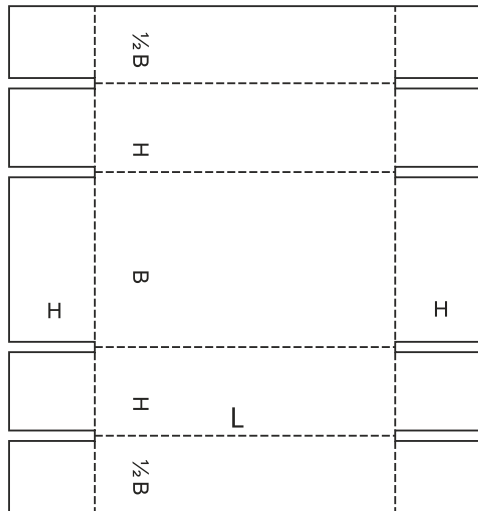
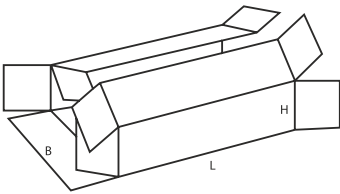




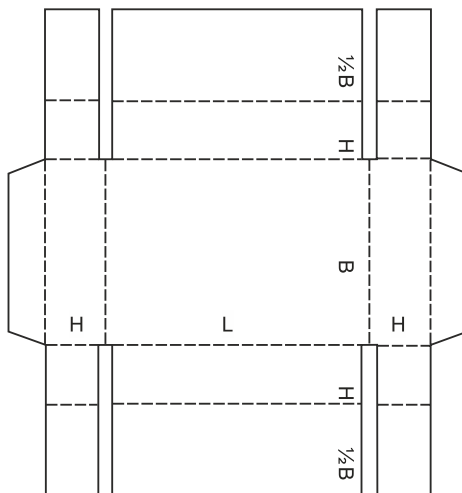
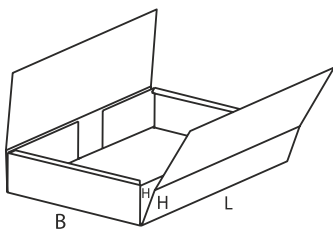
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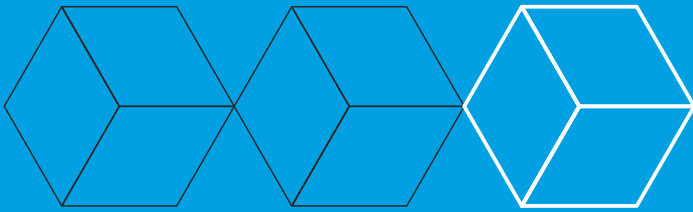


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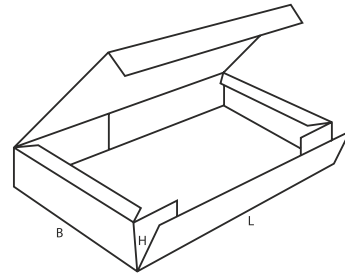
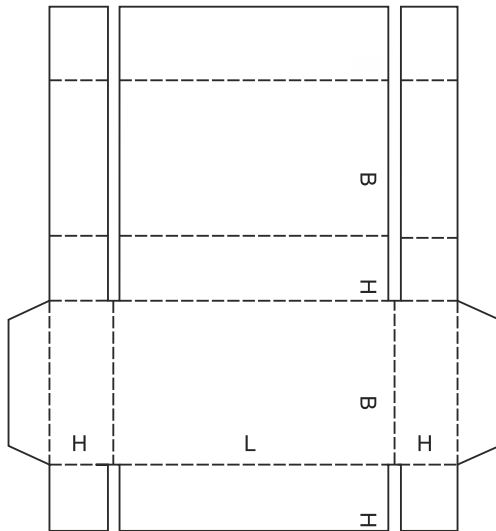
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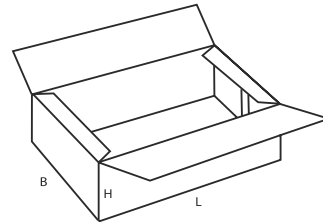
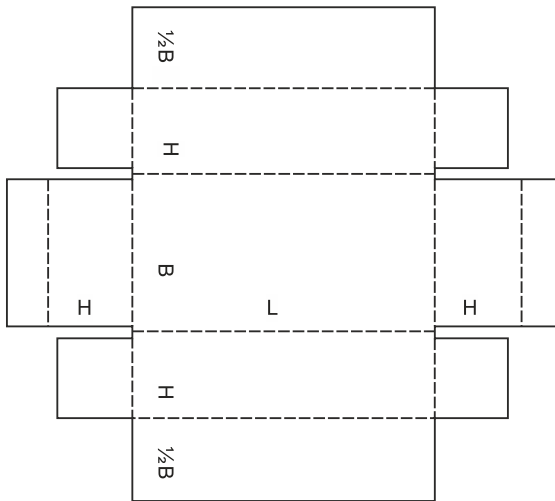


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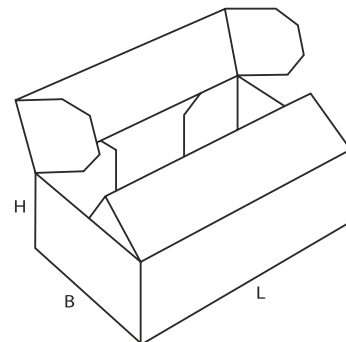
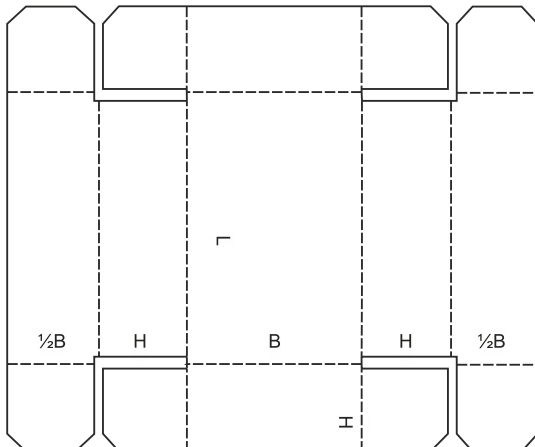
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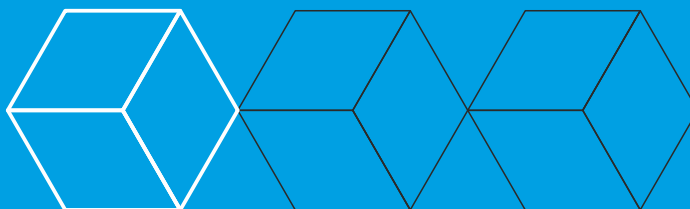
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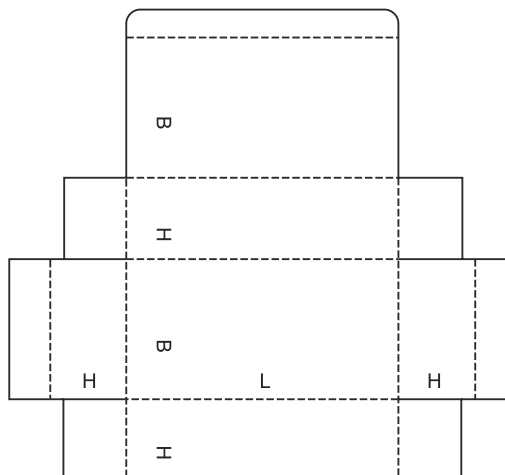
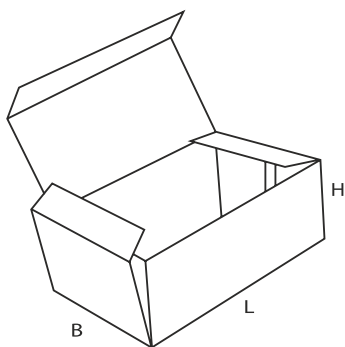
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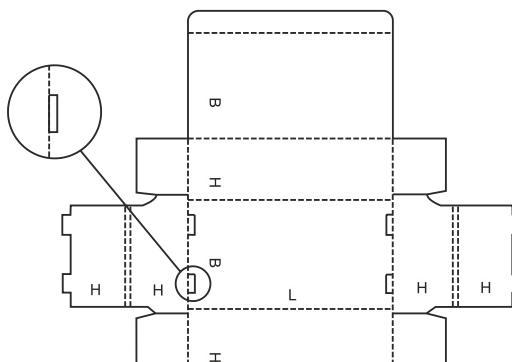
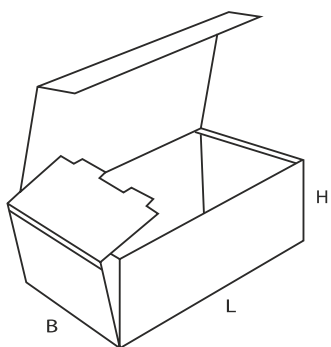
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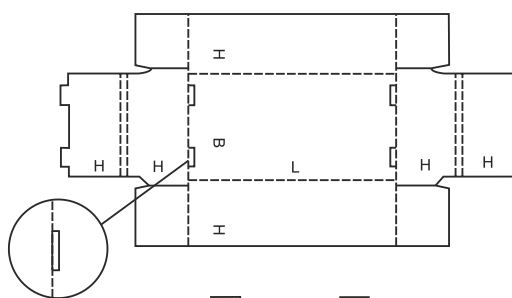
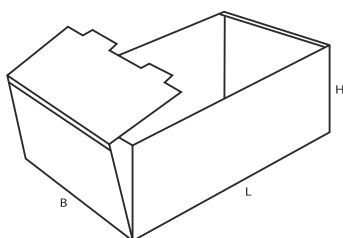
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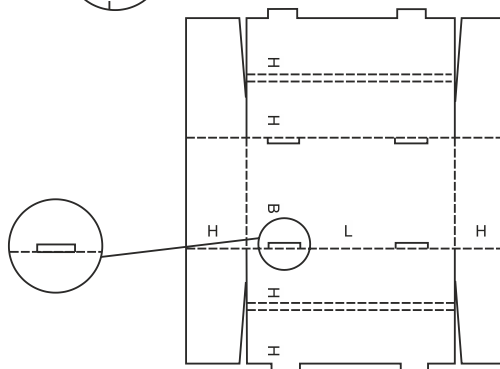
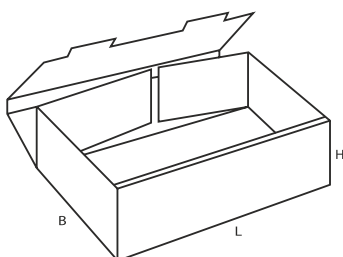
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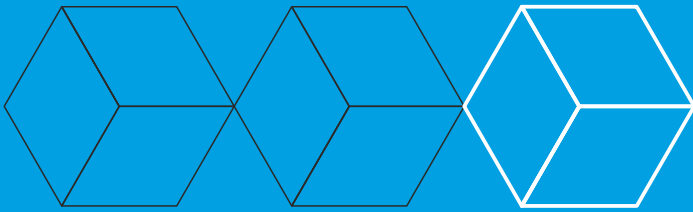


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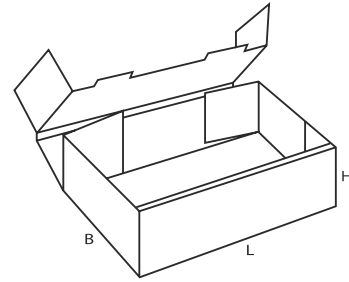
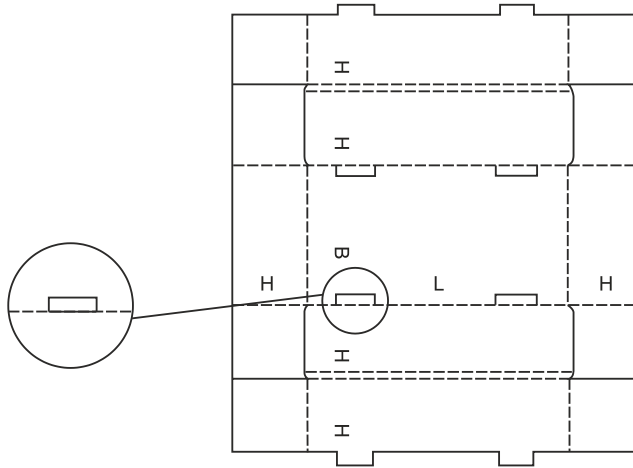
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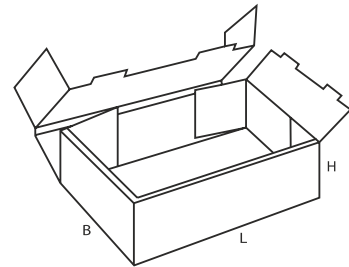
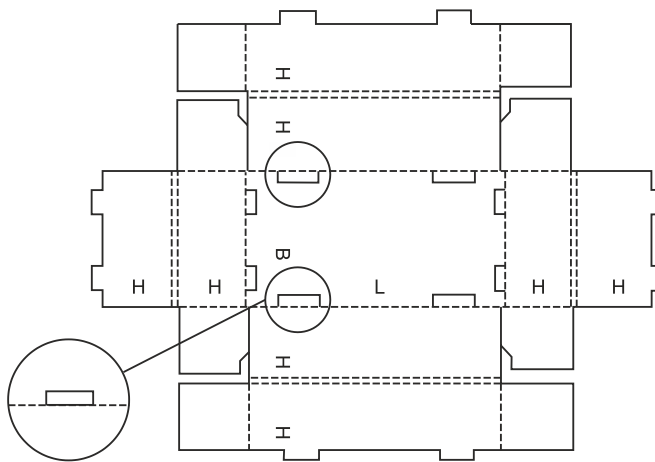


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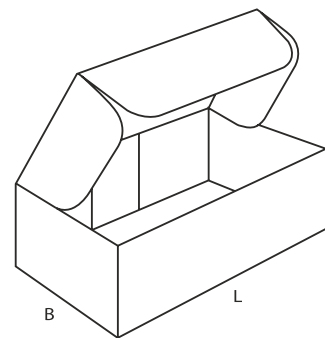
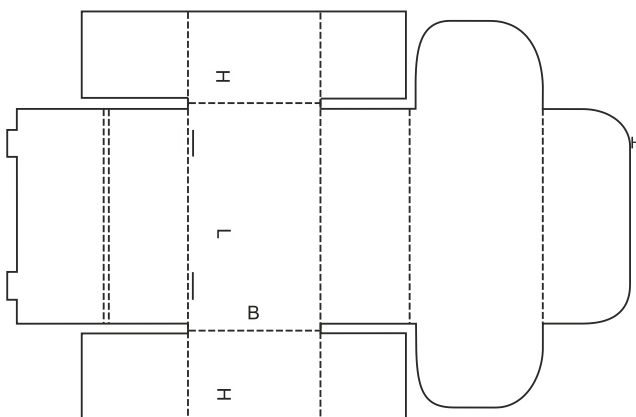
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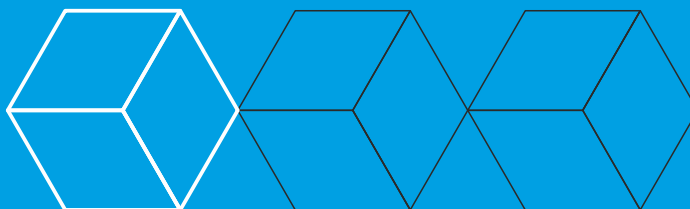
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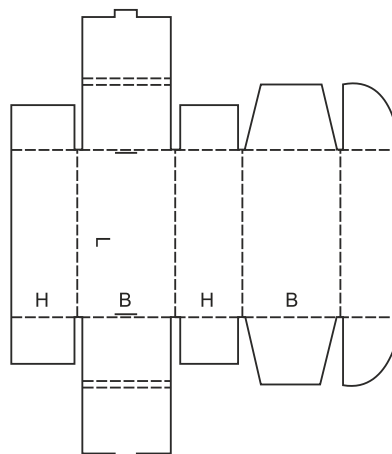
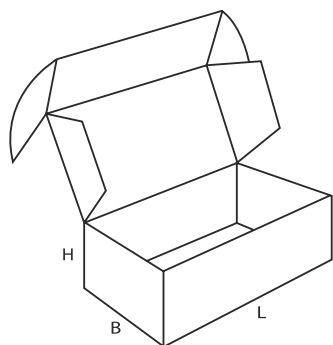
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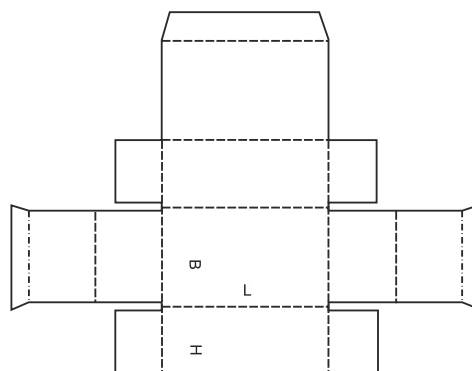
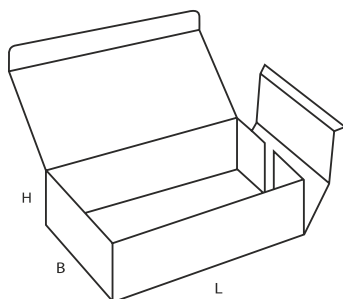
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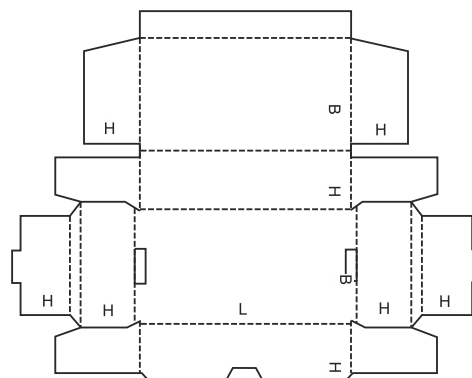
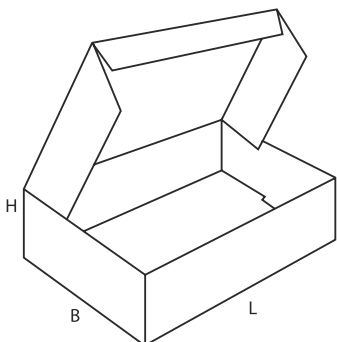
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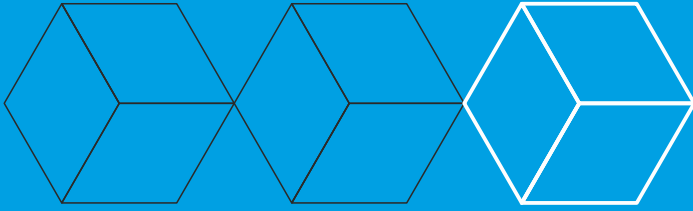


