

Creative and sustainable for the future

Mustergeflügelhof Leonhard Häde, Alheim-Heinebach

Founded in 1927 in the Waldhessian town of Alheim-Heinebach, the Leonhard Häde poultry farm is currently managed by the third generation, whose innovative ideas are meeting with great success. Back in the mid-seventies the Häde operation was quick to identify the trend towards alternative farming methods and was one of the first producers of organic eggs in Germany. The health food store supplier Heirler was the first to purchase organic eggs and today, some thirty years later, it is still a regular customer. What was originally seen as a temporary solution developed into the new Häde sales strategy. In order to exploit excess production in the summer months, Häde sold his eggs at this time directly to Farmers' Markets and grocers in the region. This led the company in a new direction: the marketing of their own-brand regional organic eggs. 2005 saw the market launch of the Häde Sonnenei brand, positioned as a regional premium product. The brand name (meaning "sun egg") came from a further innovative idea: the combination of egg production and energy production using solar panels. The poultry farm installed a photovol-



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taic system over the 1,200 m² of the hen house roof. A further 50 hen huts in the free range compound were equipped with solar panels. The dual use of agricultural areas and the accompanying energy saving benefits led the Informationskreis Legehennenhaltung, (a pressure group representing egg producers), to present the Leonhard Häde poultry farm with the Gallus 2008 award in the Ecological Farming category. Häde now produces 10 million eggs a year; all using organic farming methods. Cooperating producers supply barn eggs and free range eggs to complete the product range. Alongside wholesalers, Häde now supplies around 150 Edeka and Herkules supermarkets in a 150 km radius.

bottom left: Alongside generating energy the solar panels offered the hens protection from both adverse weather conditions and aerial predators. The project "Solarpark Sonnenei" was planned and executed in cooperation with the company Elektro Kirchner, also based in Alheim-Heinebach.



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success story

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The successful positioning of the premium Sonnenei brand requires professional branding to promote the right image. With Sonnenei, Häde relies on the moulded fibre packaging supplied by HARTMANN. "Moulded fibre packaging is the perfect material to use for a natural product such as the egg," explains Leonhard Häde. The fresh **imagic®** colours symbolise the orientation of the brand; a closeness to nature, high quality and sunshine freshness. The attractive design and the standard labelling format serve to support the high signal effect on the shelves, which makes it easier for consumers to find the product. For Leonhard Häde the range of colours offered by the **imagic®** packaging has another important advantage: "By using clearly defined packaging colours to denote eggs of a certain weight class and farming method we have been able to simplify our internal working processes in the packing station and throughout the entire logistics chain." The potential of the **imagic®** colours to differen-

tiating the products within the enterprise as well as at the Point-of-Sale is fully exploited by Häde. For Edeka, the Leonhard Häde poultry farm uses the 9-pocket **Mini Poster Pack™** for its Sonnenei BIO products and barn eggs. "The 9-egg pack helps to set us apart from the competition," says Leonhard Häde in justification of his choice of packaging: "We are the only suppliers to offer a 9-pocket pack." Häde uses his egg packaging as a regional advertising vehicle. Alongside inserted info-flyers for company promotions, such as events and prize draws, the service is also offered to other businesses. "The dispersal range of our brand is perfect for communication within the region." The organisers of the regional Hessentag festival recognised this fact and used the Sonnenei packaging to advertise their regional events in 2008. Elektro Kirchner GmbH also sees the Sonnenei packaging as the perfect advertising vehicle.

The consistent anchoring of the key messages of closeness to nature, high quality and sunshine freshness in the packaging concept give the Sonnenei brand its strong image. The packaging potential, including all the communication opportunities provided by the labelling, internal printing and inserts, is fully exploited by Häde in his products. Do you want to report a success story based on the use of HARTMANN packaging?

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bottom centre: Square inserts in the packs contain puzzles and prize competitions to help emphasise the striking packaging within the brand.



Protecting values

