

Think News



Hartmann Newsletter
April 2018

*You don't need to be an
egghead to think
outside the box.*



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Labelled for success

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When DAVA needed a new, hard-hitting promotion, we scratched around for something special. **Page 8**

Thoughts from the editor

Ute Scamperle
European Customer Marketing Manager

Welcome to the new look Think News

In the first issue of Think News, we look at label design and how crisp, colourful designs appeal to consumer hearts and influence the buying decision. We reveal how our customers have achieved this with our imagic²® packaging – and how you can too.

The updated LCA (life cycle assessment) for moulded fibre egg packaging by Pöyry Management Consulting shared new insights into an ongoing controversy: which provides better sustainability and environmental performance, rPET or moulded fibre? The findings are clear: moulded fibre wins hands down across the board. The report compares the findings with the plastics industry's claims on sustainability. We present you with the facts and let you make up your own mind.

I hope you find this special issue of Think News eye-opening and thought-provoking. And, on behalf of the entire Hartmann Team, I'd like to wish you all the best in your marketing efforts.

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Labelled for success

How sharp design and new printing tech pay off

Successful packaging is about so much more than protecting eggs. It's about stopping consumers in their tracks. Arousing their curiosity. And, ultimately, persuading them to buy. But how?

That's exactly what Hartmann answered when we introduced all-new labels for our imagic²® premium cartons.

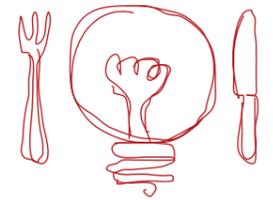
The new range includes natural papers which are perfect for marketing organic eggs. And, with the latest printing technology, we can create eye-catching effects – paint finishes, embossing, hot-foil – for our customers' packaging. If you can imagine it, we can print it.

So, from peel-off labels to unique numbered codes, choose imagic²®, and create promos that make your products pop on the egg shelves.



Grab that opportunity – point of sale that pops.

When creativity meets taste



When you peel off the label, you're never sure what you'll find – Ovyta used three different messages underneath their peel-off labels.

When it comes to eggs and great taste, Belgium's premium brand knows how to give consumers a treat. And it all starts by giving the hens a treat too.

Ovyta hens are fed with a unique blend of natural grains, algae and linseed oil. The hens respond by laying eggs with a distinctive orange hue to their yolks.

And it's not just the colour that's appealing. The yolks are rich in Omega 3, Vitamin E and selenium – all essential ingredients in a healthy diet.

But Ovyta doesn't stop there. Packaging also plays a key role. For the first time, Ovyta are using peel-off labels on imagic²® cartons from Hartmann. So they can print on both sides of the label.

Who could resist the temptation to peel off the label to find out what's underneath? A new recipe? A playful quiz? Or a competition with some tasty prizes? With mixed labels Ovyta have a new, simple channel to engage their customers, and reward them with a real treat when they peel off every label.



Ovyta's range of premium eggs.

The value of crisp design – inside Albania and out



From an annual egg production of 11 million in 2000 REA'S now produces closer to 60 million eggs a year. REA'S manages the entire process from chicken food to egg production, supplying eggs for family consumption, as well as for the food industry. The company's network of 15 distributors covers 450 points of sale in Tirana and over 350 throughout the rest of Albania.

REA'S Sh. P.K. believes it has a responsibility to meet consumer demand for tasty, nutritious eggs of the highest quality. As a result, the company plays an active role in monitoring market trends outside Albania, so they can help raise the standard of food production inside Albania.

The quality of the REA'S egg is evident in its shell, which is hard, white and smooth. And the shell's excellent composition provides effective protection against the intrusion of harmful bacteria. On the inside, the fact that the yolk and egg-white are difficult to separate also points to a high-quality egg.

Much of this is down to the way the hens are raised. Fed with basic natural foods such as corn, soya and food-grade oil, REA'S hens follow a

strict vaccination schedule. Their food is precisely measured and their weight carefully monitored. And an effective hygiene regimen has enabled REA'S to drop the use of antibiotics altogether.

So when Hartmann introduced a new range of packaging onto the Albanian market, REA'S was quick to show interest. Although new to Albania, the imagic² cartons have been adopted with great success in other European countries.

Soon after REA'S adopted the new cartons, their distributors saw a marked rise in sales. And now REA'S-produced eggs, safely packed in Hartmann cartons, have begun to appear on the shelves of hypermarkets and grocery stores in other European countries.