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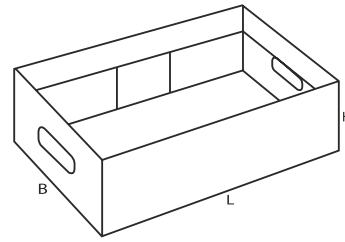
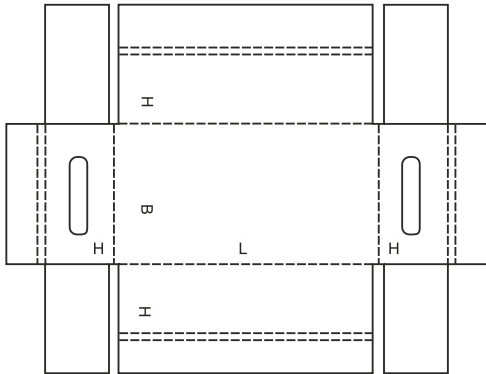
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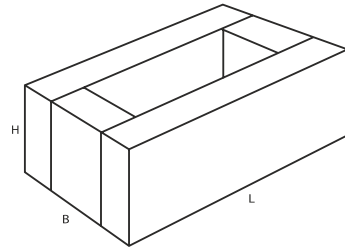
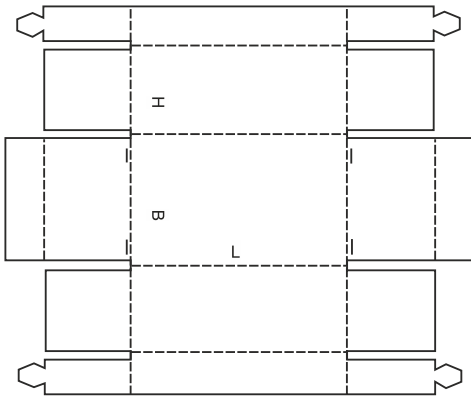


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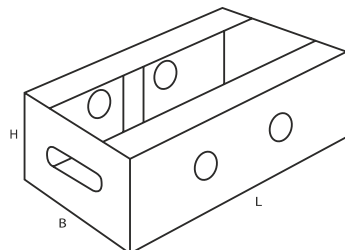
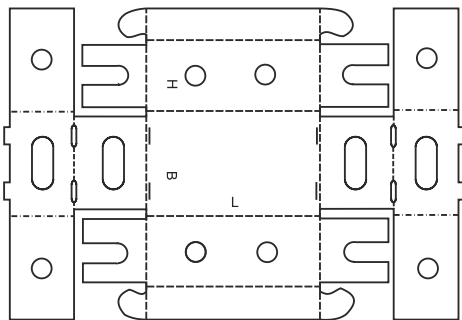
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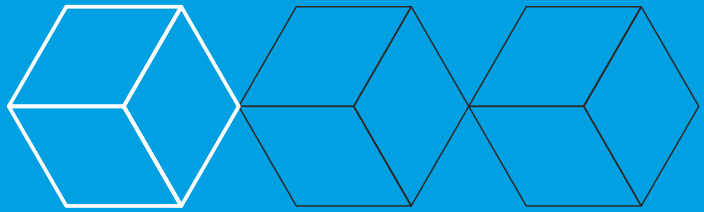
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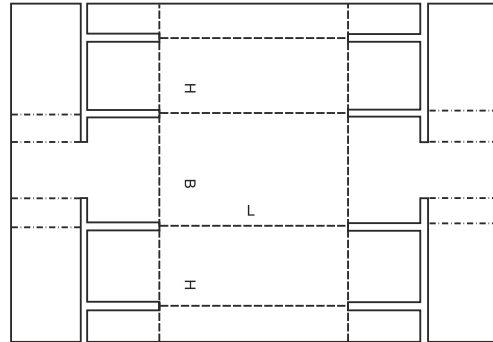
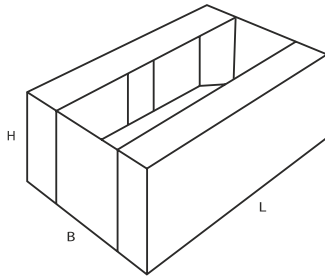
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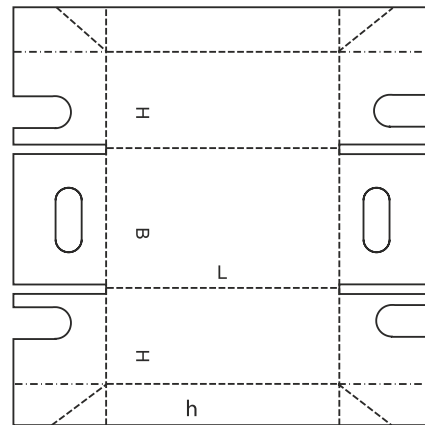
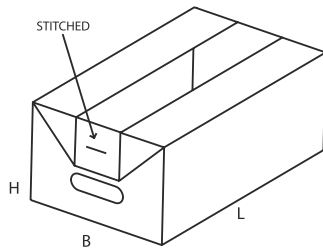
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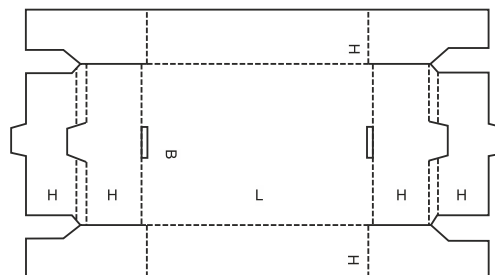
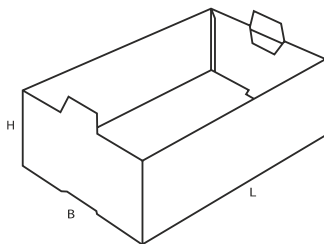
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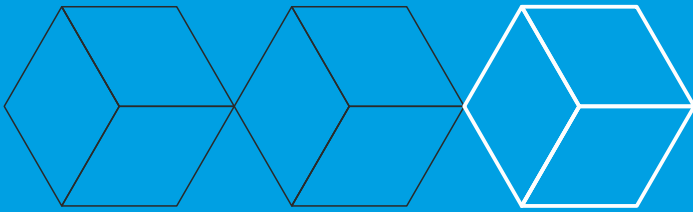


0434



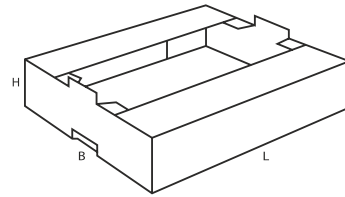
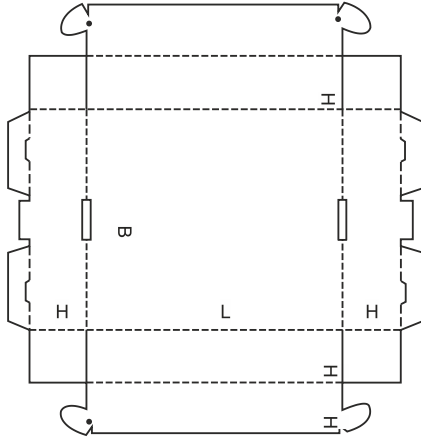
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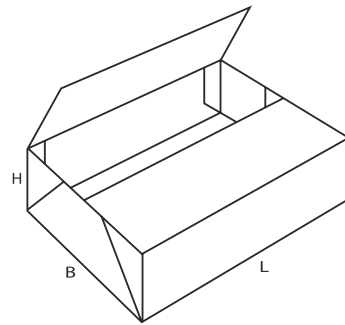
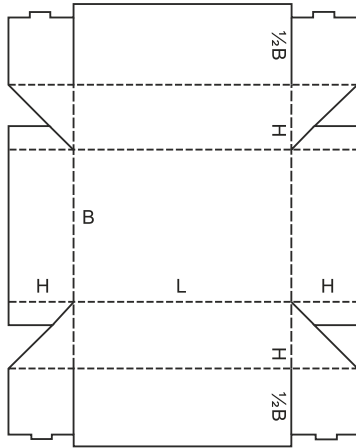


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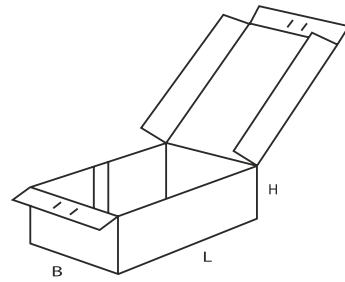
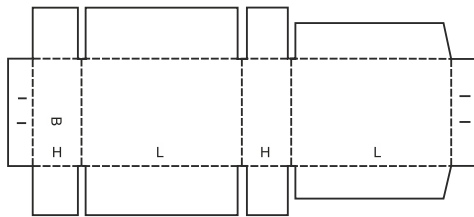
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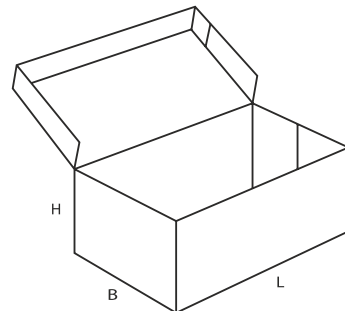
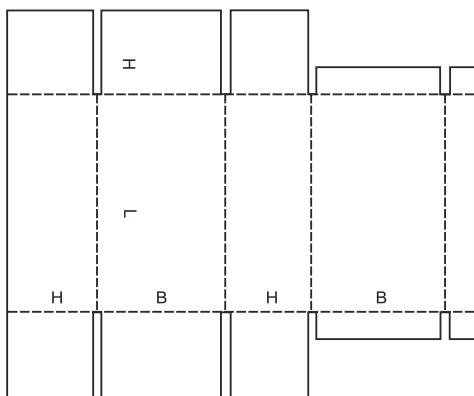
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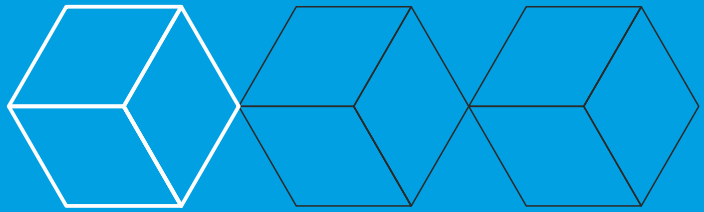
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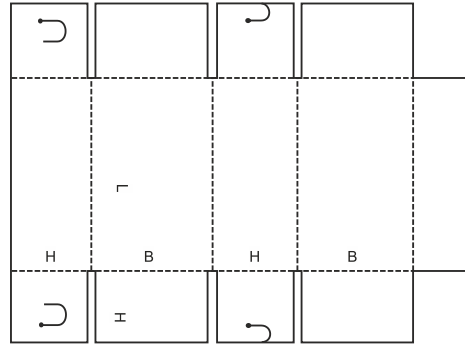
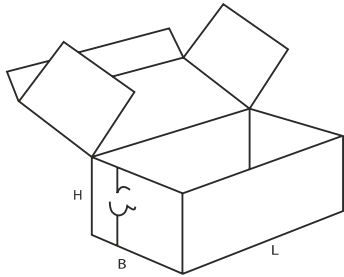
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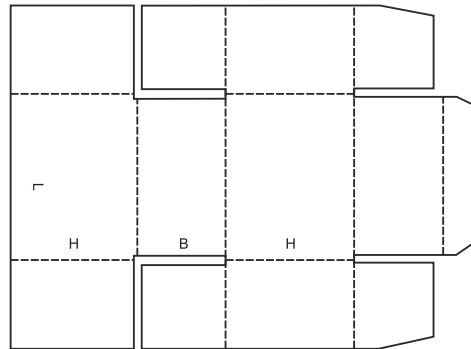
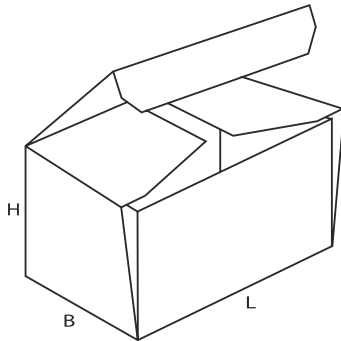
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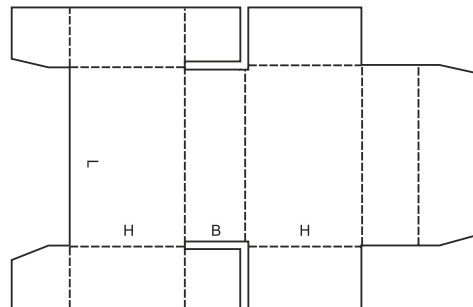
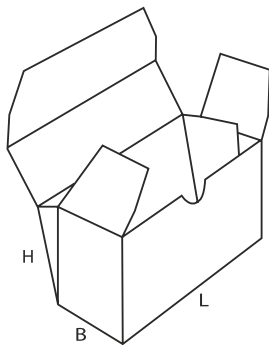
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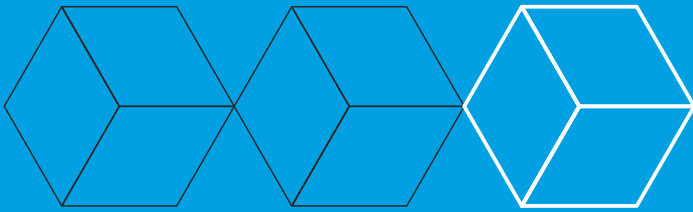


0443



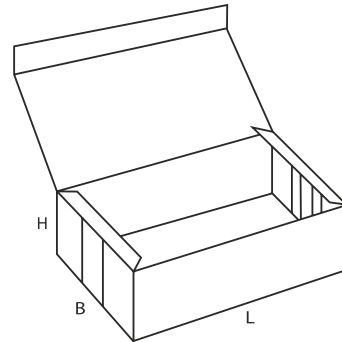
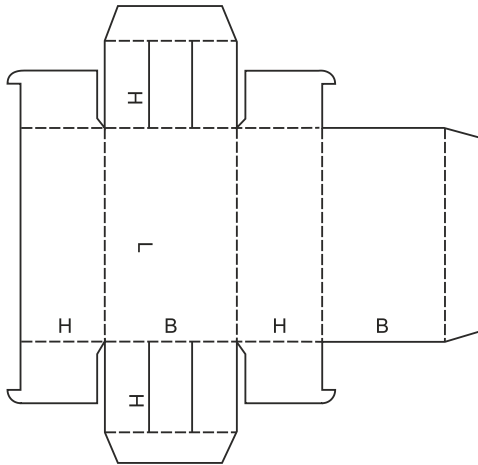
0444



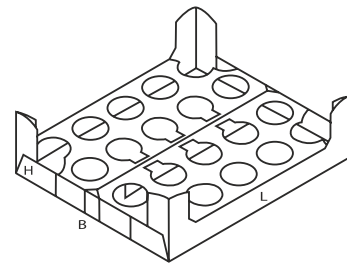
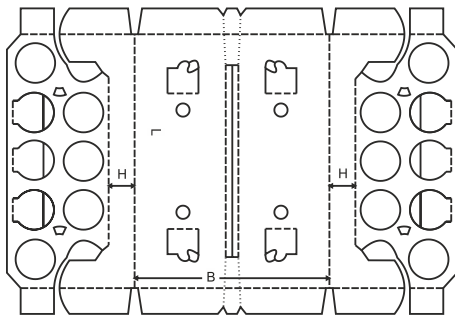


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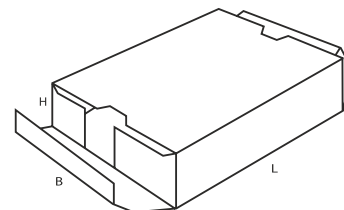
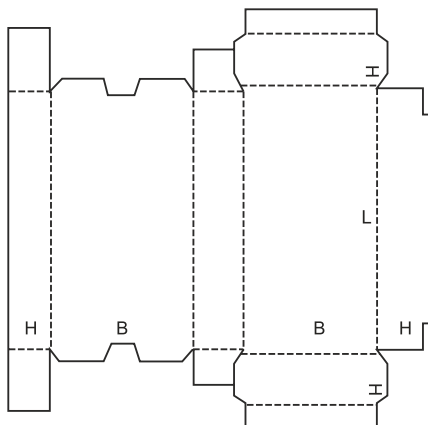
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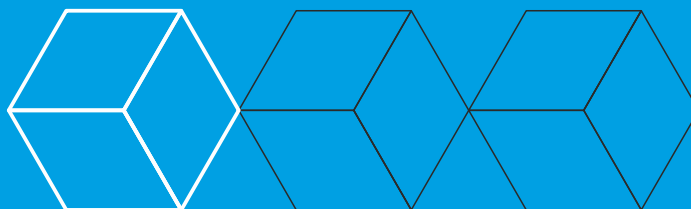
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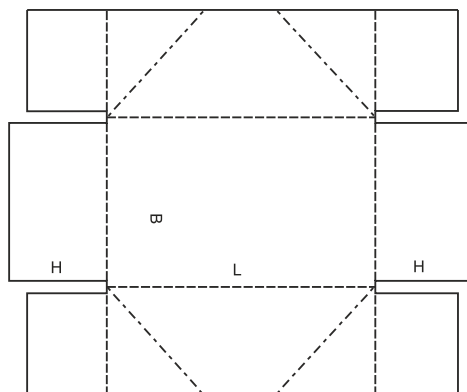
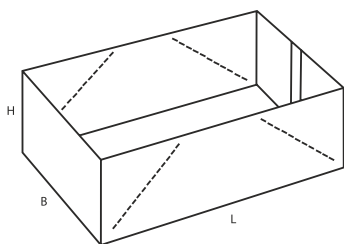
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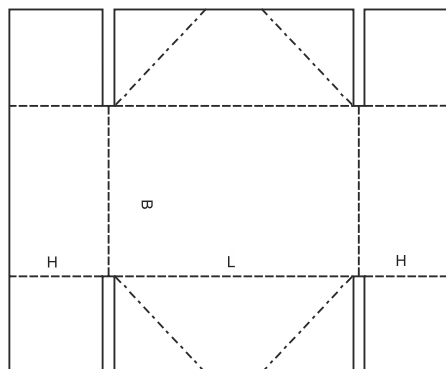
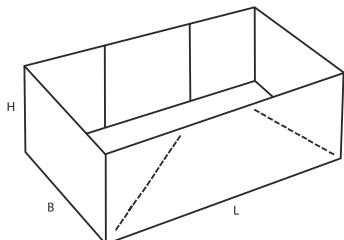
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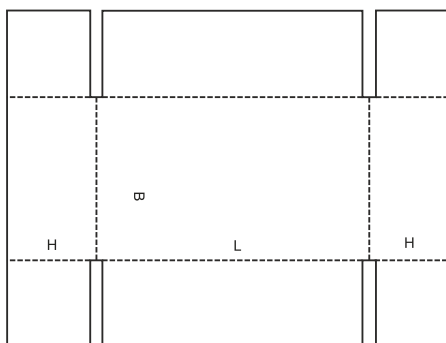
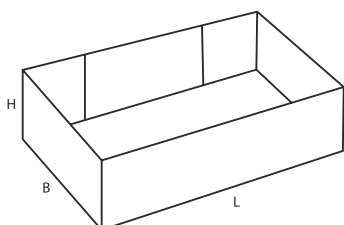
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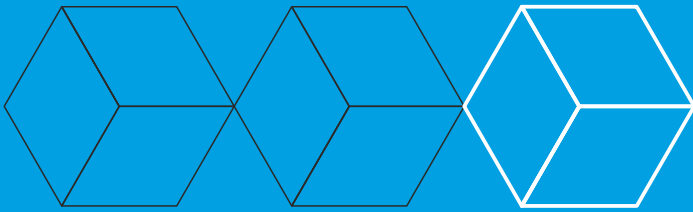


