

## World Cup Excitement at Breakfast: KURZ Enhances Limited Edition mymuesli DFB Team Mix Packaging



### Case Study: Premium Finishing for a Soccer Fan Cereal Package

To celebrate the 2026 FIFA World Cup™, mymuesli is bringing the excitement of the tournament straight to the breakfast table with its limited-edition DFB Team Mix. The product is not only a treat for the taste buds but also a feast for the eyes. A premium package featuring transfer decoration from LEONHARD KURZ creates a striking presentation. Metallic gold accents emphasize the product's premium quality and deliver a memorable brand experience before the package is even opened.

## The Goal: How Do You Turn a Cereal Container into a Fan Experience?

Internationally recognized organic cereal manufacturer mymuesli is known for its premium quality, customizable blends, and creative limited editions. For the 2026 FIFA World Cup™, the company developed an exclusive fan edition designed to capture the excitement surrounding the tournament while reinforcing the mymuesli brand identity.

Featuring images of the German national soccer team against a colored background, the packaging is highlighted by the mymuesli logo and the Team Mix lettering in metallic gold. In the highly competitive breakfast category, first

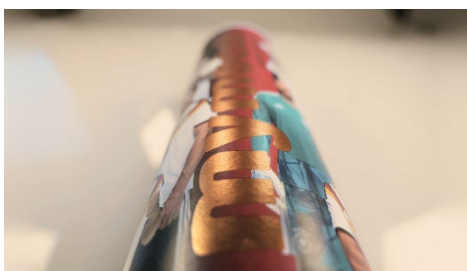


impressions at the point of sale are crucial. The goal was to create packaging that immediately attracts attention, communicates the exclusivity of the limited edition, and clearly stands out from competing products. The result is a package that not only leaves a lasting impression but often earns a permanent place on consumers' kitchen shelves.

## The Solution: Premium, Material-Efficient Cold Transfer Decoration from KURZ, Brought to Life with Strong Partners



Just in time for the start of the World Cup, mymuesli AG successfully brought the project to market together with Ellerhold Glücksburg GmbH, responsible for producing the decorated paper band; Brigl & Bergmeister GmbH, the paper manufacturer and supplier of the sustainable, FSC-certified band substrate; and LEONHARD KURZ, whose premium yet material-efficient finishing solutions completed the package.



The mymuesli logo and Team Mix lettering were decorated by Ellerhold Glücksburg, a specialist in print finishing and a long-standing KURZ partner. The paper band was enhanced using KURZ's ALUFIN® KPS slim 2.0 cold transfer decoration technology.

The metallic gold elements create brilliant reflections that change with the light, ensuring outstanding shelf impact at the point of sale. As a result, the limited edition immediately stands out as a premium product on store shelves.

KURZ's slim technology features ultra-thin transfer decoration on a transfer carrier just 6 µm thick. This reduced material thickness lowers material consumption and helps reduce the product's carbon footprint. During the decoration process, only the decorative layer is transferred to the package. The transfer carrier itself does not remain on the packaging but becomes residual material. Thanks to KURZ's in-house RECOSSYS® 2.0 recycling program, this residual material from the graphic arts industry can be recycled into rPET.

Because KURZ transfer decorations are exceptionally thin, they are generally compatible with recyclable packaging concepts. This means recyclable packaging can enter existing recycling streams without removing the decorative finish.

## Creating Shelf Impact While Conserving Resources

Today's packaging is much more than a protective container. It serves as a communication platform, conveys brand values, and directly influences purchasing decisions at the point of sale.

KURZ finishing solutions enable brands to create targeted visual highlights that help products stand out on the shelf while strengthening brand perception over the long term. At the same time, KURZ's innovative decoration technologies support resource-efficient production without compromising design quality.

Working together, the project partners created packaging that brings the excitement of the FIFA World Cup™ to life while effectively emphasizing the exclusive character of this special edition. The project demonstrates that packaging decoration goes far beyond aesthetics. It makes brand values tangible, strengthens the emotional connection between brand and consumer, captures attention at the point of sale, and supports more resource-efficient packaging design.

