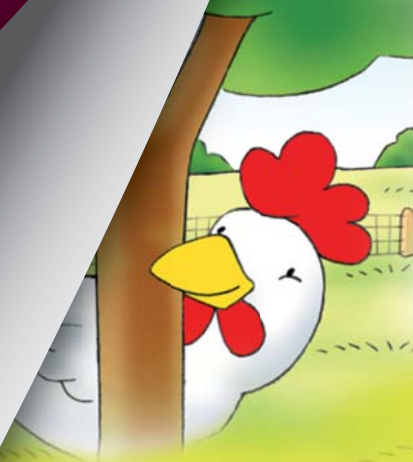


MARKET FRESH EGGS SUCCESSFULLY

Hartmann Marketing and Graphic Design Service



CURIOUS?

Take advantage of all of the benefits of POINT OF SALE LAYOUT

- Attractive to customers
- Easy location of the product on the shelf
- Fast, clear communication
- Professional presentation of your own range



HARTMANN MARKETING AND GRAPHIC DESIGN SERVICE



Advice on shelf positioning and assortment layout as well as development of customized POS concepts. Creative design of POS materials, such as shelf strips, posters and displays to match the egg range.

Establish SUCCESSFUL BRANDS

- Set yourself apart from the competition
- Value enhancement through a clear brand image
- Easy identification and recognition of your product

Ovo Di



HARTMANN MARKETING AND GRAPHIC DESIGN SERVICE



Support with the conception of brands (ranges) in a market context, as well as graphic implementation of brand values in the pack design.



Create variety through PROMOTION CAMPAIGNS

- Enhanced sales through added-value for the consumer
- Successive novelty on the shelf
- Take advantage of public holidays, seasons and special occasions with topical designs and campaigns.



**HARTMANN MARKETING
AND GRAPHIC DESIGN SERVICE**



Ideas for promotions and seasonal pack designs, mediation with suitable cooperation partners and support with implementation. Creative concepts for advertising eggs, such as joint campaigns with committed Hartmann staff on World Egg Day.



Tie the GREEN TREND into your marketing strategy

- Align with growing environmental consciousness
- Clear positioning towards the mostly well-to-do customer segment
- Communication of self-responsibility for our environment

**HARTMANN MARKETING
AND GRAPHIC DESIGN SERVICE**



Information on the advantages of moulded fibre packaging and advice on how to tie this in to individual marketing strategies.

Recognise EUROPEAN TRENDS in good time

- Respond quickly to new trends
- Inspiration from other countries
- Opportunities for new marketing concepts



**HARTMANN MARKETING
AND GRAPHIC DESIGN SERVICE**



Presentations of creative concepts based on observation of international markets and experience in the egg sector. Up-to-date market and consumer studies.

Ensure that your packaging is always UP-TO-DATE

- Extended product life cycle
- Increased attractiveness
- Discreet modernisation of pack design



**HARTMANN MARKETING
AND GRAPHIC DESIGN SERVICE**



Modify existing designs by including state-of-the-art style elements. Implementation on the basis of modern design programmes.

Utilise the ENTIRE SCOPE

of your marketing
opportunities

- Professional market presentation
- Uniform appearance
- High brand recognition effect

HARTMANN MARKETING AND GRAPHIC DESIGN SERVICE



Conception and graphic design of brand names and logos, as well as their incorporation into advertising media, brochures, delivery vehicles and pack design.

Discover the variety
of our eggs

Nature's
Eggs



Convince customers through your ATTRACTIVE PACKAGING

- Opportunities for a target group-specific approach
- Consumer appeal
- Increase impulse purchases

HARTMANN MARKETING AND GRAPHIC DESIGN SERVICE



Advice on the positioning of local and regional products too. Development of creative pack designs that work on the shelf.



Hartmann provides a professional Marketing and Graphic Design Service in addition to environmentally friendly egg packaging. A creative international team with many years of experience in the egg sector is available to you as your competent partner. From the development of concepts through planning to implementation, Hartmann offers the optimum service from a single source.

The Hartmann Marketing and Graphic Design team would be pleased to advise you.

www.hartmann-packaging.com