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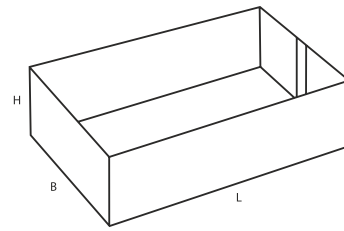
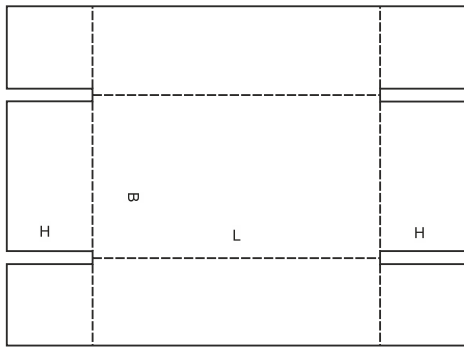
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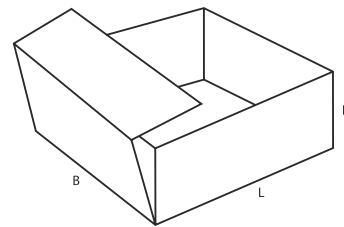
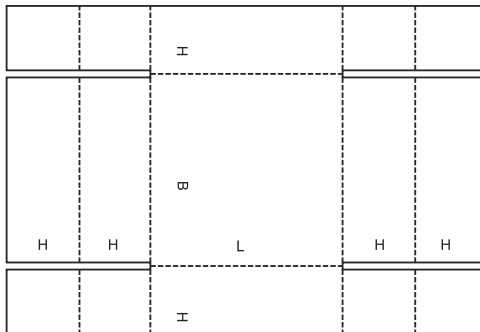


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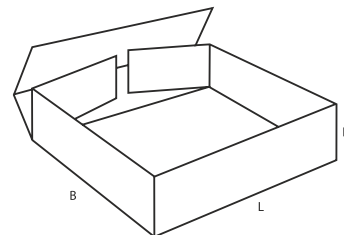
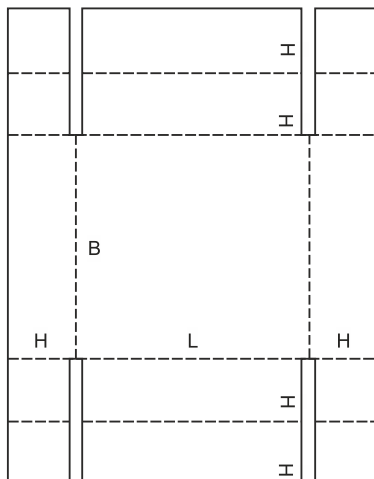
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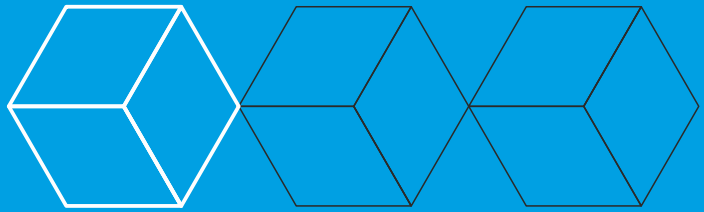
0453



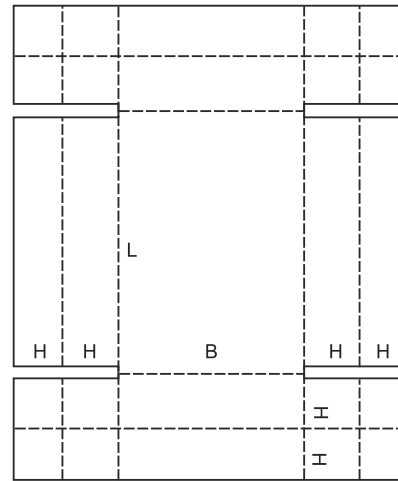
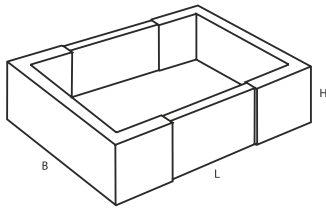
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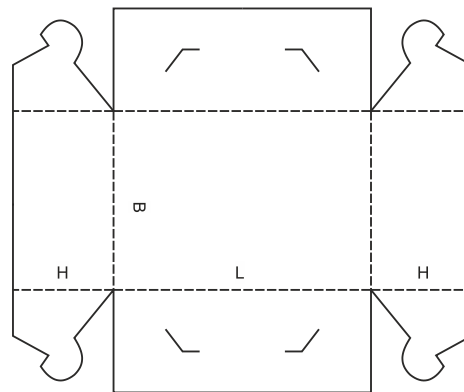
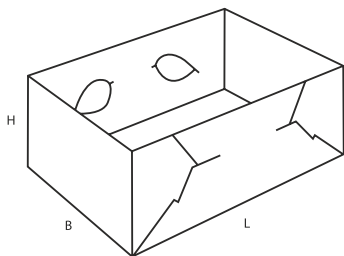
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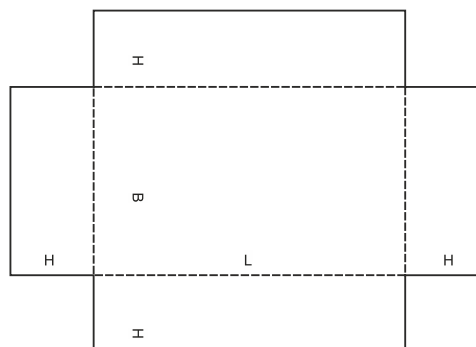
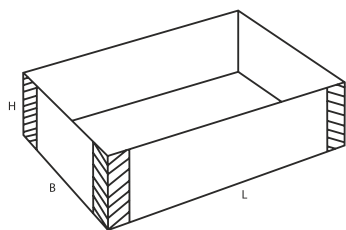
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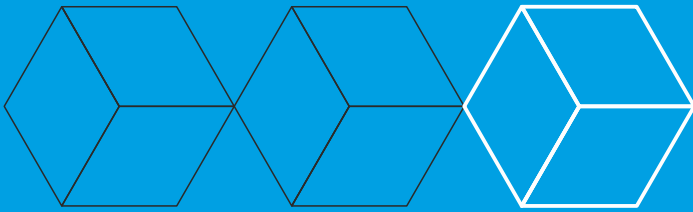


0457



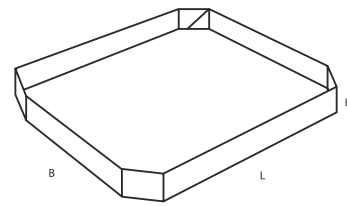
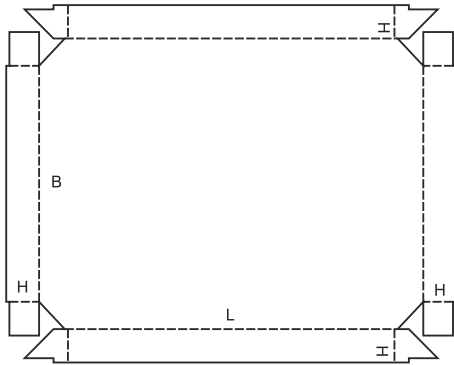
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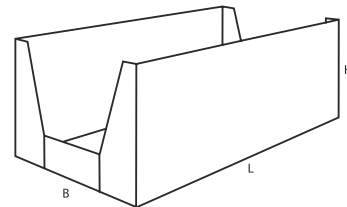
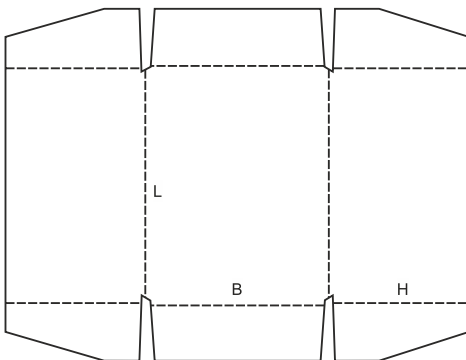


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Kategoria

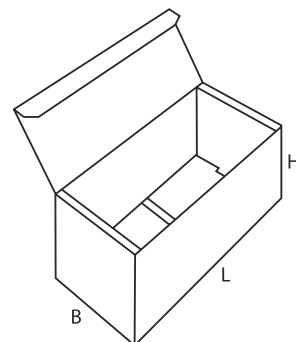
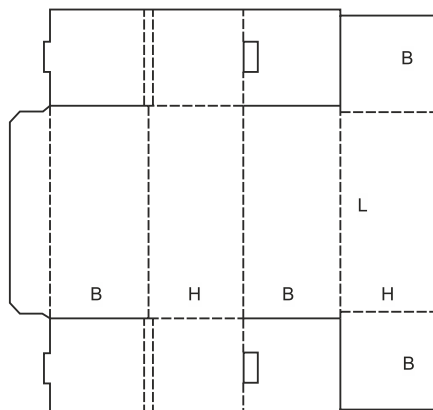
04



0459



0460



0470

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Kategoria

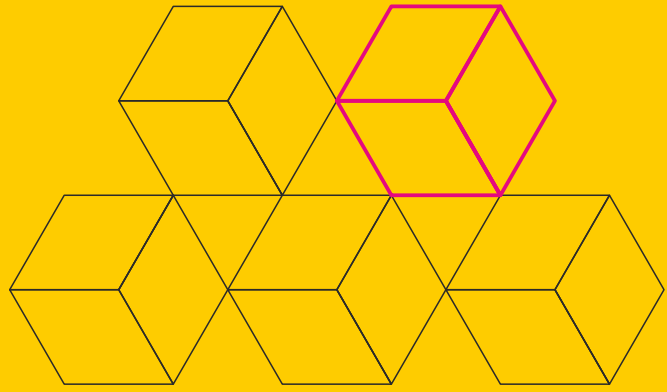
05

Pudła typu szufladkowego składają się z kilku wkładek oraz rękawów przesuwających się między sobą w różnych kierunkach. Grupa ta obejmuje również zewnętrzne rękawy dla innych typów pudeł..

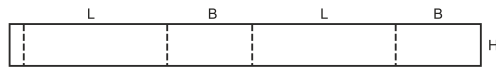
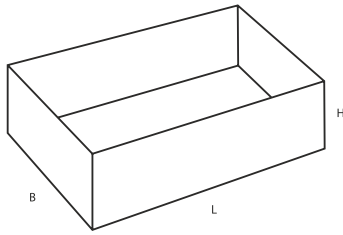


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Kategoria

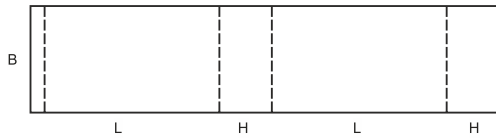
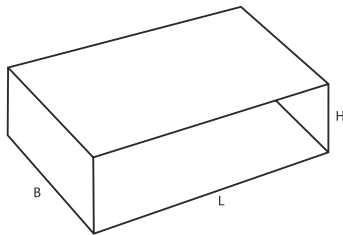
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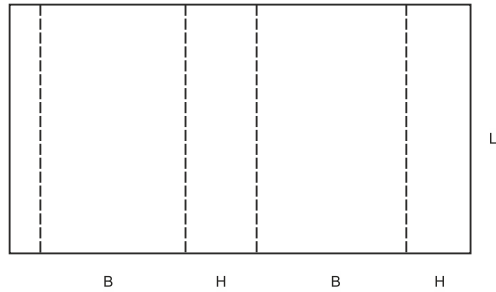
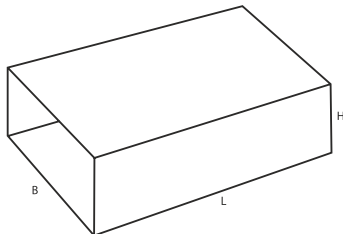
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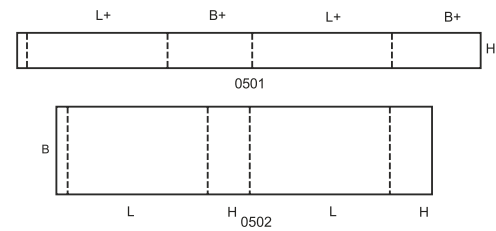
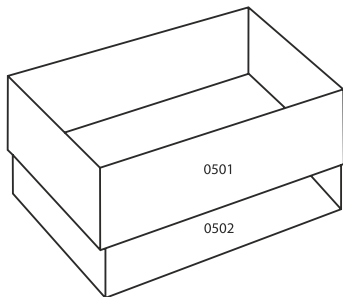
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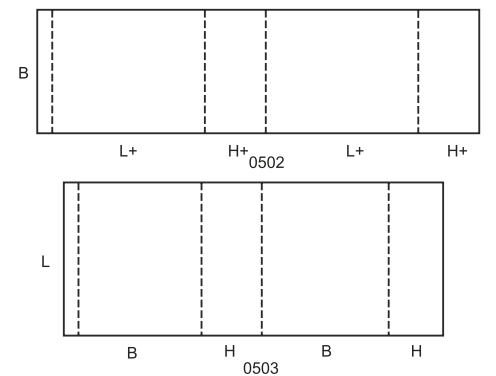
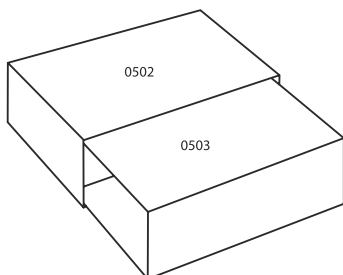
0503

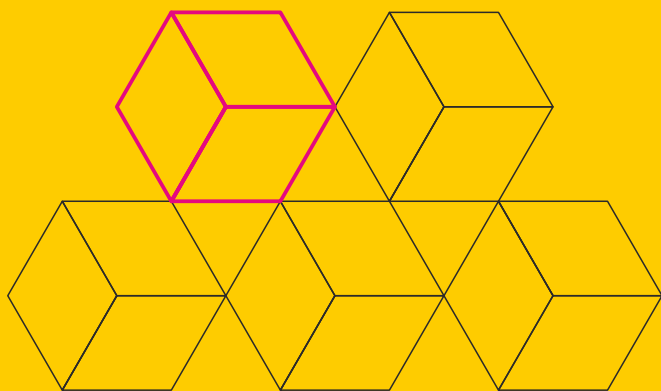


0504



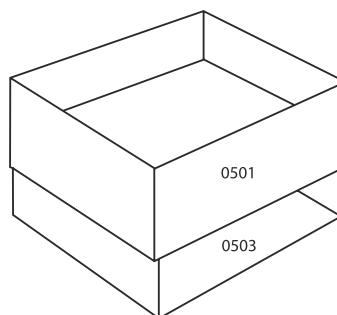
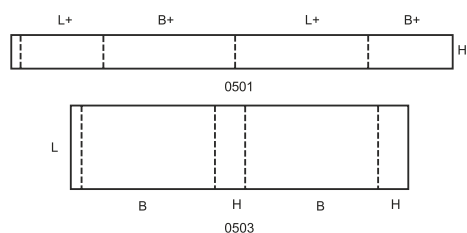
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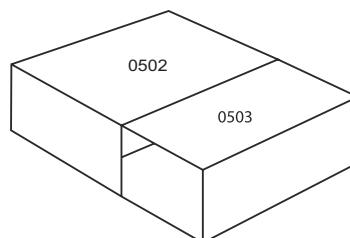
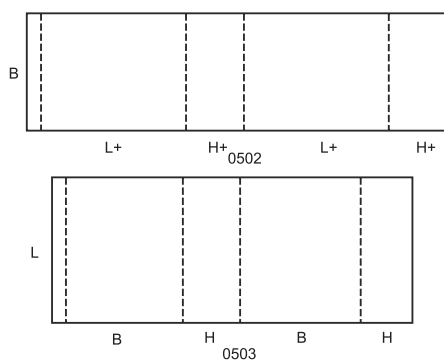


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Kategoria

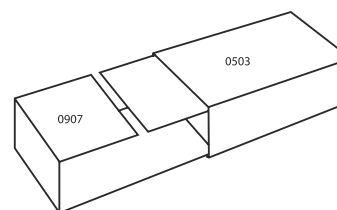
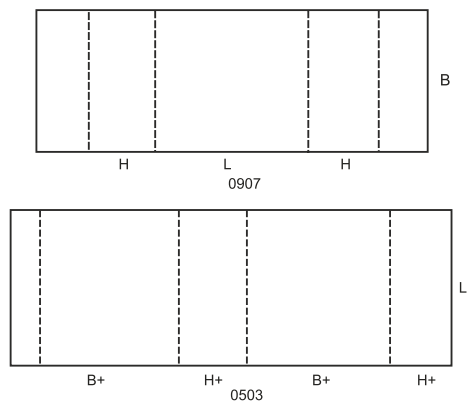
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0507



