

The Hartmann Story

Hartmann:

We develop, produce and market environmentally friendly moulded fibre packaging and offer our customers comprehensive service in all aspects of egg marketing.



Our Material Moulded Fibre:

Hartmann's moulded fibre packaging is made of recycled paper which can in turn be recycled again after use. Recycling saves raw materials, reduces CO₂ emissions and helps to solve the increasing difficulties of waste disposal. It has been possible to manufacture grey pulp from 100% waste paper since as long ago as **1965**. Additional technical advances then made it possible to produce white pulp from 100% recycled paper in **1989**.

Moulded fibre is made from renewable raw materials and is biodegradable.

►► **The numerous advantages for eggs and the environment, as well as packing stations, retailers and consumers are listed in the jacket text.**

Standards for Quality and the Environment:

Hartmann works continuously to ensure compliance with international quality and environment management standards.

Hartmann was awarded ISO certification for its quality management system for the first time in **1994** and acquired environmental management certification only two years later.

Today, all of the company's European production sites are certified in accordance with the quality management standard ISO 9001 and environmental management standard ISO 14001. In addition to this, in **2006** Hartmann became the first company in Croatia to be awarded certification for social responsibility in accordance with the international standard SA 8000.

1965

First egg packaging made from 100% waste paper

1994

First ISO Certification

1917

Founding of the company

The company

Founded in **1917** by the Hartmann brothers, the Danish company Brødrene Hartmann A/S with its European production sites and sales companies has become a leading manufacturer of environmentally friendly moulded fibre packaging.

In the field of egg retailing, Hartmann offers its customers the support necessary for the successful sale of eggs in attractive packaging through product development, marketing service and an international graphic design team.



1976

First water treatment plant

Early Responsibility:

Hartmann accepted responsibility for human health and the environment at a very early stage. A biological water treatment plant was installed as long ago as **1976** and numerous initiatives were to follow. Water consumption was reduced by 40% for the first time in **1985** and energy consumption by 35% in **1987**.

Under the motto "**Protecting Values**", all Hartmann production sites work today on the optimization and continuation of sustainability measures.





Innovative Product Development:

With the introduction of **Surface®**, Hartmann revolutionized the packaging market in **1999**. The large front display provides additional space for consumer information and advertising.

A new packaging generation was born in **2003** with **imagic®**. Emotional design and attractive colours enable new differentiation options at the POS and unmistakable egg brands.



1999

Better Chances in Egg Marketing

1997

Introduction of STEP®

Total commitment to the environment:

With the help of an Environment Department established in **1991**, Hartmann has been working since **1992** on the basis of an environmental management system which was published in **1997** under the name Systematic Tool of Environmental Progress, **STEP®**.

Hartmann has received several awards for its special commitment to the environment, including the top European Union environment prize in **2000**, the "European Management Award for Environmental & Sustainability Development". Hartmann has been a member of the „UN Global Compact“ since **2002** and signed its „Caring for Climate“ agreement in **2007**.



2007

New Dimensions in Marketing

Creative Customer Service:

The Graphics and Marketing team at Hartmann supports customers in the layout and design of their product range and its placement on the egg shelf.

In **2007**, Hartmann started a unique moulded fibre campaign using the slogan "**Choose Fibre. Save Nature.™**". By focusing on the latest environmental aspects and the modern consumer, egg producers and food retailers can also benefit from this idea in the future.



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 CO₂ 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°C to $+35^{\circ}\text{C}$).

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

CHOOSE FIBRE. SAVE NATURE.™