REA'S ran a series of advertising campaigns on Albanian TV highlighting the quality and safety of their eggs.

Free-range eggs from happy hens



15 farms. 1.2 million hens. 360 million eggs produced a year. With such huge figures, it will come as no surprise to learn that SC Toneli Holding SRL is the largest egg producer in Romania. But their special egg concept is not just about size. It's about quality, happy hens and a natural source of important

nutrients that help consumers feel happier and healthier too.

Toneli free-range eggs are laid by hens which are happy because they spend a few hours outside in grassy yards and sunshine every day. And, in the background, Toneli has a 500-strong team, including veterinarians, technicians and engineers, all dedicated to making sure that the eggs from happy hens maintain their high nutritional content and great flavour.

The result is two types of egg, one rich in selenium and the other in Omega 3 – both good for health and well-being. With a superfood on their

hands, Toneli were keen to spread the news to consumers. So naturally, they turned to Hartmann.

Not only did we provide them with reliable, robust packaging with uninterrupted surfaces to showcase branding and promos. We also gave them access to our design team. Using high-performance imagic² cartons in a striking green reminiscent of fresh grass, the team created a powerful graphic of a heart encapsulating the message, 'Source of Omega 3'. And the message really came home, strengthening sales throughout Romania.

Partners in innovation

When Hartmann established business in North America in 2002, L. H. Gray & Son Limited became one of our first major customers. As the partnership flourished, they quickly became so much more. Over the last 15 years or so, L. H. Gray & Son have helped us test improvements to the design, performance and marketing of our innovations in carton, label and printing technologies – even though they were not the only customer in the market who stood to

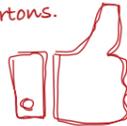
benefit from it. Their insight and feedback on innovation has proved invaluable for Hartmann's mission to provide the market with the best quality packaging, superior egg protection, and powerful merchandising to engage consumers and increase egg sales.



With their eye-catching graphics, Hartmann's HartTop[®] labelled 18 packs have become an effective advertising billboard for sharing the benefits of L. H. Gray & Son packed eggs.

Moulded fibre still top, study reveals

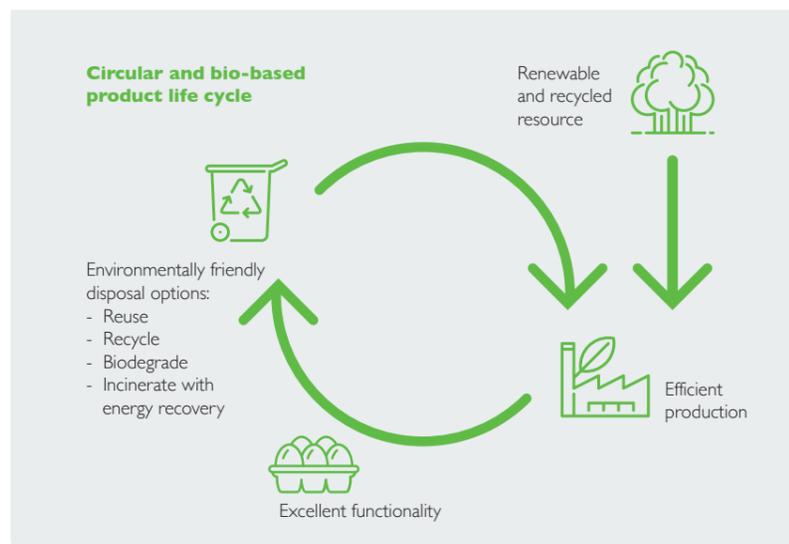
Eggs nestle nicest in natural, sustainable cartons.




For most consumers, it is obvious that natural products like eggs belong in packaging made from natural materials. Yet even in Europe, many suppliers of plastic packaging, especially the so-called rPET packaging made from recycled PET material, insist on communicating great environmental friendliness.

However, a recent study commissioned by the EMFA* comparing the product cycle of moulded fibre to egg packaging made from rPET revealed:

- Moulded fibre beats rPET across the board, whether measured on weight or carton as the viewpoint.



- Moulded fibre will continue to make a far greater contribution to the future reduction of waste and prevent unnecessary creation of waste mountains.
- The superior recycling system of moulded fibre is part of the advantage, and no change in this difference is visible.
- The product cycle of moulded fibre has been continually optimised over many years.
- Moulded fibre is a renewable, biodegradable material.