0508



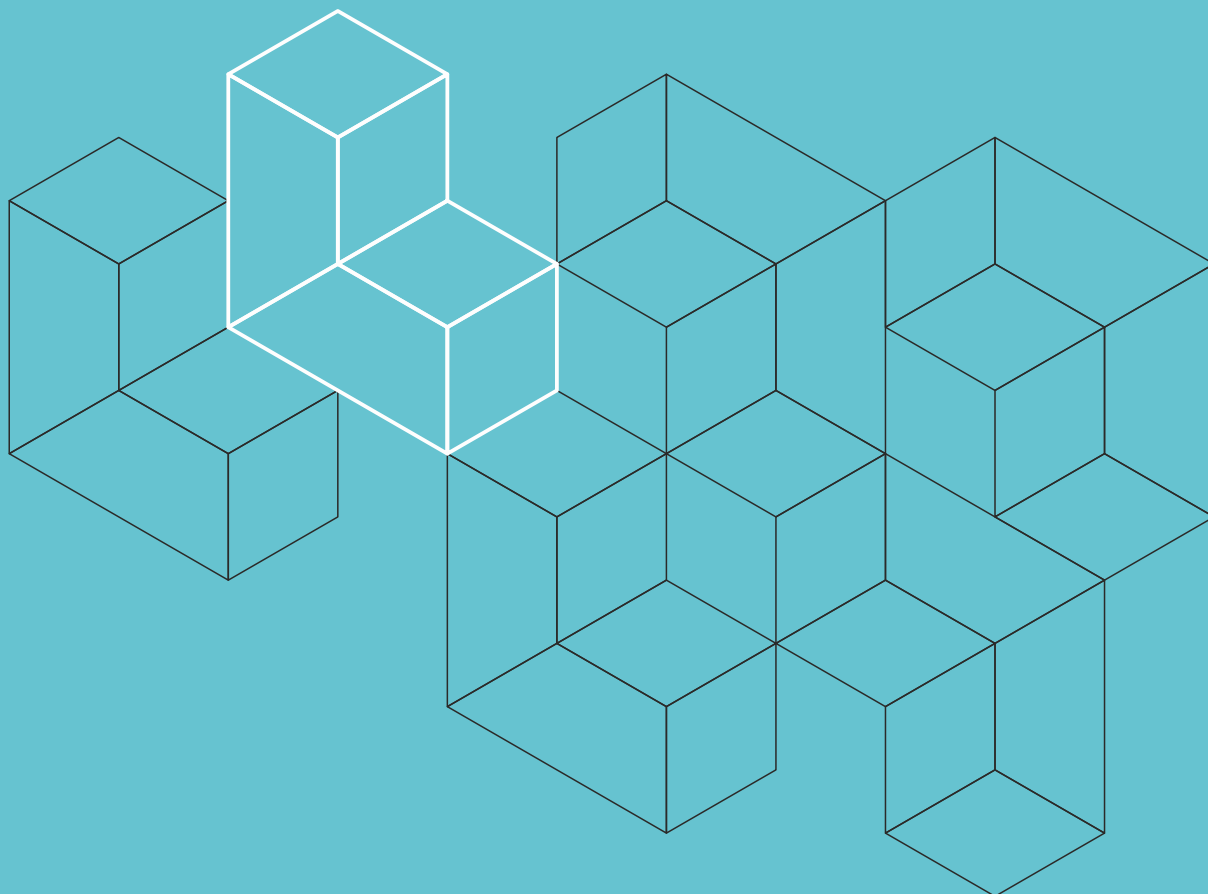
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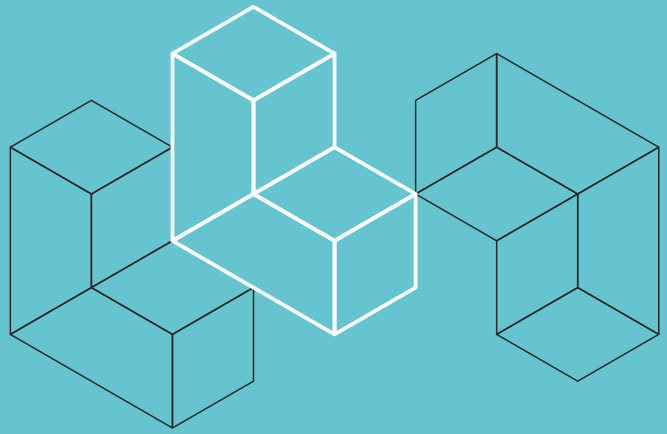
EEFCO

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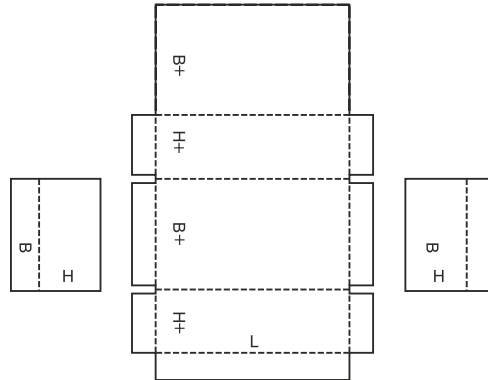
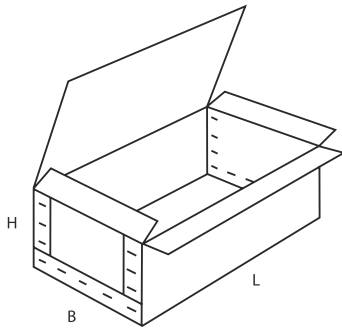
06

Pudła sztywne składają się z dwóch oddzielnych części oraz korpusu. Przed użytkowaniem wymagają zszycia lub podobnej operacji.

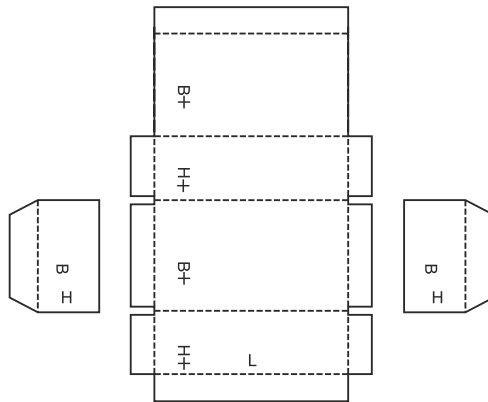
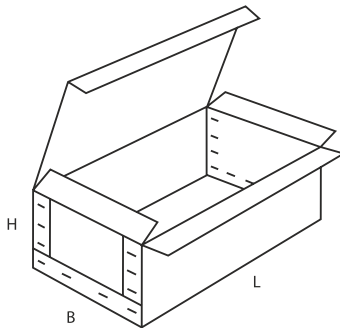




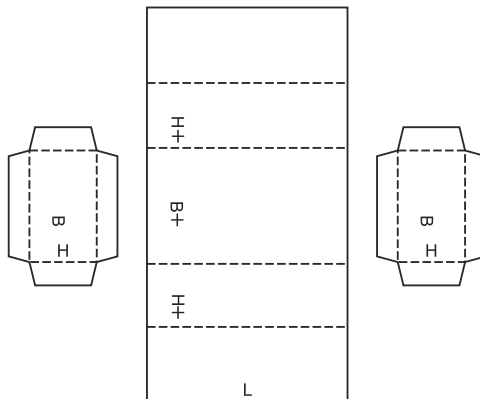
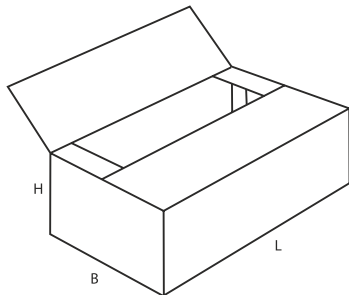
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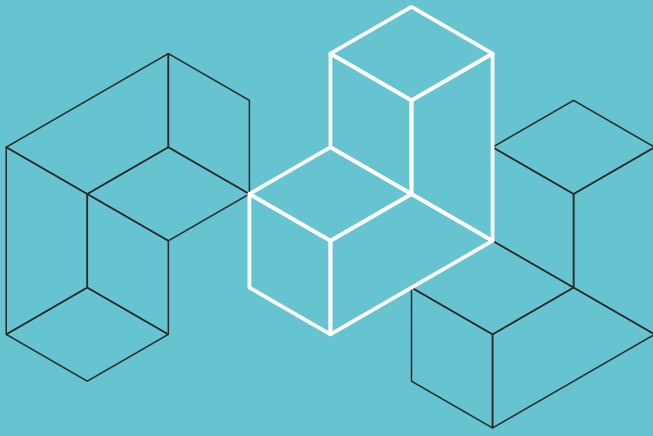


0602



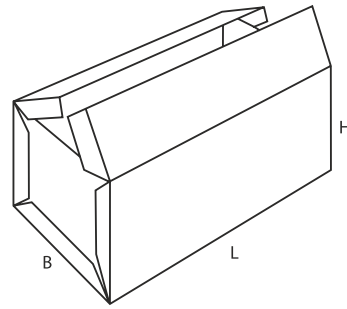
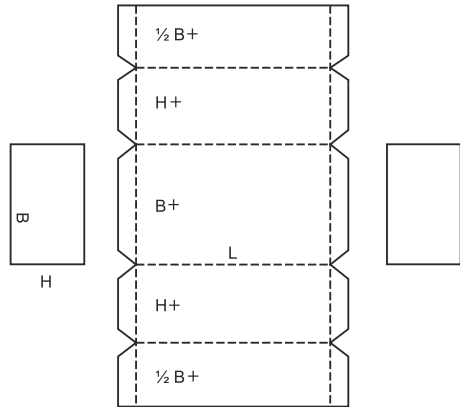
0605



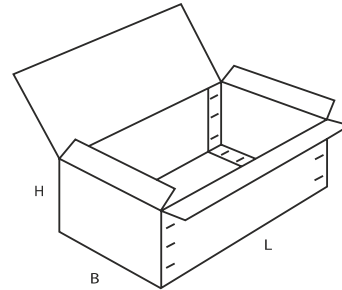
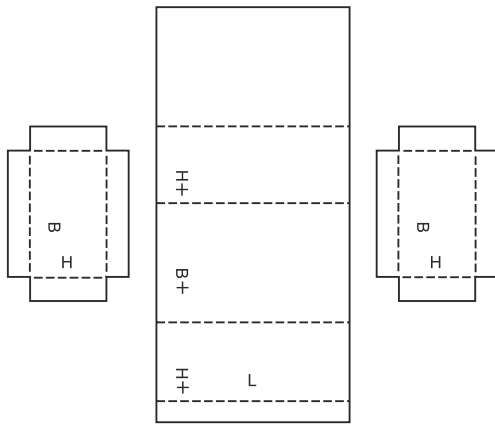


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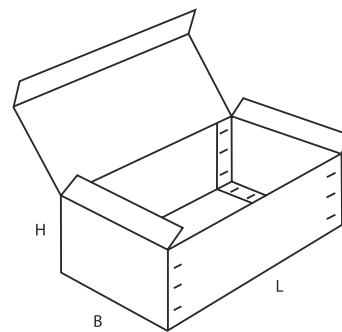
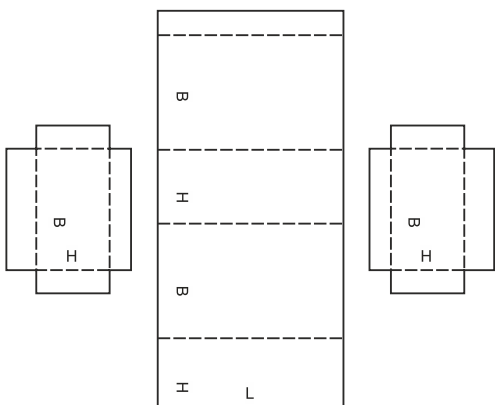
06



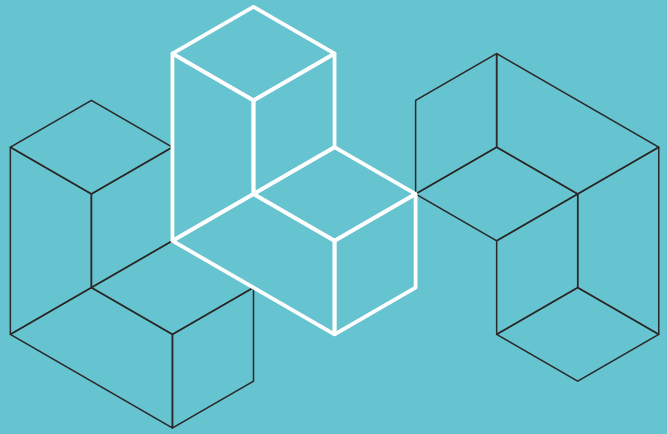
0606



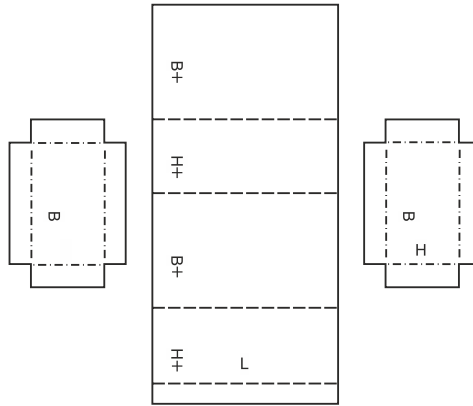
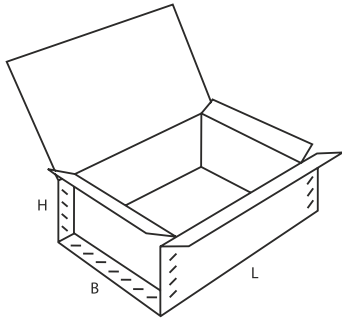
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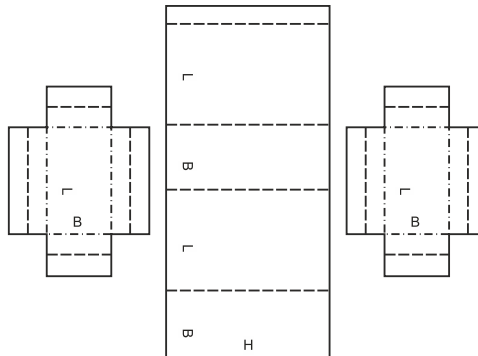
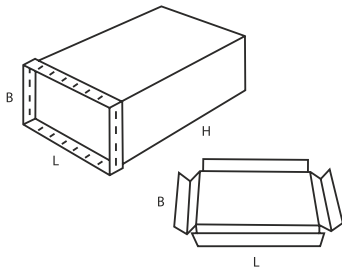
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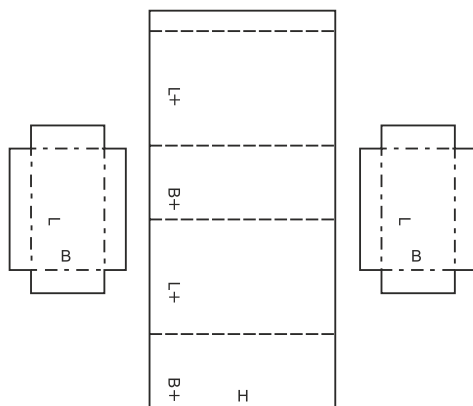
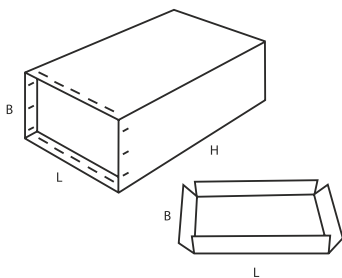
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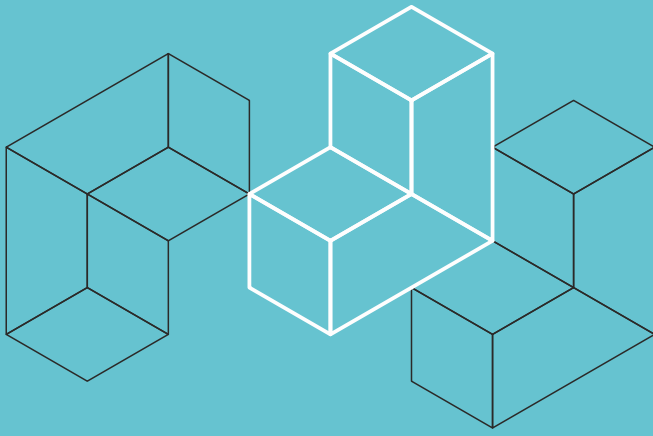


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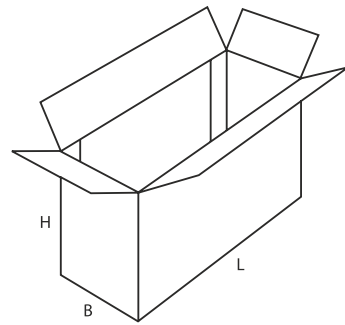
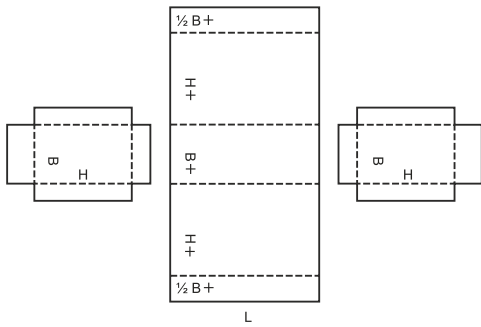
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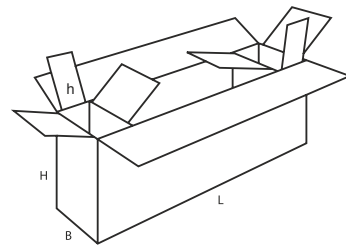
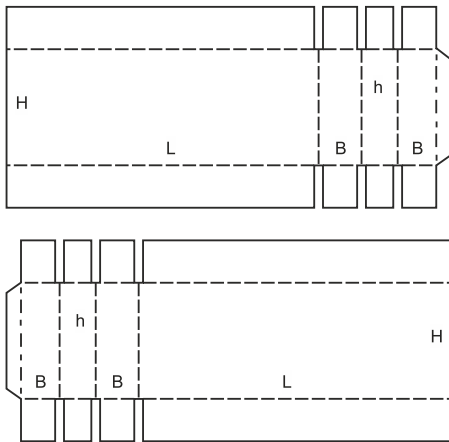


