



## Good reasons for using moulded fibre egg packaging

### Customers prefer moulded fibre.

- Moulded fibre is warm, ergonomic and tactile.
- Hartmann's click™ closing\* makes opening and closing egg packs even easier.
- The packs remain stable when opened and closed.
- Moulded fibre is silent, and pleasant to handle.
- Eggs are a natural product, so is moulded fibre, and it is therefore only natural that the two go together.
- Moulded fibre is a natural material; it makes customers feel good, and they feel responsible when they choose it.
- Moulded fibre meets the growing awareness that customers have about environmental responsibility.

### Moulded fibre exceeds market demands.

- Coloured moulded fibre packs provide the best answer for the growth of egg specialities and the need to differentiate easily on the shelf.
- Brands are instantly recognised by the customer using coloured packs.
- Hartmann offers many different colours combined with modern shapes supported by positive market research\*.
- European market trends show that moulded fibre is strongly associated with quality.
- The large areas available on Hartmann packs for advertising, promote both supermarket and producer brands, and ensure that customers easily get the information they need.

### Moulded fibre is sustainable and environmentally friendly.

- Moulded fibre packaging is made from renewable raw materials (which are CO<sub>2</sub> neutral) and is biodegradable\*. This is one of the main environmental benefits.
- All Hartmann products are made from recycled paper. Recycling saves precious resources, creates less emissions and helps to solve the problem of waste disposal.
- Hartmann's award winning environmental management model, STEP® Environment, ensures that we systematically reduce our use of limited resources such as fossil fuels and fresh water\*.
- Across Europe every Hartmann factory is certified to meet European and International standards of quality management (ISO 9001) and environmental management (ISO 14001)\*.
- European countries strongly favour moulded fibre when it comes to packaging taxes and fees.\*
- Moulded fibre packaging may be easily recycled or biodegraded\*. This makes moulded fibre simpler to manage after use. ▶



### **Hartmann packaging runs efficiently.**

- Hartmann moulded fibre packaging is developed and tested in close partnership with every major machine supplier.
- Hartmann customers prefer to use moulded fibre because it runs better on high-speed automatic machinery.
- Hartmann offers full customer support when required.
- Unlike other packs, moulded fibre is the preferred choice, running without noise and at no risk of injury when handled.

### **A natural product deserves natural packaging.**

- Eggs breathe and transpire. To allow this natural process to occur, without negative consequences for egg quality, eggs need packaging that breathes and absorbs.
- Moulded fibre absorbs condensation, when it forms due to rapid changes in temperature.
- Only moulded fibre creates a dry climate that helps to prevent formation of mould.
- Moulded fibre cushions, protects and absorbs shocks through its ability to compress.
- Moulded fibre remains stable throughout a wide temperature range (from  $-10^{\circ}\text{C}$  to  $+35^{\circ}\text{C}$ ).

*\* For more detailed information, please ask us about our datasheets, studies and certifications.*