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be unique.

The quality solution.



Choose fibre. Save nature.

1917 When they established their company in 1917, the Hartmann brothers laid the foundations for a unique success story. Even then, the focus was on practical packaging for sensitive products. In the early 1960s, moulded fibre material developed to become their basic production material. Since 1989, when it succeeded in extracting pulp from 100% recycled material, the company achieved world-wide success.

With its international production facilities and sales companies, Brødrene Hartmann A/S has developed to become the leading manufacturer of environmentally-friendly moulded fibre packaging. And for good reasons too: after all, parallel to innovative product development, the company also heightened its commitment to production which conserves resources. Environmental sustainability and comprehensive social responsibility represent supporting pillars of the HARTMANN culture. Markets all over the world have undergone dynamic change – discerning consumers utilise a wide range of offers when it comes to marketing eggs – including the extensive range of services offered by HARTMANN. Product development and packaging production are today supported by highly-specialised marketing and graphic design services, charged with distinguishing the company and attributing to it an edge over the competition. It hardly comes as a surprise that even after almost 100 years, ambitious customers around the world do not just choose any old packaging, but rather opt for HARTMANN packaging from a single source: perform. advise. care.

The world-wide premium solution from a single source.



Sales companies:

B, CH, D*, DK, F, GB, H, HR, I, IL, PL, USA
(* graphics and marketing service)

Production facilities:

D, CDN, DK, FIN, H, HR, IL





The solution from a full service supplier: packaging.

perform.

In principle, it all comes down to a consumer's smile: perform. advise. care.

Packaging has traditionally played a key role in the value-added chain of a wide variety of products. Modern egg packaging involves complex evaluation: starting with the acceptance by various buyer target groups through economic and ecological factors. Manufacture and disposal, for example, are also increasingly gaining in significance. HARTMANN customer solutions integrate these significantly higher requirements

within an equally extensive and unique 3-part service structure: HARTMANN packaging. Apart from the high-quality moulded fibre product range, which has established an excellent international reputation thanks to its outstanding handling properties, the focus is also on marketing services, graphic design and an exemplary sustainability policy. All over the world, egg producers and trading companies benefit from this added value from a single supplier. And take pleasure in the smiles of their satisfied consumers who repeatedly opt for the better product in better packaging.

HARTMANN packaging: leading edge thanks to networked services from a single source.

- HARTMANN consumer and market research
- HARTMANN product development and manufacture
- HARTMANN planning of individual range architectures
- HARTMANN branding services
- HARTMANN sales promotion

How we define premium packaging.

Moulded fibre is preferred by consumers and remain the undisputed trend within markets. No wonder, considering the fact that the material feels good, retains its shape when opened and closed, and is perfectly compatible with eggs as natural products. The know-how and innovative details availed of by HARTMANN development experts ensure that moulded fibre packaging is well-received by a wide variety of target groups. The patented HARTMANN click™ closure, for example, is convincing

thanks to its unmistakably safe handling. The extra-large advertising spaces offer marketing and graphic design maximum freedom. And the bright colours and styles are exactly co-ordinated to the high expectations of a wide variety of buyer target groups. Good

to know: all over Europe, all HARTMANN production facilities have already been certified and comply with international Quality Management (ISO 9001) and Environment Management (ISO 14001) standards.

Ideal protection:

Moulded fibre packaging by HARTMANN offers optimum moisture regulation for constant freshness and is extraordinarily resistant to pressure.



be unique.





advise.



care.

Unique: STEP® – the environmental concept made by HARTMANN. Since 2007, it has been possible to save more than 50% of waste water and pollutants using STEP®.

How we define guaranteed added value.

Within iGDS, the HARTMANN international graphic design service, creative experts from the sector ensure excellent presence at the point of sale: supported by the Marketing and Market Research Departments, tailor-made communication solutions are drawn up every day for a wide variety of market segments. Simply perfect for targeted branding from a single source: brilliantly presented and perfectly implemented, both online and in print.

