



Regional image utilized professionally

Geflügelhof Andres, Mendig

The poultry farm Geflügelhof Andres has been producing eggs at its farm in Mendig in the Eifel hills since 1962. The business is owned by sister and brother Gabriele Andres-Blatzheim and Guido Andres. In addition to the main site in Mendig, which has its own packing station and logistics centre, the business now includes three other farms within a radius of 60 km. The products from Geflügelhof Andres are subject to high quality demands.

Accordingly, the business uses particularly high quality feed with plenty of cereal for its hens and confirms the outstanding quality of its products every year through certification and inspections by test institutes. With its various egg brands, Geflügelhof Andres supplies retail chains such as Edeka, REWE, Globus, Toom and Hit within a sales region that extends from Cologne in the north to Mainz in the south and from Westerwald in the east to Saarland in the west.

The company relies on regional aspects to market its eggs. It supplies retailers with its own regional egg brand "Eifler" and is the supplier of the regional umbrella brand "Eifel" at the same time. This brand comprises various high-quality products from the region, such as honey, cheeses and fine brandies.



Regional products from the Eifel hills are very popular, especially in the nearby cities of Koblenz, Bonn and Cologne, because the Eifel region, which serves as a recreational area for the surrounding cities, arouses positive associations with many consumers. An idyllic little world set amidst unspoilt natural surroundings - a place where people are only too pleased to relax a bit from the hustle and bustle of city life and enjoy some leisure time. The image of the Eifel is firmly embedded in the minds of the consumers and this explains the great demand for products from the region. Gabriele Andres-Blatzheim, the owner of the poultry farm, is convinced that the demand for her regional eggs will continue to rise in the future too: "There is a clear trend towards regional products.

Redesign of the product range by HARTMANN Graphic Design Service. The conspicuous labels and packaging colours support the memorability and recognition of the products.



BEFORE

AFTER

The uniform layout of the label design makes it easier to visually associate the various products with the "Eifler" brand while still leaving sufficient space for the suitable design of every egg type.





This is also confirmed by the high demand for our regional egg brands within the retail trade’.

Because the successful marketing of regional products requires a professional market approach, the “Eifler” brand was given a new look in 2004. Until then, Geflügelhof Andres sold their eggs in classical flat-lid packaging in traditional colours. “We wanted our products to look different and stand out from the others on the shelf”, is how Gabriele Andres-Blatzheim explains the decision to redesign the product range. In cooperation with HARTMANN Graphic Design Service, the outward appearance of the entire spectrum of products was revised.

“Within a short time, HARTMANN’s Graphic Design department had prepared a complete marketing concept for our regional eggs, from the company logo to the uniform design of the labels”. **imagic®** was chosen as the packaging type for the new range because it produces the ideal shelf effect with its emotional shape and wide selection of striking colours. The redesign was successful; the uniform appearance and

differentiation of the various products by means of strong colours enhances memorability and recognition among consumers.

“The new look of our brand has also improved the acceptance of our products among our customers in the retail trade”, adds Guido Andres. After this positive response, more marketing materials were set up for the point of sale. HARTMANN Graphic Design Service designed matching “Eifler” brand ceiling danglers for the markets to make it even easier for consumers to find the products in the market.

HARTMANN ensures that Geflügelhof Andres gets optimum support from its wholesaler Ludzay, who takes care of orders and guarantees an ideal delivery service for the company. The Ludzay team is also acquainted with HARTMANN’s range of Marketing and Graphic Design Services and they inform customers about suitable offers when necessary.

In the mind of the consumer, regional products are associated with positive attributes, such as freshness, trust and natural properties. This offers a great deal of potential for success in the market. A professional market presentation enhances acceptance of the products at the point of sale. HARTMANN offers a wide range of services for the successful marketing of fresh eggs, from the development of the concept through the uniform packaging design of egg ranges to POS ideas and other advertising materials.

How to reach us:

Hartmann Verpackung GmbH
Mergenthaler Allee 77
D-65760 Eschborn
Tel.: +49 (0) 6196-932-0

The “Eifler” brand logo and ceiling danglers in the market. HARTMANN’s Graphic Design department provides support from the development of the concept to the design of advertising and POS materials.

