

Press release: New packaging design from NE - NPR of Europe

Automotive spare parts specialist NPR of Europe GmbH is presenting its new packaging with revised labels and security seals at Automechanika 2024.

As part of the striking visual changes, NPR of Europe GmbH (NE) has also taken further measures against product piracy. The new security concept offers significantly greater protection against counterfeiting.



“We are delighted to have successfully completed this project with all the associated processes of our packaging changeover. With the new packaging design, we have succeeded in creating a modern and fresh brand image.

For this reason, Automechanika Frankfurt was the obvious choice to present the new packaging design. Could you wish for a better setting? Certainly not,” says Joachim Panitz, Head of the Aftermarket Division at NE.

The new packaging will be unveiled at the industry's leading trade fair ‘Automechanika Frankfurt 2024’ from 10 to 14 September. NE customers will have to be patient until they can hold the new designs in their hands: NE will continue to deliver the items that have already been ordered and packaged in the previous packaging until the stock is completely sold out.

It may well take until the beginning of 2026 for all items to be converted.

As a supplier of engine parts in OEM quality, NE attaches great importance to the counterfeit protection of its products. In conjunction with the redesign of the packaging, NE has also integrated the latest generation of security features into its labels. This anti-counterfeiting protection contains not just one but several security features. The unique combination of digital brand protection technology with high-end holographic security features in one product offers the following advantages, among others:

- Extremely high security
- Copy protection
- Simple digital verification via QR code
- High attractiveness

About NE

The origin in Japan - reliable all over the world.

Over 50 years of experience, high innovative strength and solid growth characterise the development of NPR of Europe GmbH (NE).

As a subsidiary of the Japanese groups NPR Nippon Piston Ring Co., Ltd. & Daido Metal Co., Ltd., we not only have the advantages of globally networked companies, but also the combined expertise and experience of over 90 years of motor technology. The cooperation with Rike, the NPR-Riken Corporation, will further expand the competences and capabilities for the future.

Since its foundation in 1931, the Japanese parent company has been manufacturing precision parts for the fuselage engine and valve train. NE is characterised by innovative products and pioneering service.

In original equipment and the aftermarket, we are constantly exploring new ways to actively shape the automotive world in a forward-looking way.