HARTMANN customers benefit from a variety of services: market research, point of sale concepts and creative solutions by professionals. On time and from a single source.

HARTMANN Market Research: regular studies provide key consumer insights thereby forming the basis for successful strategic developments over the long term.

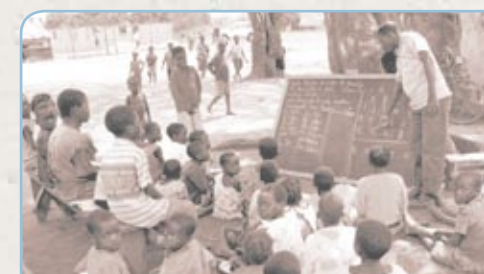
HARTMANN Creation: from packaging relaunches through to full brand development – we offer individual solutions.

HARTMANN Sales Promotion: we use cross-media point of sale communication to support maximum advertising impact.

HARTMANN Workflow: state-of-the-art technology enables us to achieve efficiency and planning reliability. With the result that we are capable of simulating practically any point of sale situation in detail using our own visualisation software.

How we define a secure future.

“care” stands for a comprehensive sustainability concept integrating all corporate and production areas. Enabling us to reduce our energy consumption by approx. 22% since 2007, for example. Over the same period of time, highest standards concerning social responsibility and preventive safety measures were also achieved by means of regular audits. In association with selected suppliers, CO₂-neutral packaging solutions are already being offered today.



Environmental protection in specific terms: Since September, HARTMANN has been supporting **Climate Partner** in safeguarding international climate protection and pushing the production of „climate-neutral“ products. In association with customers and other companies, a reforestation project in the province of Sofala in Mozambique is currently being specifically promoted by purchasing emissions certificates enabling more than 11,744 hectares of growth area to be reactivated in the Gorongosa National Park and compensating for more than 100,000 tonnes of CO₂ emissions in the future. In co-operation with our customers, our plans envisage continuous expansion and therefore consistent commitment to sustainable projects world-wide.



be unique.





Top form for your brand in the 2nd generation.

The launch of **Superface®** in 1999 and **imagic®** in 2003 entirely revolutionised the packaging market: fascinating shapes, brilliant colours and maximum advertising impact have inspired even the most discerning customers ever since.

Now we are presenting the fully-revised **imagic2®** and one thing is certain: **more communication space means more sales.** After all, the new product not only has an enormous sales impact – it works through innovative design and function, down to the last detail.

imagic2®: super handling

- Completely new hidden closing mechanism
- Significantly improved stacking

imagic2®: first-class efficiency

- Takes up less space during transport and storage

imagic2®: huge communication area

- The innovative interior closing mechanism enables an uninterrupted communication area without any irritating elements on the exterior surface. What's more, the available advertising space has been increased by almost 25% over the standard **imagic®**.

All in all*:

- **25% more brand**
- **25% more information**
- **25% more advertising impact**

* compared to imagic®

25+

imagic2®: simply and automatically first class



Like all HARTMANN moulded fibre packaging, the new **imagic2®** was also developed and tested in close collaboration with the most important machine manufacturers. Result: the **imagic2®** runs easily on fully-automatic machinery even at high speeds. This is how we define „premium“ right down to the very last detail.



be unique.



Let's talk about „be unique“ for your brand.

Success speaks
for itself.

perform. advise. care. The three pillars of HARTMANN company performance guarantee maximum investment security for passionate customers all over the world. The feeling of being in good hands right from the start – whether it comes to selecting the ideal packaging, individual design of the range structure or comprehensive presentation of the respective brand. Simply opt for a successful partnership with **the** international marketing experts.

Consumer Insights

Benefit now from the valuable results of the current HARTMANN consumer study 2012 for your product presentation.
Simply call us!

Customisation

Find out now about the individual design opportunities for your product range using HARTMANN packaging.
Simply call us!

Innovation

Think about more impact for your range: with the new **imagic²** of course.
Simply call us!



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