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0620

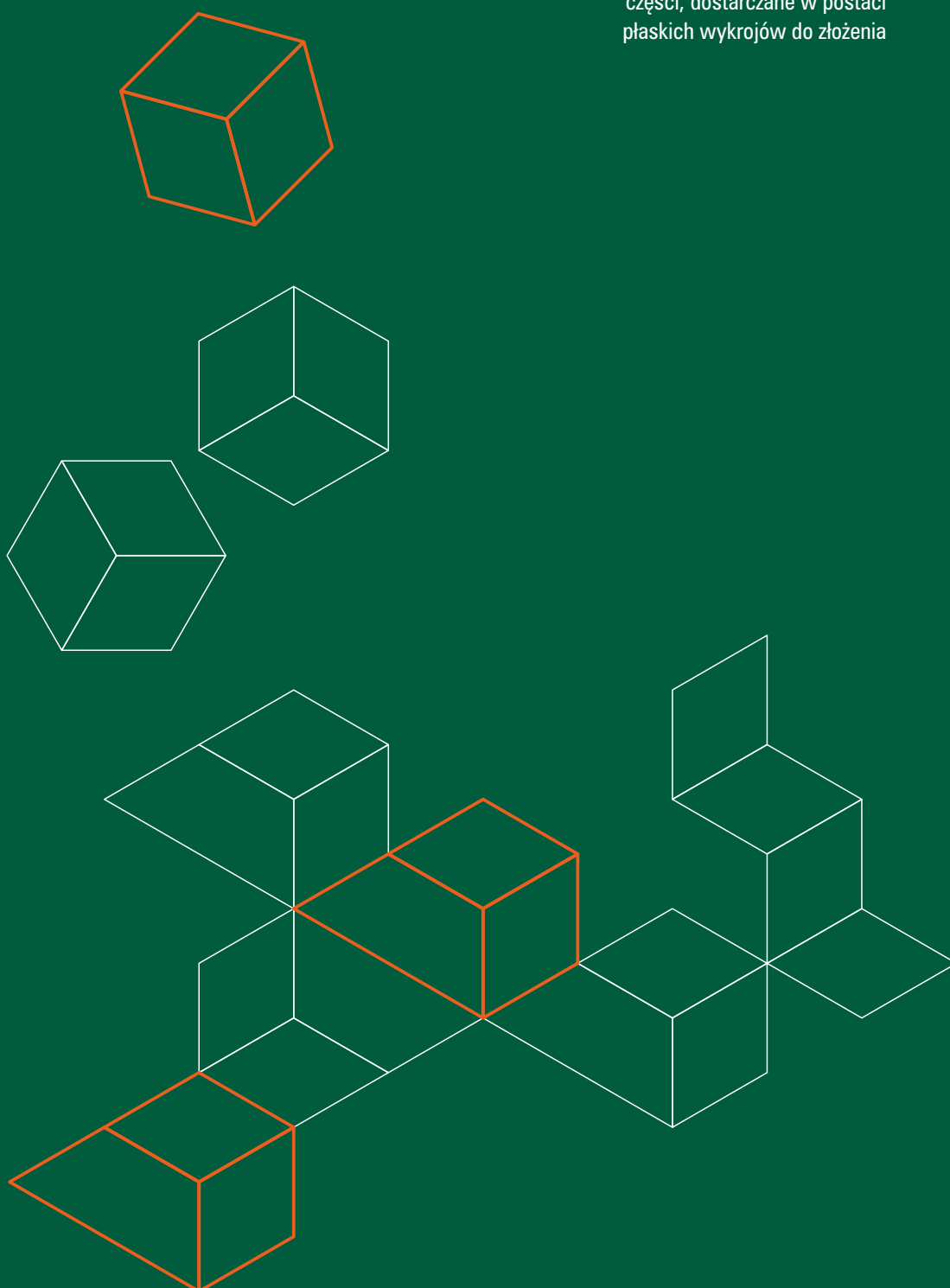


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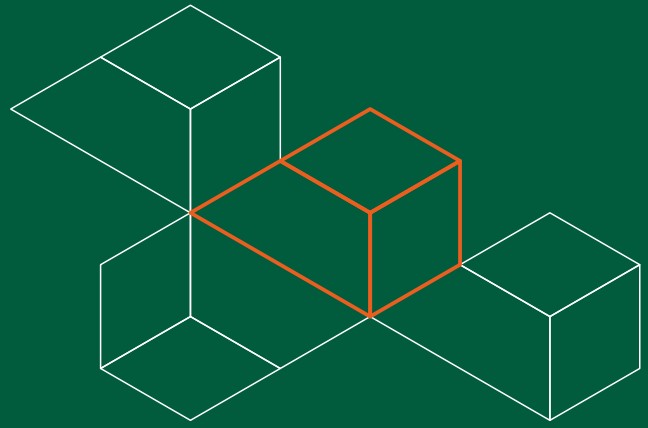
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Pudełka wykrawane, klejone najczęściej składające się z jednej części, dostarczane w postaci płaskich wykrojów do złożenia

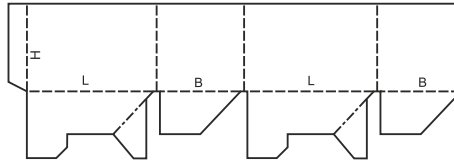
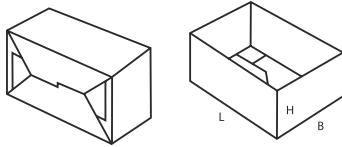


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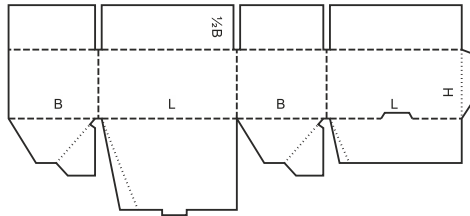
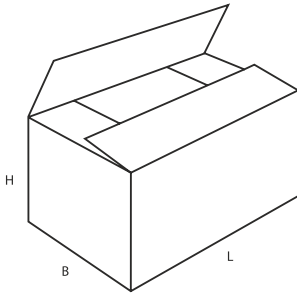
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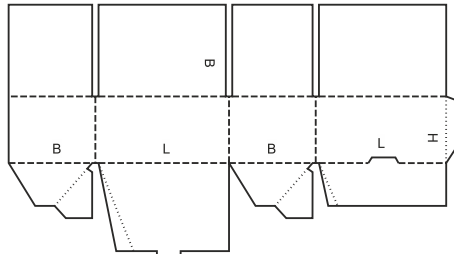
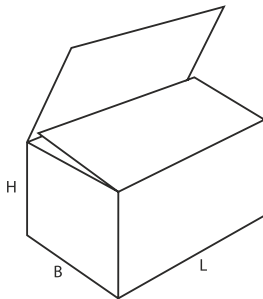
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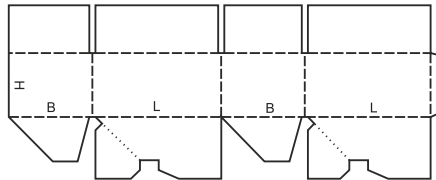
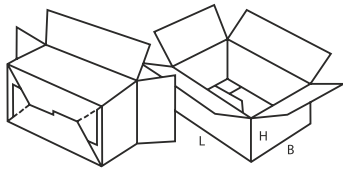
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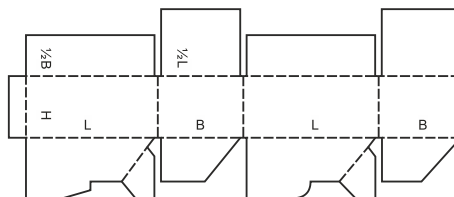
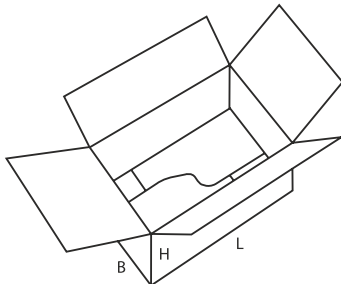
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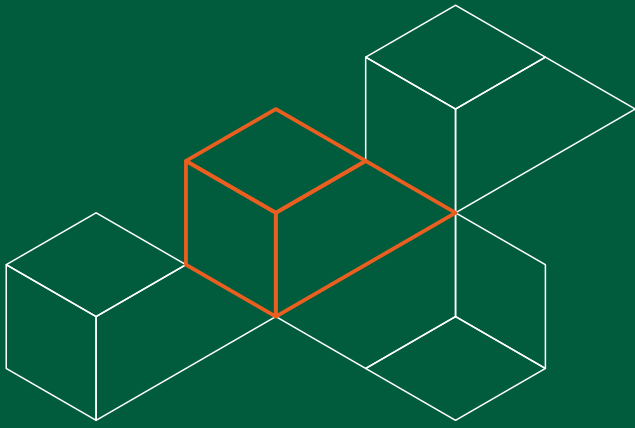


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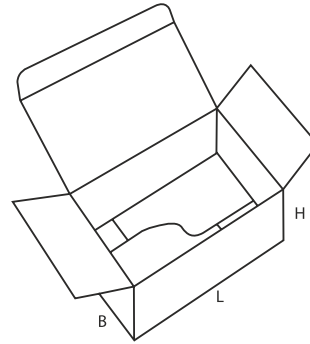
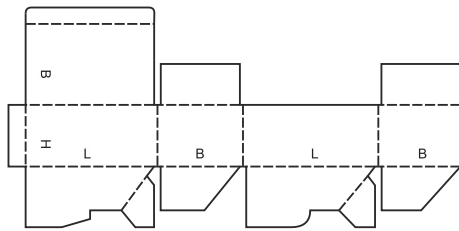
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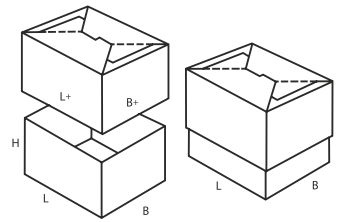
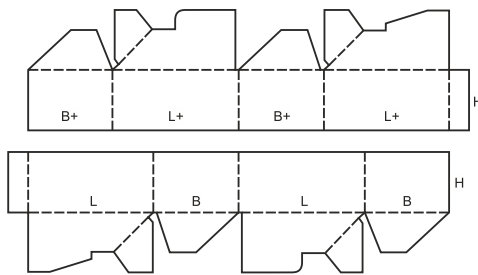


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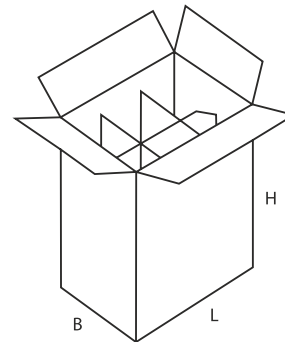
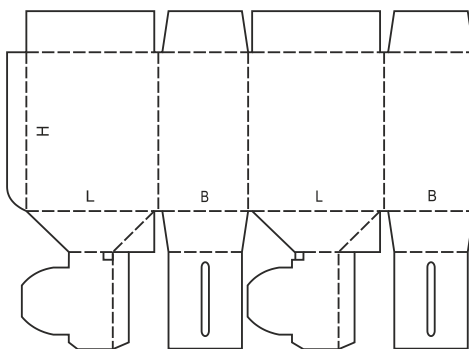
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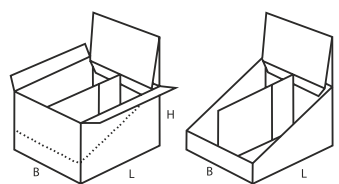
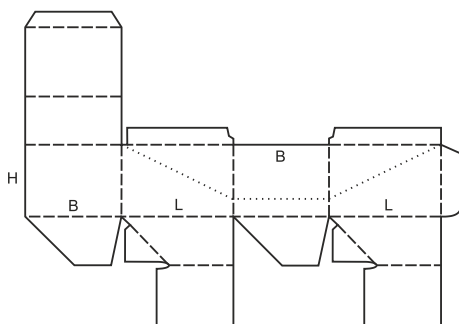
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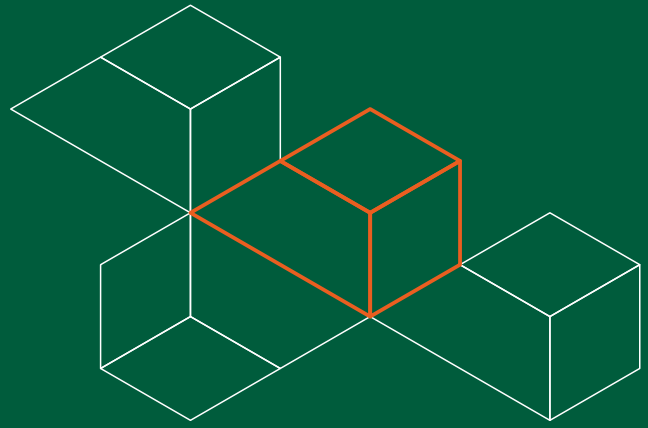
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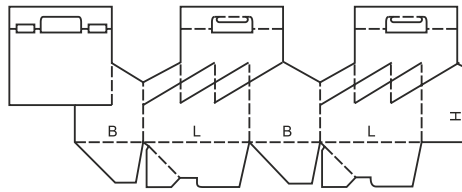
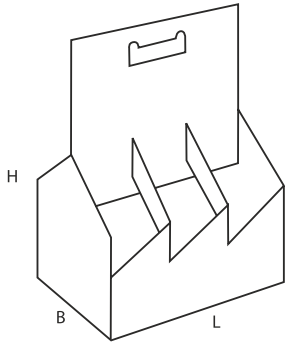
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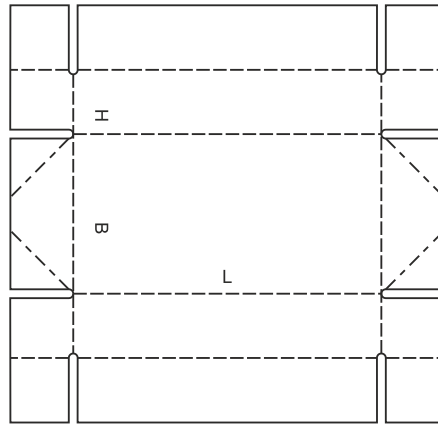
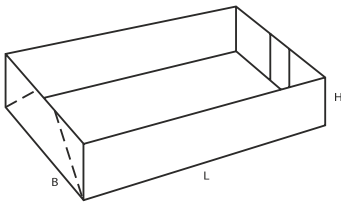
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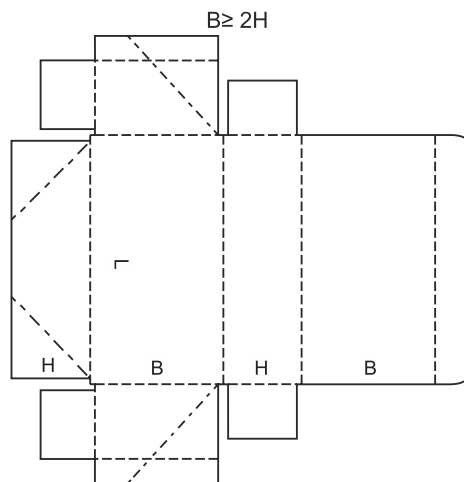
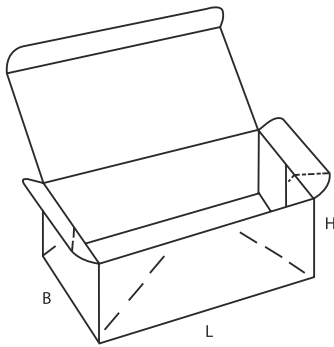
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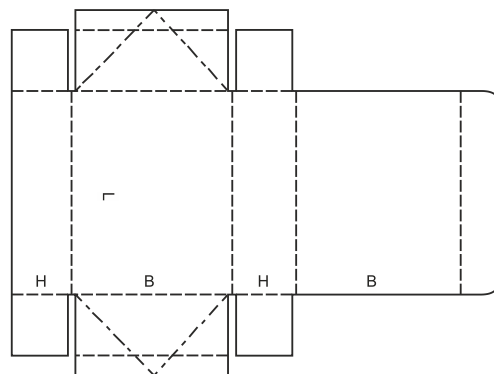
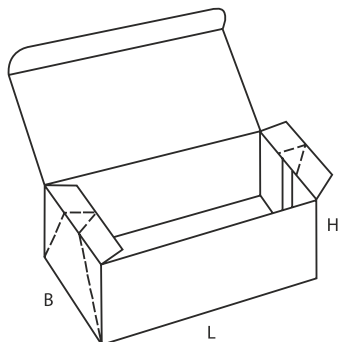
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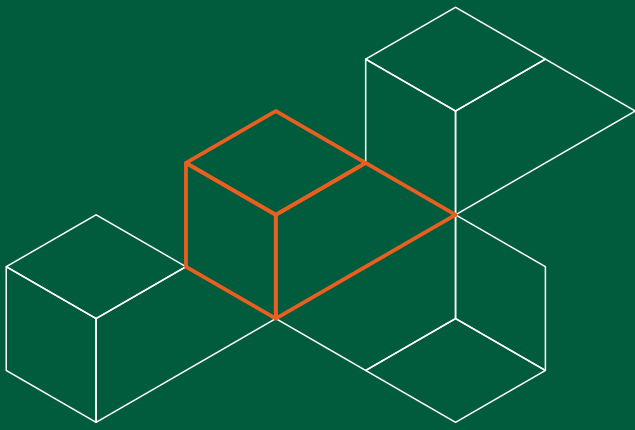


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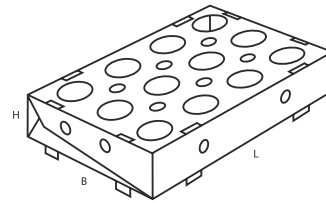
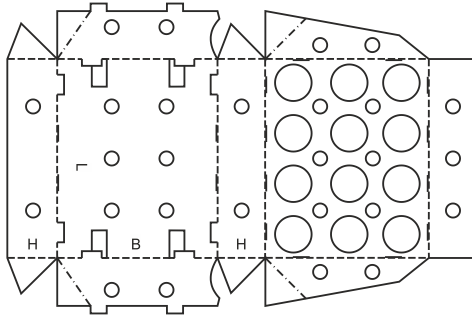
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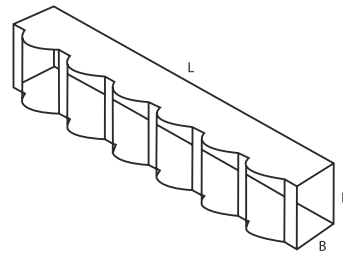
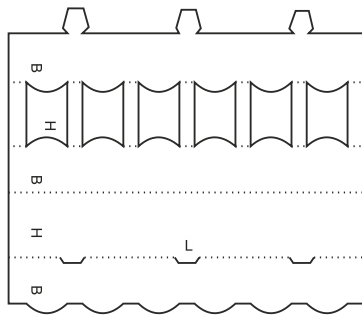