The conclusions are clear. There is only one natural, environmentally friendly option for high performance egg packaging: moulded fibre. Take a look at the figures in the table on the right. And see for yourself which carton outperforms which in every category.

* Commissioned by the EMFA (European Moulded Fibre Association) and carried out by Pöyry Management Consulting, Management Consulting for Capital and Resource Intensive Industries.

The table below compares the environmental performance of moulded fibre to rPET egg cartons across five criteria.

CO₂	Greenhouse gases, which lead to global warming (including CO₂): The emissions from rPET are 2.6 times higher than moulded fibre.	2.6:1
	Non-renewable primary energies: With a ratio of 3.3 to 1, rPET is clearly well behind moulded fibre.	3.3:1
	Eutrophication may lead to depletion of water oxygen: Here too, rPET performs worse than moulded fibre by a factor of 1.7.	1.7:1
	Photochemical ozone creation (e.g. through nitrogen oxide): Here the ratio is 2.7 to 1 in favour of moulded fibre.	2.7:1
SO₂	Acid rain (primarily caused by sulphur dioxide): rPET causes 2.6 times more sulphur dioxide than moulded fibre.	2.6:1



Download our sustainability report

Hartmann's 2017 sustainability report is now available for download on our website hartmann-packaging.com or contact:

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Scratch the surface and see the world



The Danish word for 'barn egg' is 'skrabæg'. But 'skrab' also translates as 'scratch'.

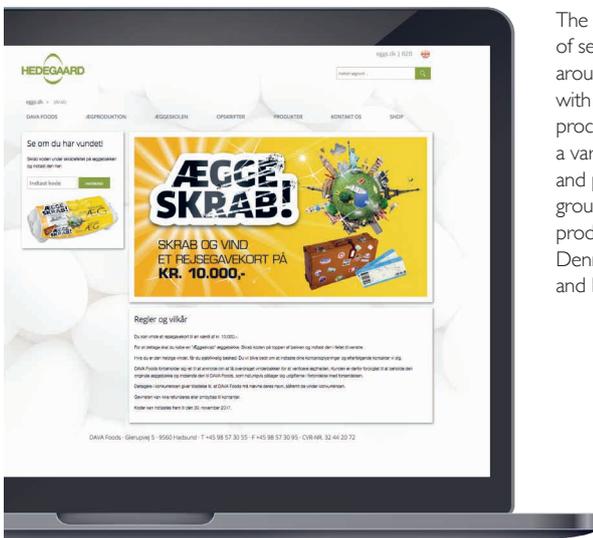
So when DAVA Foods asked us to promote their '10 skrabæg' product, we turned to the new scratch-off feature and played with the word 'skrab' to come up with a real eye-catcher for the supermarket shelves.

As you can see, the result was a bright yellow label, evoking images of sunny

days and creamy egg yolks. The label also showed a well-used leather suitcase and a cartoon graphic of the world ringed by well-known tourist destinations such as the Eiffel Tower and the Colosseum, because the scratch-off feature hid a secret number – and customers with winning numbers would win a travel gift card.

Supported by little more than a few Facebook updates, the campaign drew more than 20,000 customers to DAVA Foods' homepage where contestants registered their numbers.

The response was so positive, and the number of customers so great, that DAVA Foods intend to use the scratch-enabled labels for future campaigns.



The DAVA Foods group consists of seven companies which handle around 1.6 billion eggs a year. Along with fresh shell eggs, the group processes, packs and distributes a variety of cooked, pasteurized and powdered egg products. The group's six packing plants and four product factories can be found in Denmark, Sweden, Norway, Finland, and Estonia.

Think Ahead ↓

Upcoming events

British Pig & Poultry Fair Stoneleigh, UK
15-16 May 2018

AGRO Intl. Agro Industrial Fair
Kiev, Ukraine
6-9 June 2018

VIV Europe Utrecht, Netherlands
20-22 June 2018

Royal Highland Show Edinburgh, UK
21-24 June 2018

IEC Global Leadership Conference
Kyoto, Japan
9-13 September 2018

Biofach Baltimore, USA
13-15 September 2018

VIV China Nanjing, China
17-19 September 2018

EuroTier Hannover, Germany
13-16 November 2018

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