

Win-Win

with the individual

CO₂-strategy

perform. advise. care.



perform. advise. care. start

CO₂

A minus becomes a plus – for the environment!

Our climate is changing due to a steady rise in the temperature of the earth's atmosphere.

The initial effects are already visible: melting polar ice caps, extreme weather events and natural disasters often lead to shortages of food and water as well as social crises. Targeted climate protection, in the form of eliminating, reducing and compensating for CO₂, is an effective strategy against the further uncontrolled rise in temperature and its dramatic consequences.*

More information:

www.climatepartner.com

The solution: CO₂-neutral packaging.

Commercial success and environmental protection in perfect harmony.

In terms of climate protection, the first priority is to eliminate or reduce harmful **carbon** emissions in the atmosphere. Since 2007 HARTMANN has therefore achieved energy savings of over 22 %. By 2020 a further 25 % in **carbon** savings is on the HARTMANN agenda. The fact remains that not all **carbon** emissions can be avoided given the current state of technology. The active support of approved and certified climate protection projects offers an effective solution. The basis is that **carbon** emissions, once generated, disperse throughout the earth's atmosphere. They can therefore be balanced out anywhere



The opportunity:
More and more consumers are choosing environmentally friendly packaging.

on the globe, regardless of where they originate.

Global action: leading the way with good ideas – worldwide.

HARTMANN also offers **carbon** neutral packaging. A recent, large-scale GfK** study clearly indicated that consumers are moving towards environmentally friendly packaging.

Bringing net emissions down to zero:

Moulded fibre packaging made from recycled material offers the best starting point for **carbon** neutrality.

The emissions generated by production processes including the transport to the customer are accurately determined and then fully compensated within the framework of recognised climate protection projects. HARTMANN absorbs the basic costs of the project administration and "offset costs" are directly assumed by the customer.

The solution: HARTMANN packaging, naturally.



*Source: ClimatePartner.

**Study commissioned by HARTMANN from the market research agency GfK on buyer typification in the international egg market.

ClimatePartner, one of the world's leading climate protection consultancies, is supporting HARTMANN in the implementation of climate neutral packaging, both by reviewing HARTMANN's CO₂ production and transport balances and through specific projects. HARTMANN is currently involved in a reforestation project in the Colniza region of Brazil, in cooperation with customers and other companies. The Santa Maria REDD+ forest protection project aims to conserve

existing forest over an area of more than 71,000 ha. The project also contributes to other crucial improvements:

- monitoring of flora and fauna
- targeted species protection
- support for social developments
- education of employees and locals in sustainable forest management
- establishment of a local fire service.

This is an excellent example of tangible, cross-generational help, proactive climate protection and economic efficiency.



ClimatePartner
climate neutral
Packaging | ID: 123456789



The aim: responsibility with consumer appeal.

The benefits of **carbon** neutrality:

Carbon neutral packaging attracts a high level of attention among target groups with an interest in sustainability

Carbon neutral packaging offers the best chance of differentiation

Carbon neutral packaging from HARTMANN forms part of a comprehensive sustainability strategy on all levels





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The natural cycle.

HARTMANN
packaging for
guaranteed
success at POS.

Cooperation with HARTMANN always creates a classic **win-win** situation: innovative, high quality moulded fibre packaging offering extremely effective advertising together with an all-round sustainable approach to the packaging production process.

The **carbon** neutral packaging and initiative is therefore a significant feature of the HARTMANN packaging solution. We offer a complete **package**: **perform. advise. care.** We are convinced that only those companies that combine commerce with responsibility will be successful in the long run.

So make the choice that keeps your customers happy at the point of sale – and that works to protect the environment. With HARTMANN, naturally.

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