

# Superface® 2x4

## Special packaging for special target groups

The 4-pocket **Superface®** reflects the latest trend. The ideal packaging for making a specific approach to growing buyer segments.

### Ideal for small households

#### Trend:

- Demographic development
- Single households – young and old alike – are increasing
- Offers in line with requirements



For everyone who values fresh food

### Ideal for the lifestyle egg

#### Trend:

- Especially in times of crisis, consumers treat themselves to a “little bit of luxury”
- Identification with premium brands



For everyone who likes to add something special to their daily life

### Ideal for additional information

#### Trend:

- Nutritional and environmental awareness is growing
- Consumers are becoming more critical and want to be informed
- Openness is becoming more and more important



For everyone who is nutrition-conscious and appreciates high-quality foods

### Ideal for weekend requirements

#### Trend:

- Double-income, no kids
- Relax from the stress of everyday living – withdraw inside their own four walls



For everyone who only has time for a breakfast egg at the weekend

# The **Superface**<sup>®</sup> Family

Consolidated potential at the point of sale



## Colour signals on the shelf:

2x4 eggs



2x6 eggs



10 eggs



12 eggs



## Unbeatable Advantages

- Large front for advertising and information
- Unique design
- Lots of brilliant colours
- Practical and convenient
- Complete product family available
- Ideal for supplementing the range
- Perfect for premium (private) brands
- Optimum product differentiation
- Customer bonding through special quality products

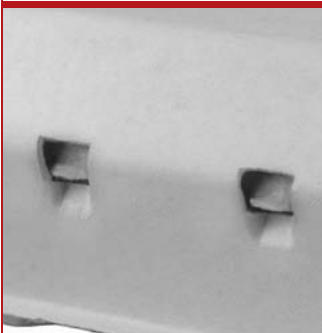
Weight classes: S, M, L

Label: 4-colour offset, special colours on request

Inside print: 2-colour

### Innovative

Unique closing mechanism



### Sturdy

Ideal protection



### Impressive

Large advertising surface