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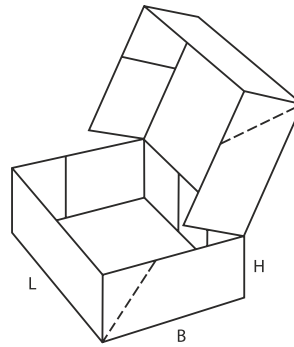
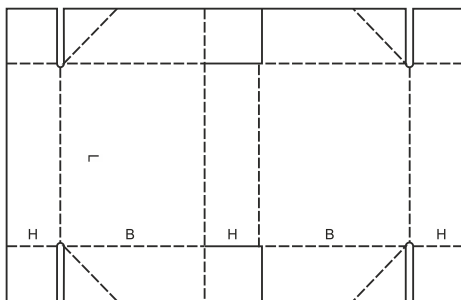
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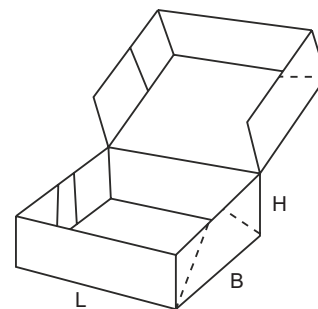
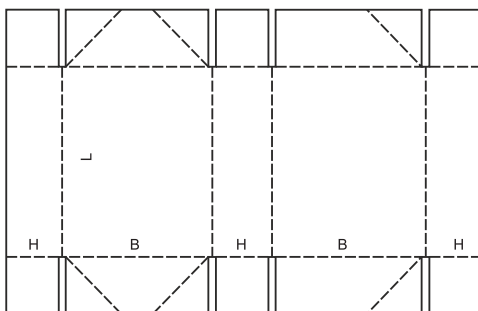
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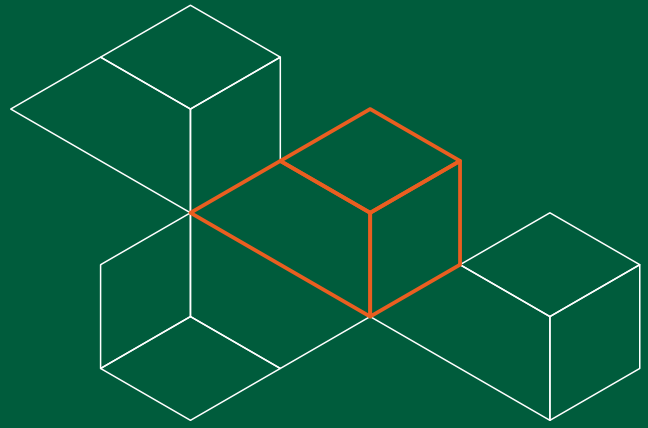
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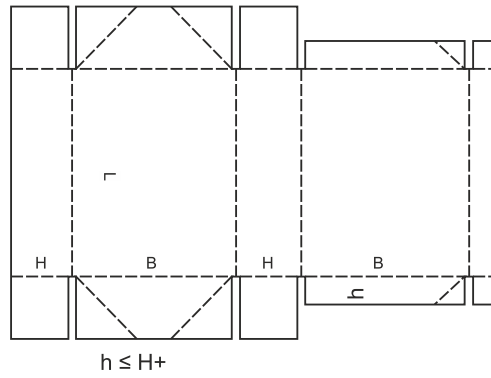
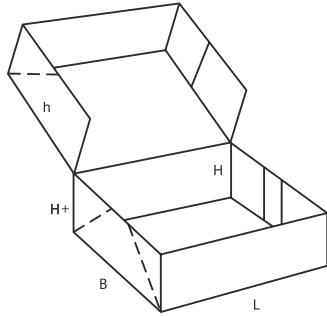
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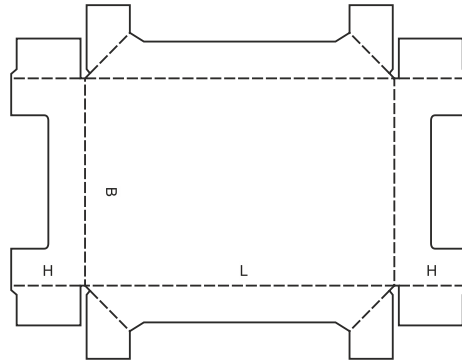
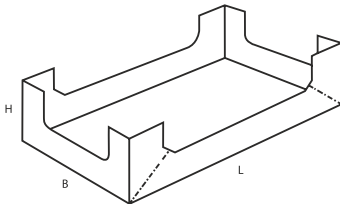
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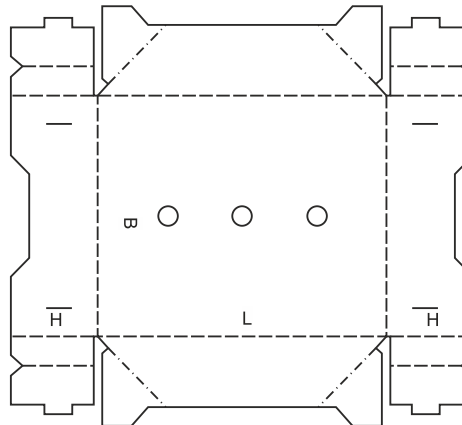
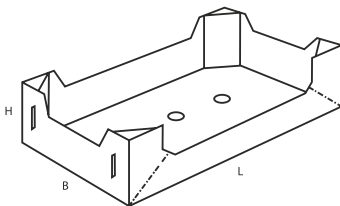
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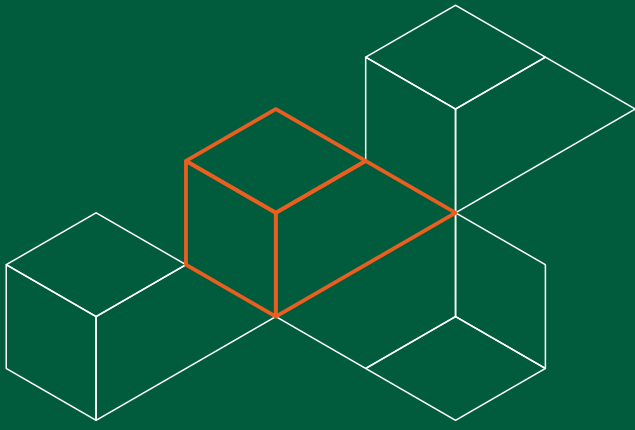


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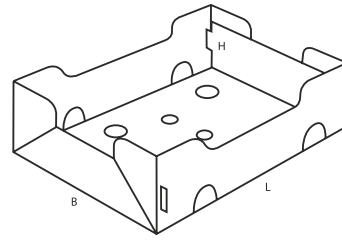
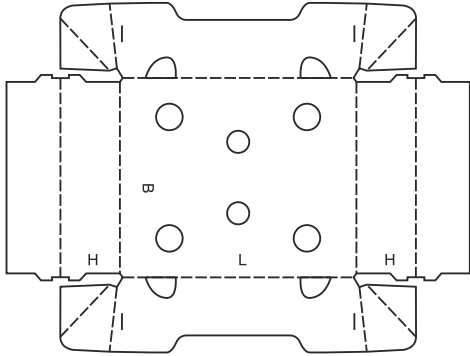
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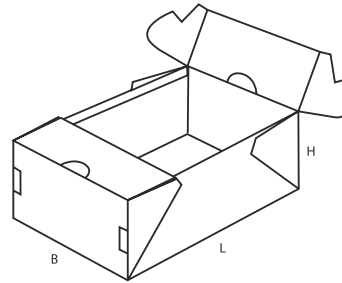
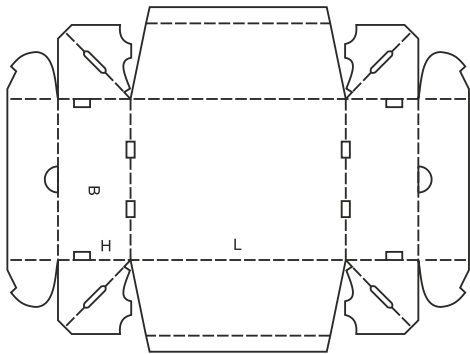


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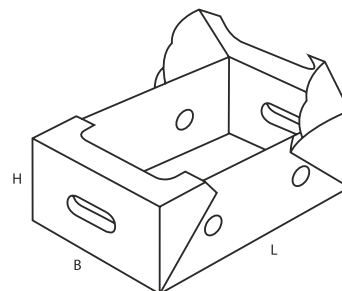
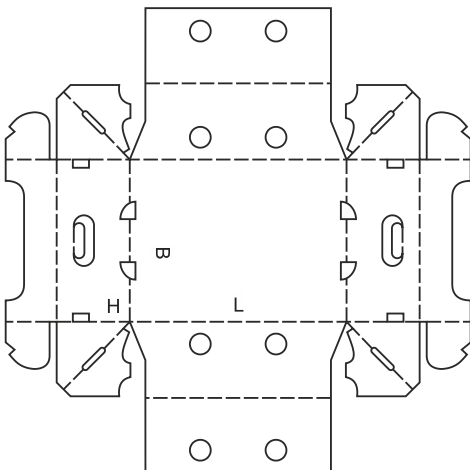
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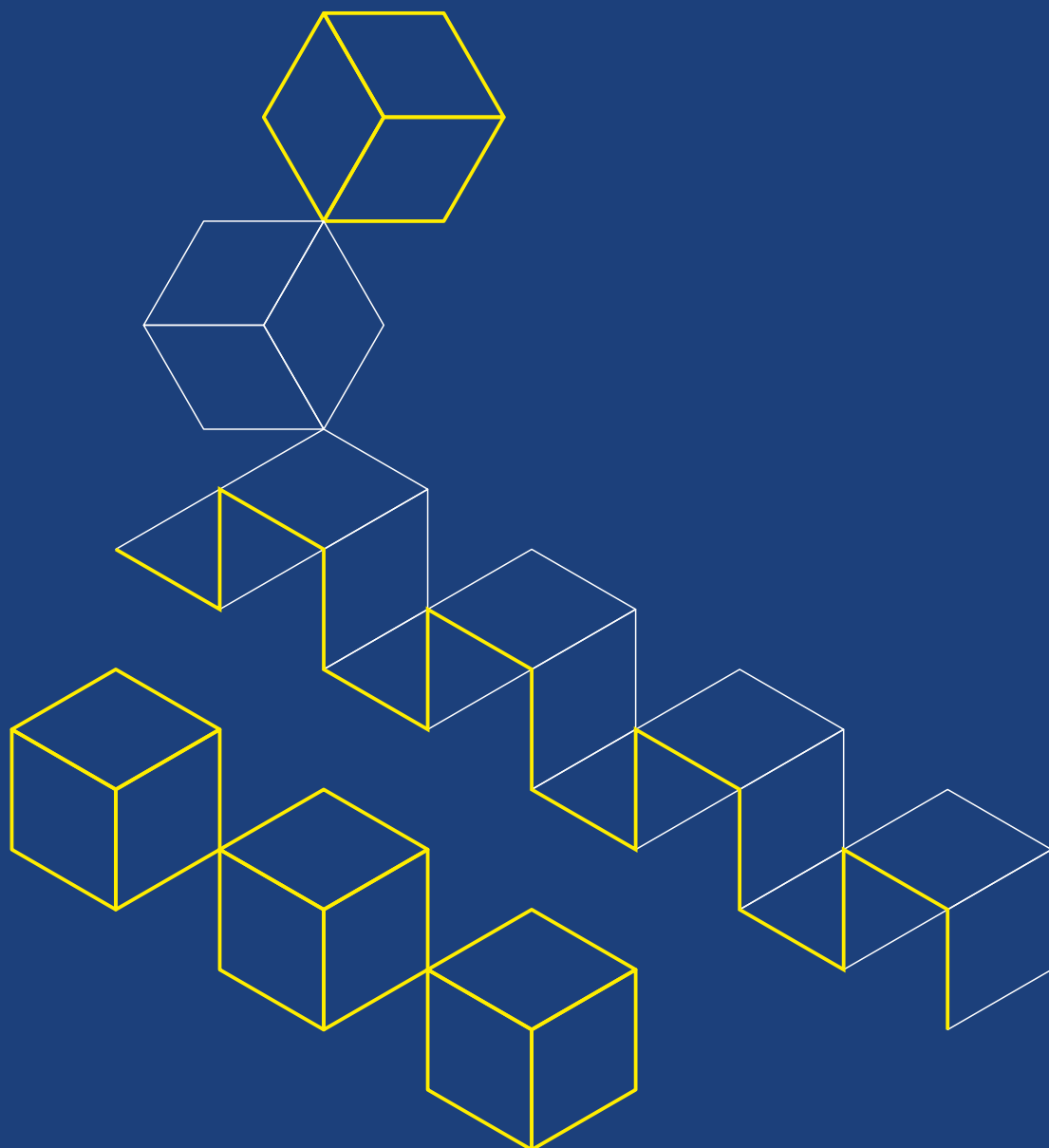


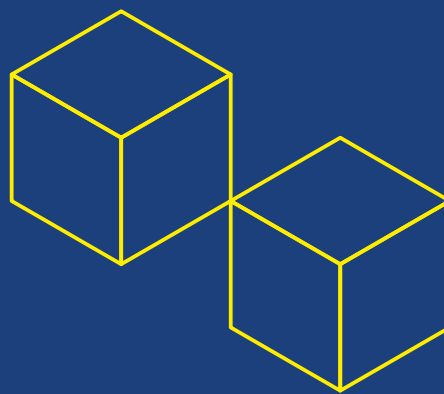
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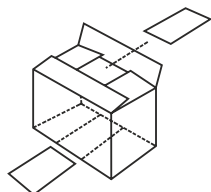
0774

Wyposażenie wewnętrzne takie jak: podkładki, przekładki, ścianki działowe itp., które mogą być połączone z opakowaniem lub stanowić samodzielne elementy. Liczba elementów wyposażenia wewnętrznego nie musi być równa liczbie przedstawionej na poniższych rysunkach.

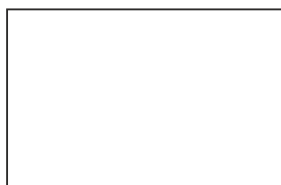
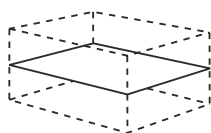




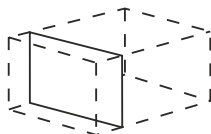
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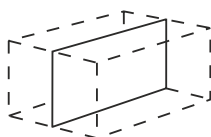
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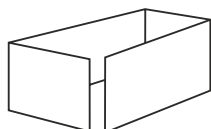
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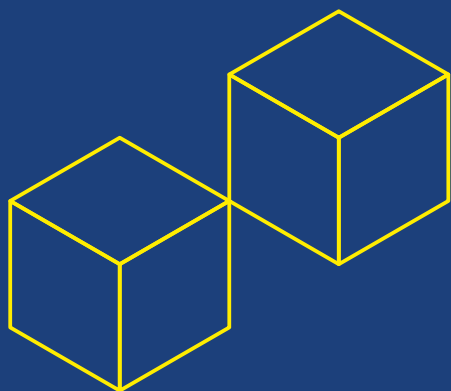


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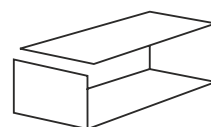
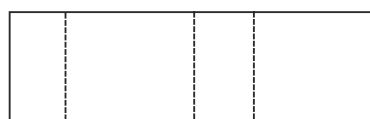
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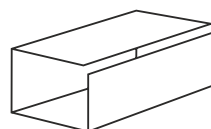
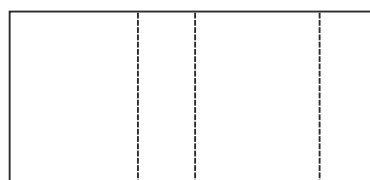


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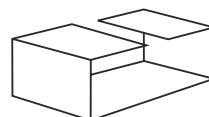
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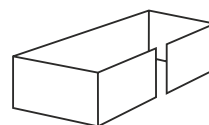
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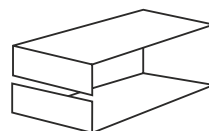
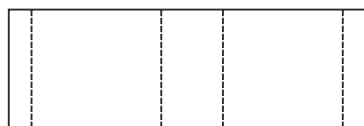
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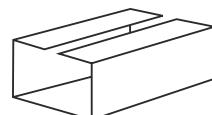
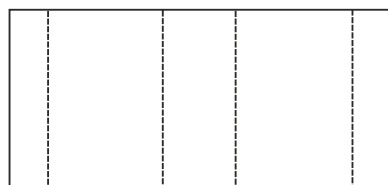
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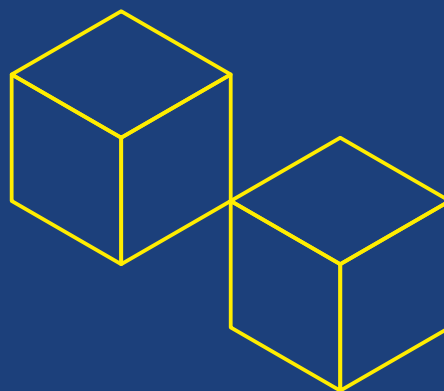
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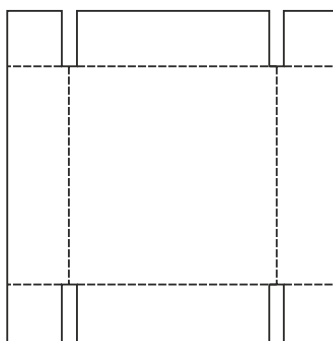
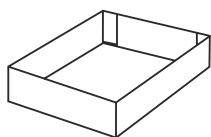
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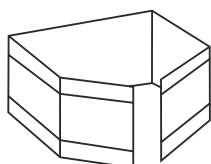
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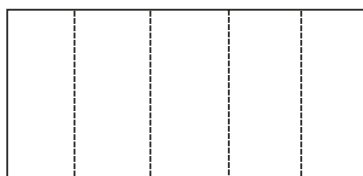
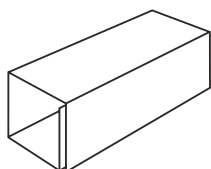
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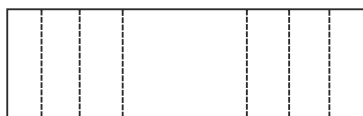
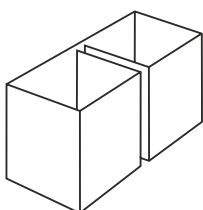
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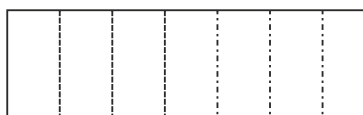
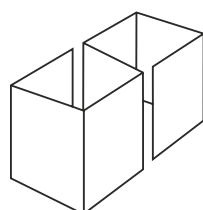
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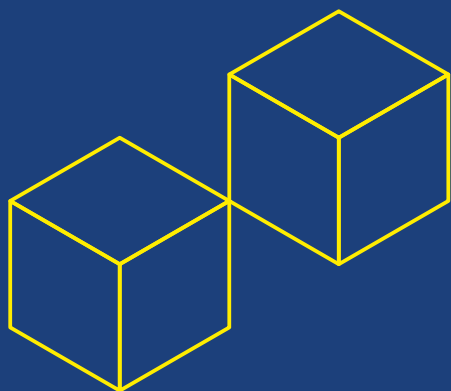


