

Win-Win
with the individual
FSC® strategy

perform. advise. care.



perform. advise. care. start

FSC

Three letters that will change the world: FSC – for the love of the forest. The Forest Stewardship Council is an international, non-governmental organisation that has introduced a quality mark to identify those products that support ecologically and socially responsible forest management worldwide. Across the globe more than 166 million hectares of forest are currently FSC-certified. The FSC quality mark is renowned at international level for its strict test criteria across all stages of the process chain and the high demands it makes of participating companies. It therefore acts as a guarantee of the highest credibility for the consumer. More information: www.fsc.org

The way forward: Forest Stewardship Council®.

Commercial success and environmental protection in perfect harmony.

The number of FSC-certified companies is currently increasing at a rate of 40 % per year. This is partly due to a growing awareness of environmental issues over the last ten years. However, the rapid increase is also the result of a growing demand on the part of consumers and retailers for specific assessment criteria when it comes to environmental sustainability.

Today, FSC represents an assurance that the product in question has been produced with a responsible use of wood raw materials. The course has therefore been set for certification as a vital element of successful egg marketing in the future. Time is a key factor in this respect: only the FSC



The opportunity:
More and more consumers are choosing environmentally friendly packaging.

first movers will be able to benefit in full from consumer awareness at the point of sale (POS) – the cornerstone of a genuine competitive advantage.

Forward-looking companies stay ahead of the game.

Good to know: Since 2013 all HARTMANN production sites in Europe have been able to offer products with the FSC logo on demand. To this end, HARTMANN offers support twi-

ce over: with innovative, FSC-certified egg packaging made of high quality moulded fibre. And with comprehensive advice aimed at developing individual FSC communication strategies for a wide variety of customers.

Now is the time to embark on your own, distinctive FSC differentiation offensive. With HARTMANN packaging: perform. advise. care. Sustainable added value in three crucial fields of competence. For the successful, future-proof marketing of your egg brand.

The solution: HARTMANN packaging, naturally.





The HARTMANN study* 2012 on customer segmentation proves the point:

...around **73 %** of those questioned prefer moulded fibre to plastic egg packaging...

Medium-term market prognosis: Changes in purchasing behaviour.

...customers who **value sustainability** are prepared to pay more for environmentally friendly packaging...

The aim: responsibility with consumer appeal.

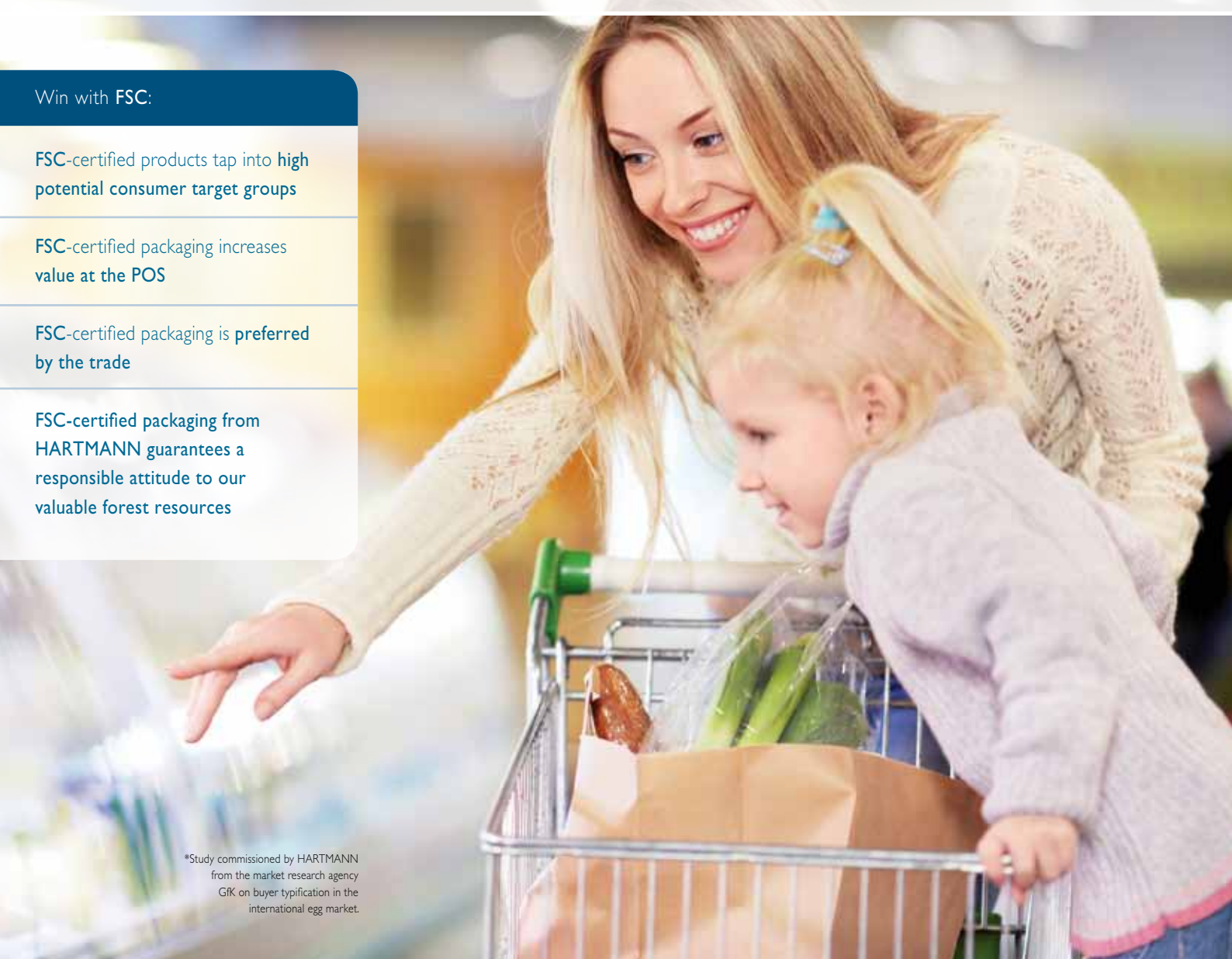
Win with FSC:

FSC-certified products tap into **high potential consumer target groups**

FSC-certified packaging increases **value at the POS**

FSC-certified packaging is **preferred by the trade**

FSC-certified packaging from **HARTMANN** guarantees a responsible attitude to our valuable forest resources



*Study commissioned by HARTMANN from the market research agency GfK on buyer typification in the international egg market.



The natural cycle.

HARTMANN
packaging for
guaranteed
success at POS.

Cooperation with HARTMANN always creates a classic **win-win** situation: innovative, high quality moulded fibre packaging offering extremely effective advertising together with an all-round sustainable approach to the packaging production process.

The **FSC®** certification programme and initiative is therefore a significant feature of the HARTMANN packaging solution. We offer a complete **package: perform. advise. care.** We are convinced that only those companies that combine commerce with responsibility will be successful in the long run.

So make the choice that keeps your customers happy at the point of sale – and that works to protect the environment. With HARTMANN, naturally.

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