

## Sustainability Consulting from Hartmann

### Sustainable egg packaging – it's what our planet is demanding!

"Sustainability" is what everyone is talking about these days and more and more companies are becoming aware of their responsibility towards other people and our planet, as well as the need to conduct business activities that are profitable in the long term. This also applies in particular to the manufacture and utilization of packaging.

### Requirements within the market

Egg packaging, with its twin functions of protection during transport, as well as a marketing and advertising tool, is not exempt from this. It must comply with the demands of the market and the industry. Like many other companies, retailers and large egg producers have also committed themselves to the concept of sustainability and are looking more and more towards environmental compatibility, particularly where packaging is concerned. Recycled materials stand at the forefront here – materials made from renewable resources or which can be recycled or composted themselves after use.

Moulded fibre satisfies these requirements. Made from 100% recycled paper, egg packaging from Hartmann can even be recycled again after use. It is also biodegradable and compostable. The raw material is CO<sub>2</sub>-neutral and, unlike oil-based plastics, comes from renewable resources. Wood as a raw material can be regrown, while oil production has passed its peak in most countries of the world.



One very special advantage is that paper recycling systems are long established. The recycling of plastics, on the other hand, is usually more elaborate and expensive and is often impossible in practical applications, because the chemical composition makes the collection and sorting of different plastics even more difficult.

This is why the actual recycling rates for plastic are considerably lower than those for paper packaging throughout Europe (e.g. France 19% plastic vs. 85% paper/cardboard, Germany 41% plastic vs. 80% paper/cardboard, UK 22% plastic vs. 78% paper/cardboard, Poland 25% plastic vs. 51% paper/cardboard; source: EuroStat). It is therefore little wonder that a large percentage of environmental pollution is attributable to plastic waste. Oil-based plastics usually decompose into ever smaller pieces without actually degrading by biological means. As is generally known in the meantime, they endanger marine animals, which can ingest this plastic residue with their food.

Governments are responding more and more by banning the use of plastic bags in supermarkets. On top of this, packaging materials which are proven to be more environmentally compatible are given a fiscal advantage in most European countries. Paper-based packaging benefits from lower packaging taxes compared to oil-based packaging.

### The solution from Hartmann

If you would like to find out more about moulded fibre, its environmental profile and the advantages it brings to eggs as a natural product, Hartmann would be pleased to provide competent advice.

Hartmann set up a sustainability department almost 20 years ago and remains the only European packaging company to have been awarded the "European Management Award for Environmental & Sustainability Development", an honour it received in 2000. The biological water treatment plant installed in 1976 bears witness to the company's deep-rooted environmental commitment in the same way as its continuous optimization of energy consumption. It also goes without saying that all of Hartmann's European plants are certified in accordance with Environmental Standard ISO 14001.

Moulded fibre packaging provides multiple protection to eggs. It protects them against impact and light while simultaneously enabling the natural process of air and moisture exchange. The eggs can breathe without restriction and no condensation forms when temperature fluctuations are severe.

Environmental awareness is increasing and influencing consumers in their buying decision. What are the advantages of Hartmann packaging and how can our customers integrate these facts in their communication strategy?

We would be pleased to advise you.

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