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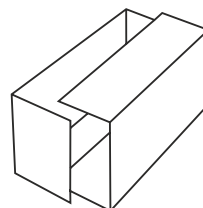
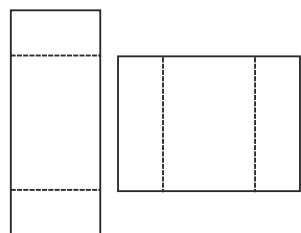
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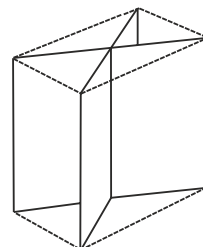


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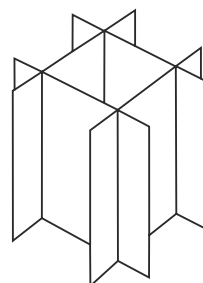
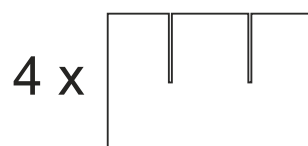
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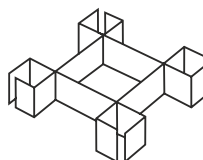
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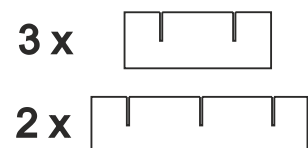
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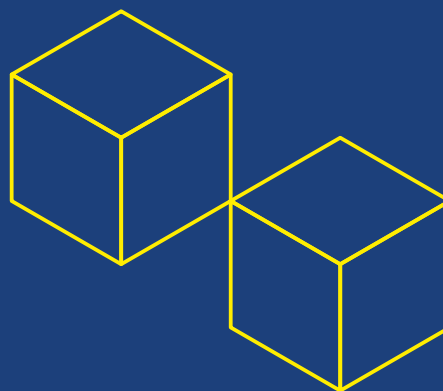
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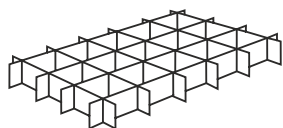
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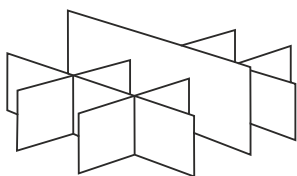
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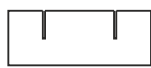
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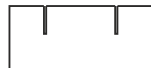
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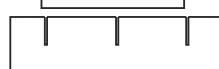
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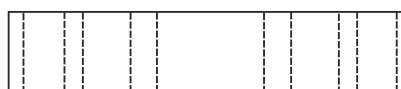
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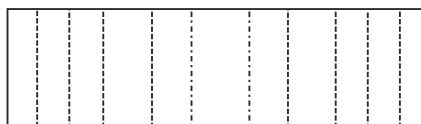
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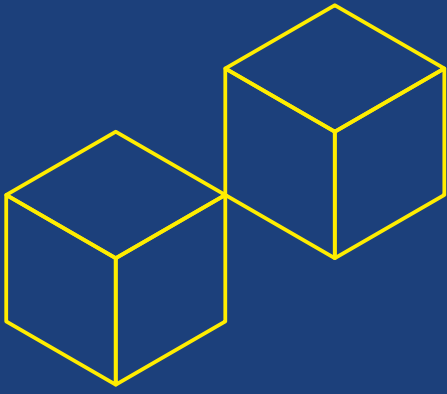


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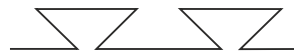
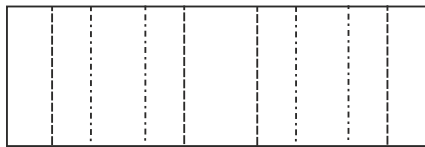


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0943



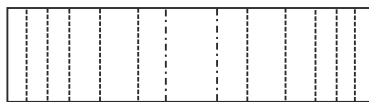
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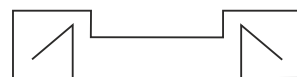
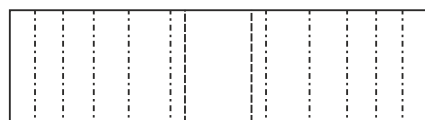
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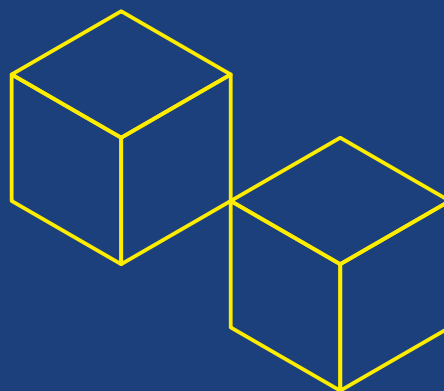
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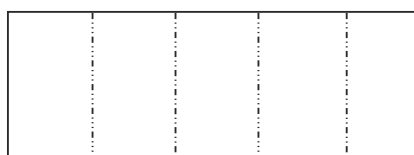
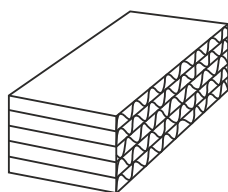
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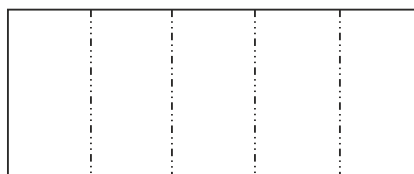
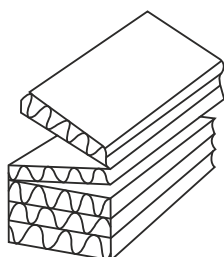
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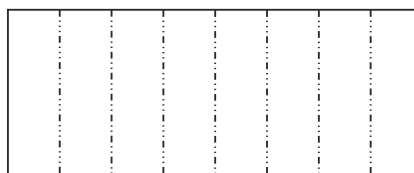
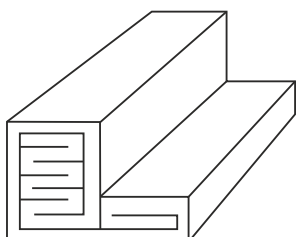
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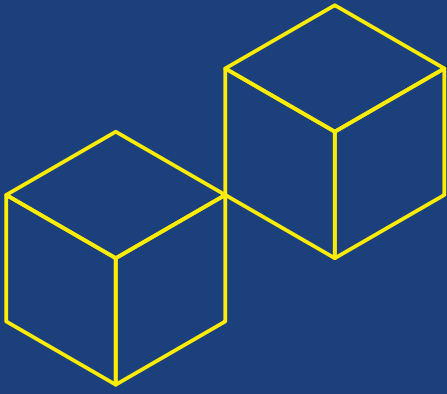


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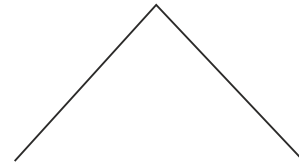
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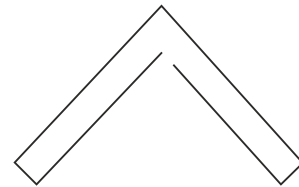


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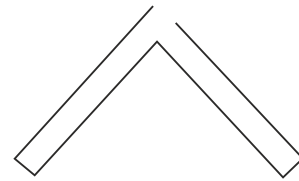
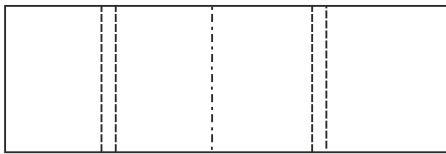
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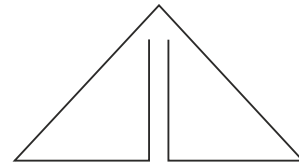
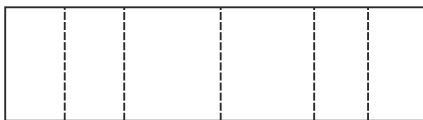
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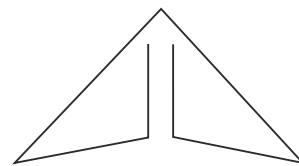
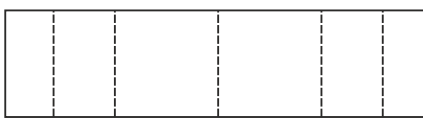
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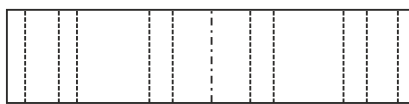
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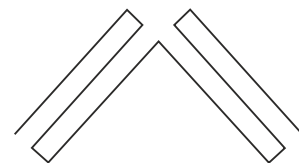
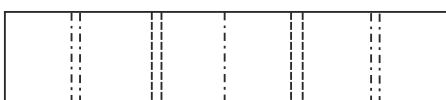
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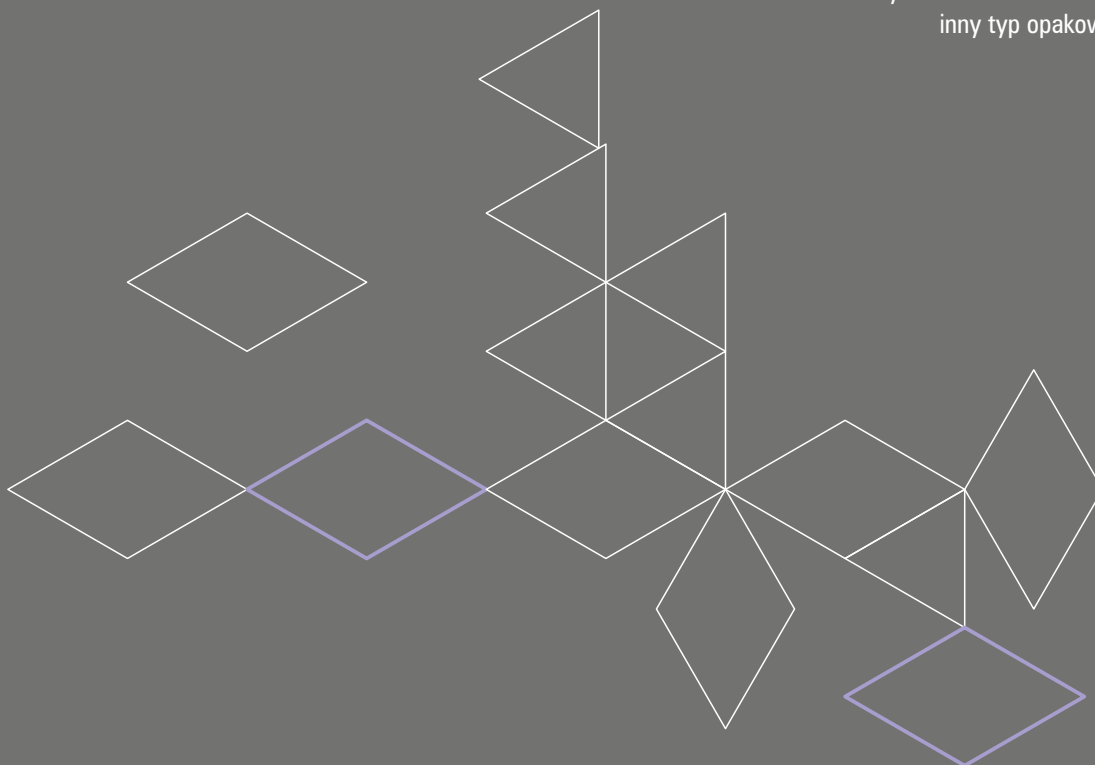
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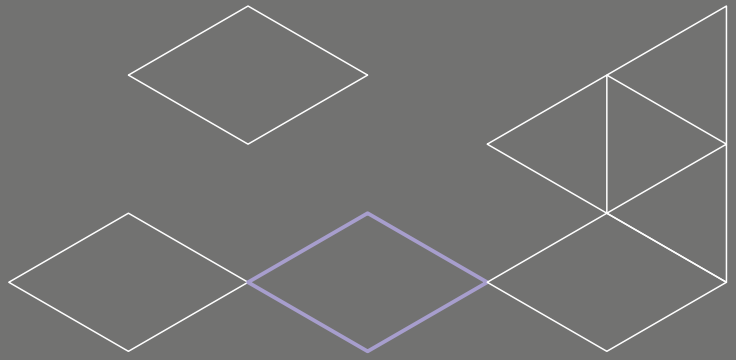


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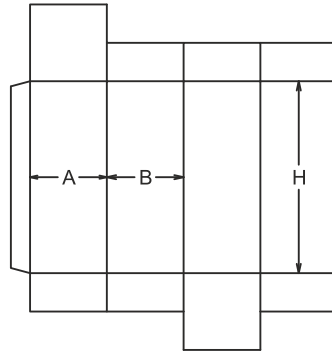
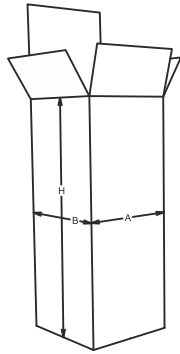
ECMA

Międzynarodowy katalog opakowań ECMA (European Carton Makers Association) stanowi odpowiednik katalogu FEFCO. Pierwsze wydanie katalogu pojawiło się w 1967 r, aktualizowane w 1978 i 1992 r, oraz ponownie w 2002 r. Katalog ECMA powszechnie stosowany jest jako narzędzie komunikacji pomiędzy klientem a producentem opakowań. ECMA jest katalogiem wzorców konstrukcji używanych dla przemysłu opakowaniowego z tektury litej bądź kacherowanej. Katalog przedstawiony jest w formie widoków 2D oraz 3D; podzielony na 7 grup opakowań oznaczonych odpowiednio literami: A,B,C,D,E,F,X w którym to każda z liter oznacza inny typ opakowania.

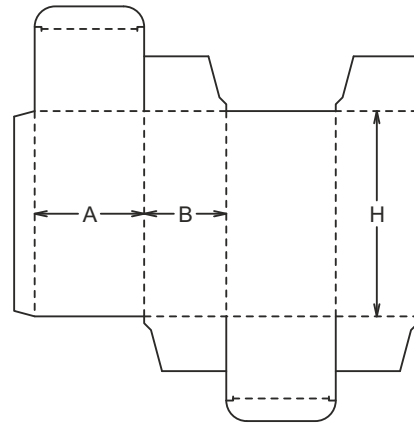
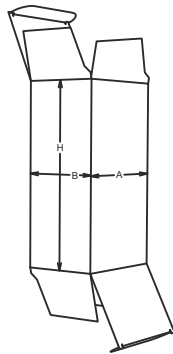




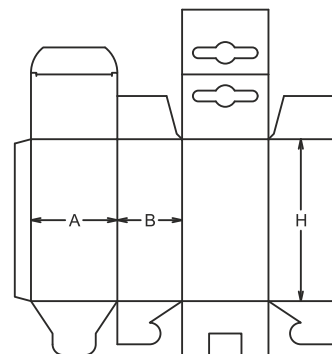
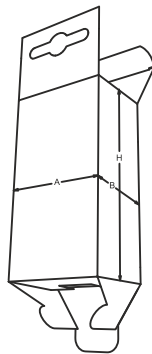
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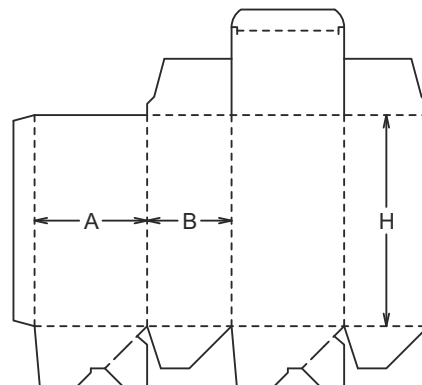
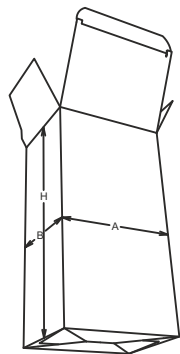
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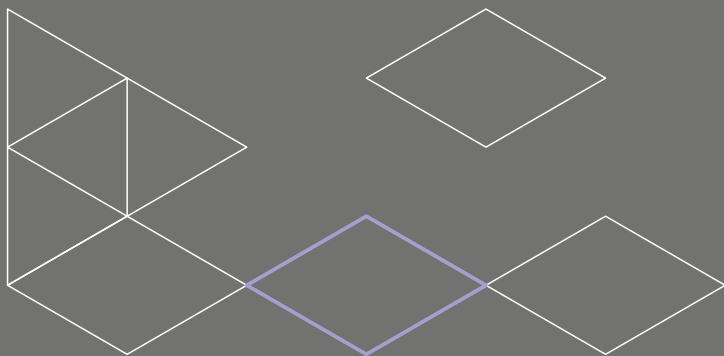


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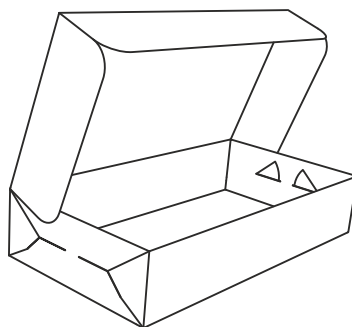
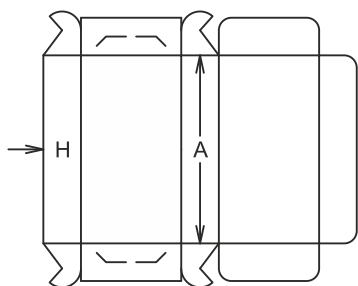
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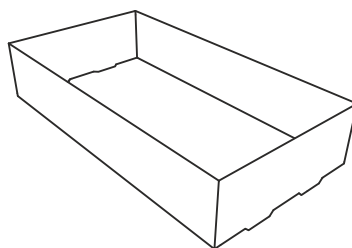
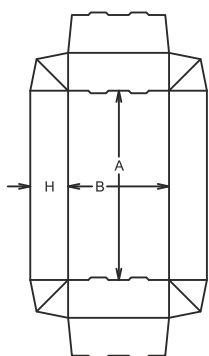


