

# POINT-OF-SALE ... a platform for communication

A symbol for  
eco-friendliness

(can be integrated  
into pack designs and  
various advertising  
and POS materials)

This pack is  
100% recyclable and  
biodegradable.

Top  
poster



Pack  
design

Outer cartons  
(made from paper)

Shelf  
strips



Dispenser

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. Creative design of POS materials, such as shelf strips, posters and dispenser to match the green trend.