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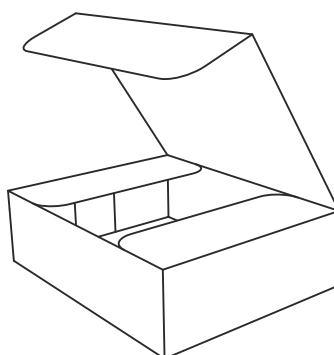
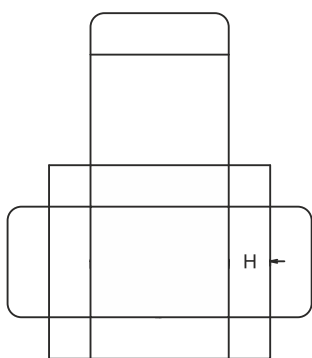
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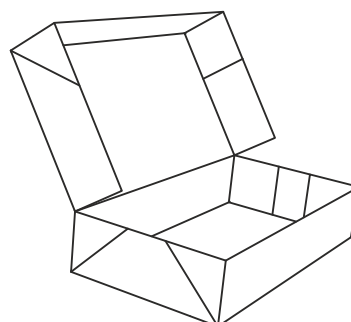
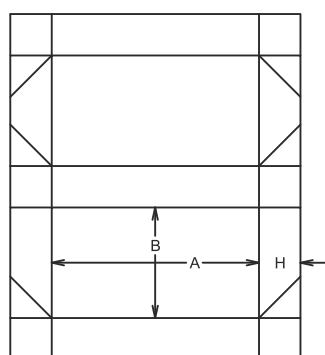
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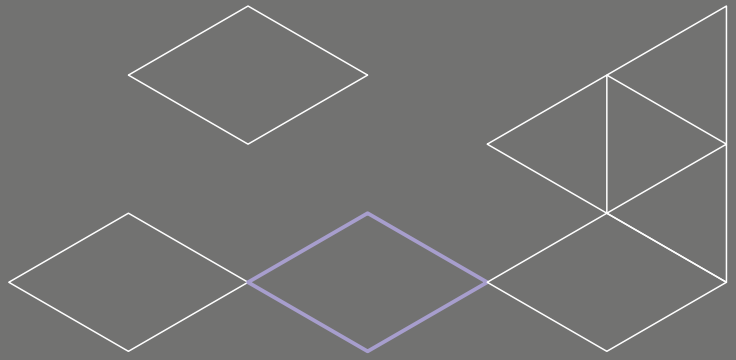
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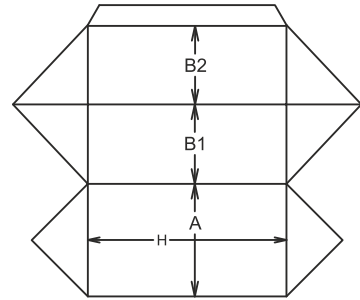
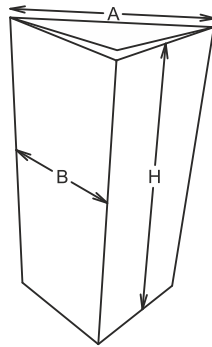
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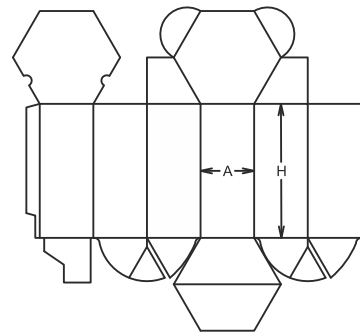
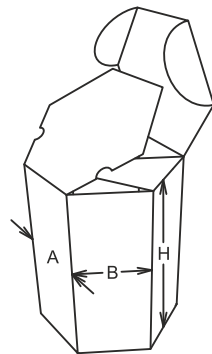
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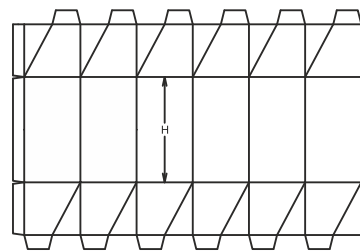
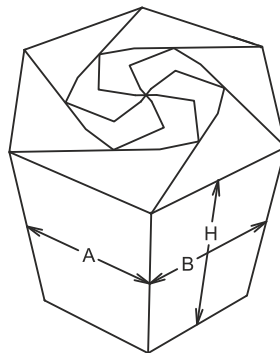
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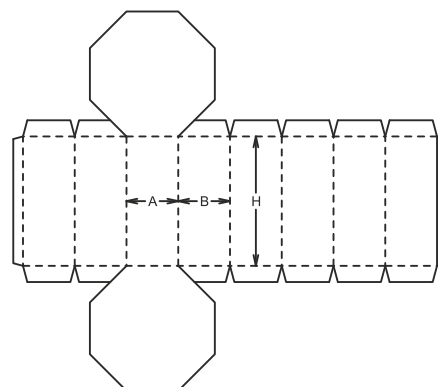
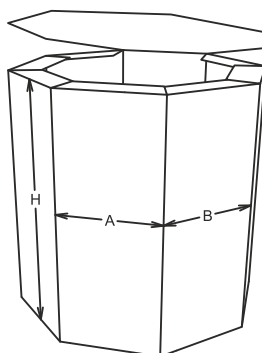
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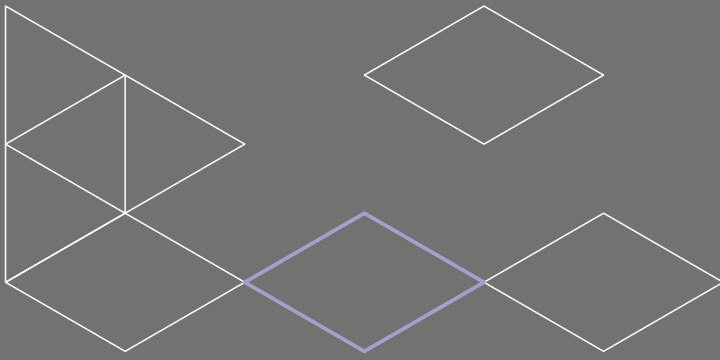


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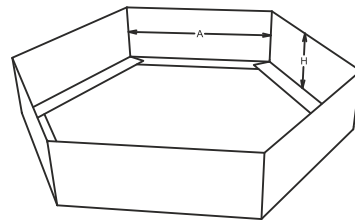
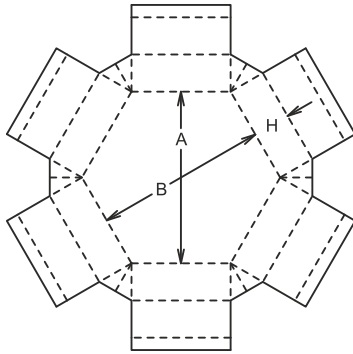
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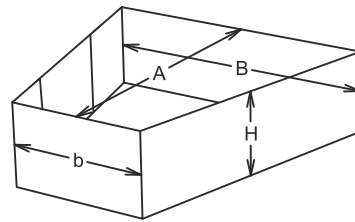
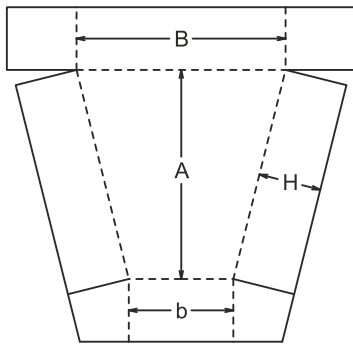


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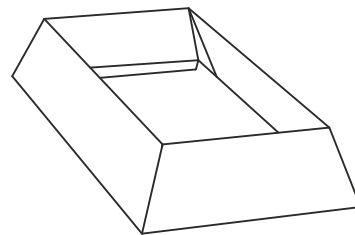
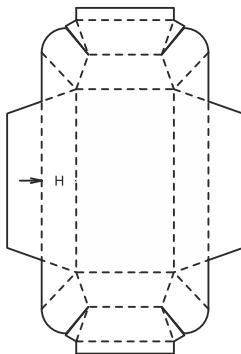
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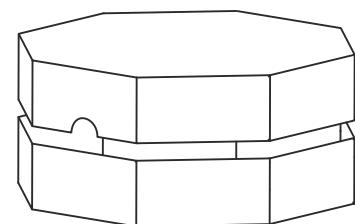
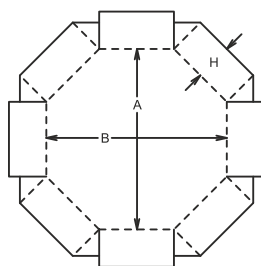
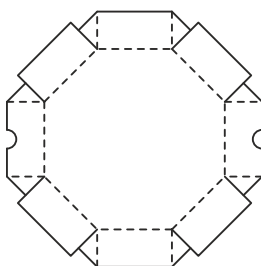
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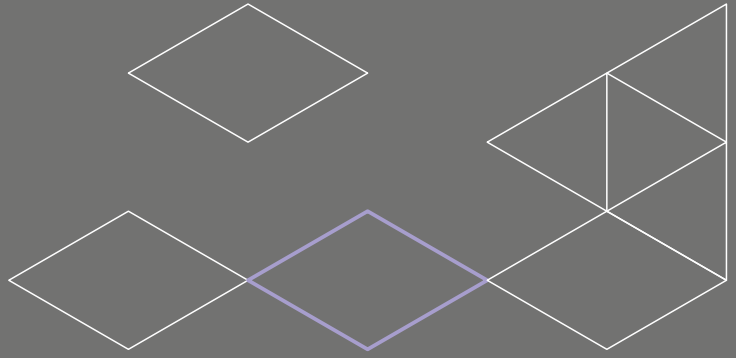
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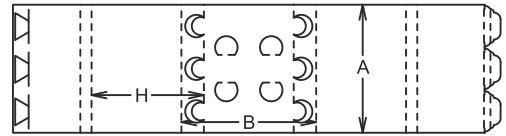
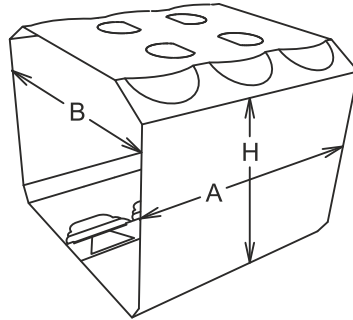
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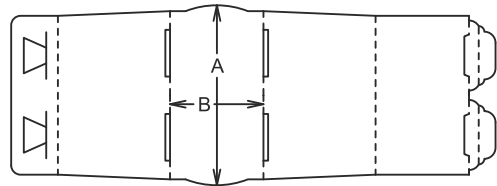
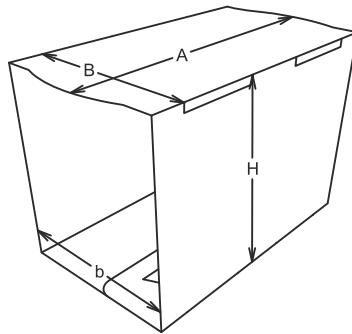
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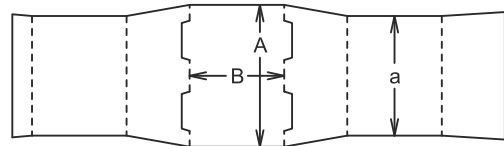
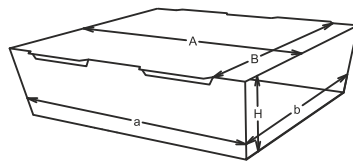
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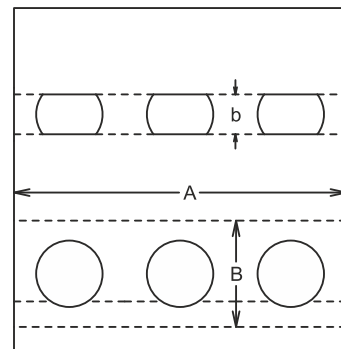
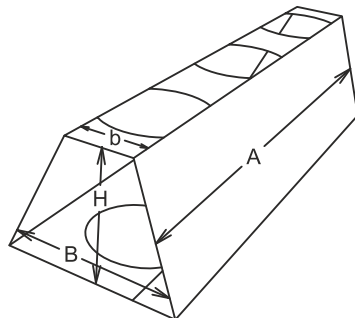
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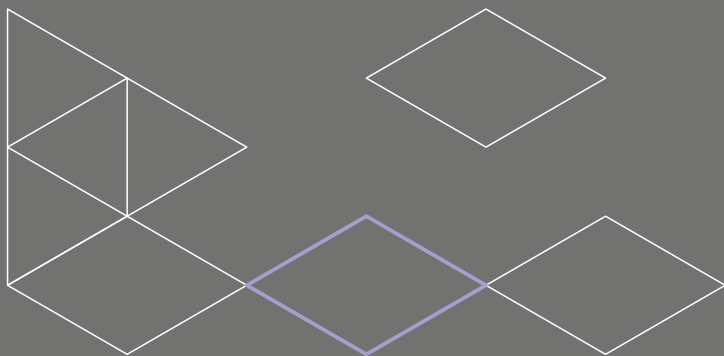


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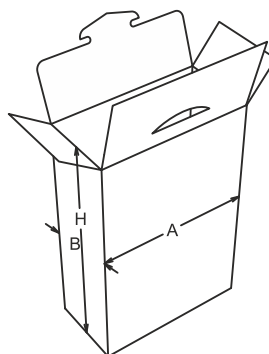
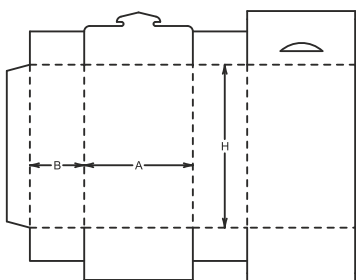
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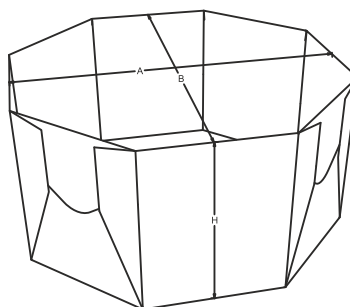
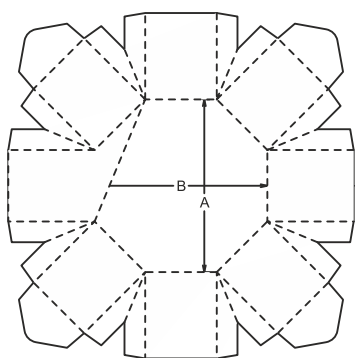


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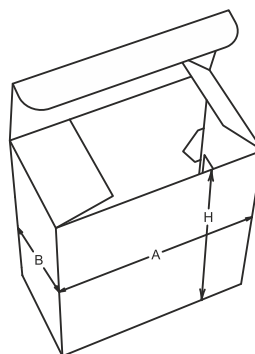
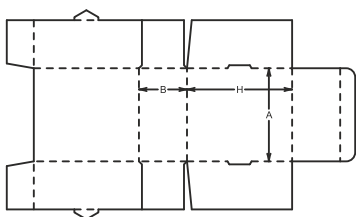
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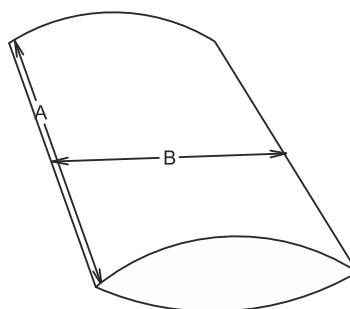
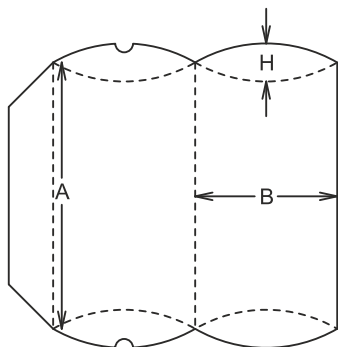
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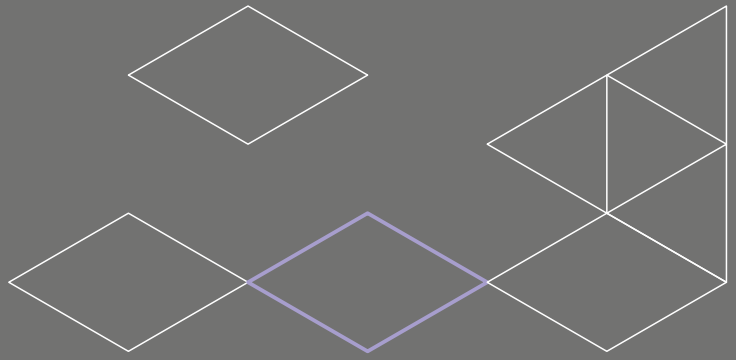


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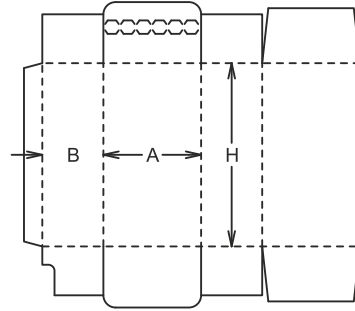
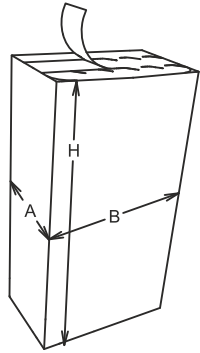


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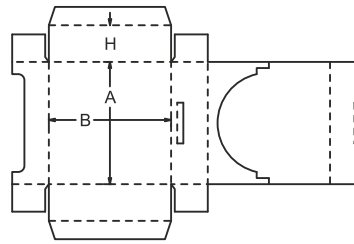
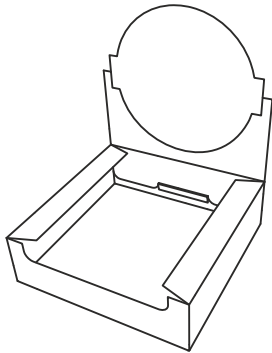
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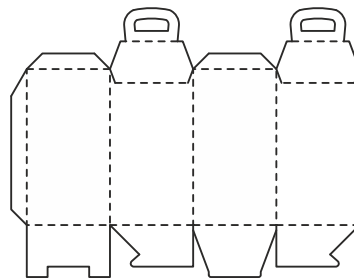
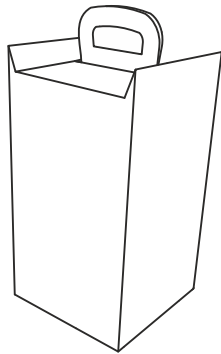
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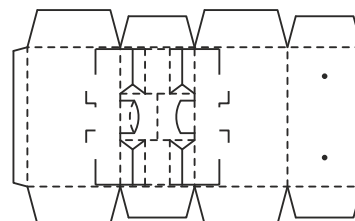
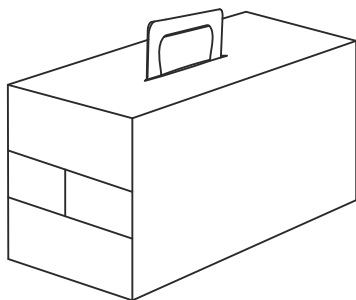
X35



X82



X86





PRODUCENT TEKTURY FALISTEJ, OPAKOWAŃ I STANDÓW (POS)
Z NADRUKIEM FLEKSOGRAFICZNYM, OFFSETOWYM I CYFROWYM



WERNER KENKEL Spółka z o.o., ul. Mórkowska 3, 64-117 Krzycko Wielkie



Zakład Fleksograficzny



Zakład Offsetowy

WERNER KENKEL BOCHNIA Spółka z o.o., ul. A. Mityry 7, 32-700 Bochnia



Zakład Fleksograficzny