

Plus View™ – It's showtime!

There's never been a more natural and eye-catching way to show fresh eggs or egg specialities.



Plus View™ – What you see is what you get.

A unique, revolutionary design: Plus View™ is the only moulded fibre-based egg carton in the world where your eggs are visible from the top and front.

The new, high-visibility Plus View™ gives you a sturdy showcase for your fresh eggs – and that's a really big plus for all sorts of fresh eggs! A clever new packaging concept

based on the long established Plus Pack™, it features large windows on both the front and top, so they really catch the eye of the consumer and leap off the shelf.

This pioneering design shows your eggs' best side while giving them unbeatable protection.

Perfect visibility of the eggs ensures strong sales.



All the pluses of the Plus Pack™, plus a few more.

More protection, more efficiency, more visibility – Plus View™: What more could you ask for?

Hartmann's Plus Pack™, champion of the egg packaging world for more than thirty years, has been transformed to meet the demands of modern times. Our Plus View™ builds on all the improvements we made when we modernised the Plus Pack™ to give your fragile eggs all the protection they need.

The lower denesting height, with eight denesters in the corners, means more packs can be stacked higher, both on the pallet and on the packing machine. And with no front flap, the robust closing mechanism only adds to the security and sturdiness of the Plus View™.

With more marketing space on both the top and rear side, it optimises branding and standout, so shoppers can see all sorts of fresh eggs at a glance.

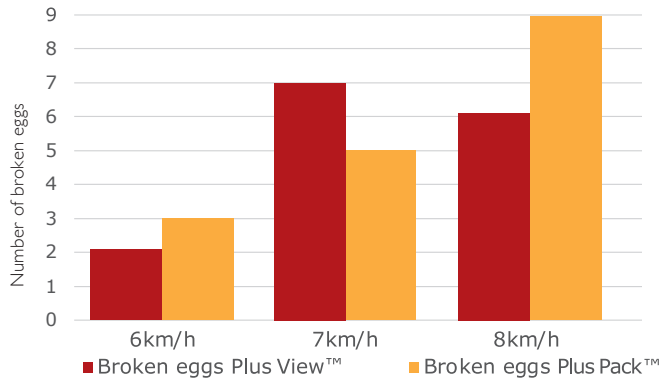
With Plus View™, your eggs don't just sit on the shelf – they stand out!

Lets the eggs sell themselves

Hartmann's new Plus View™ puts your eggs on show like never before. With its open design, it highlights the natural beauty of your eggs, making them even more attractive to shoppers.

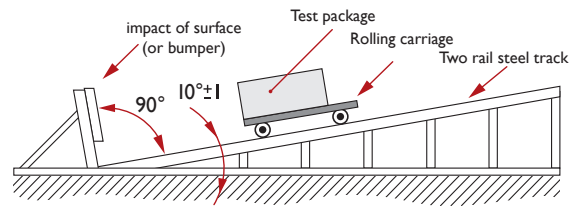


Plus View™ – Transportation tests



Incline test for fresh eggs*

- 15 pieces of single-walled cardboard boxes
- Test speed: 6,7,8 km/h
- 3 to 5 repetitions per speed
- 10,000 eggs

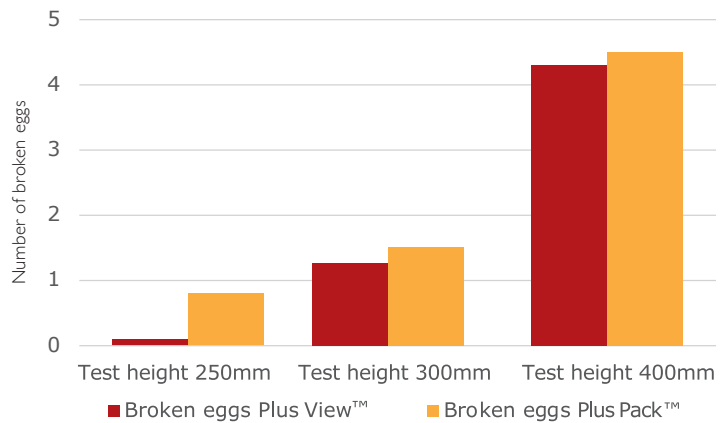
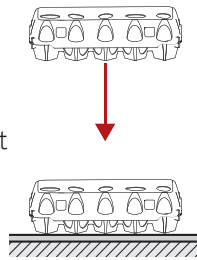


CONCLUSION

PlusView™ protects fresh eggs as well as comparable moulded fibre packaging

Drop test for fresh eggs*

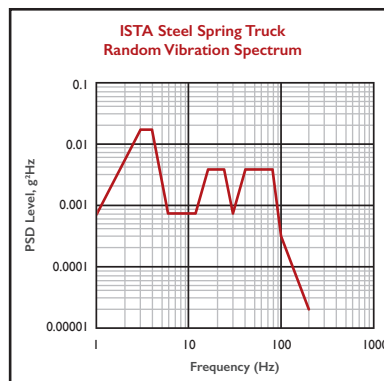
- Test height – 250 mm, 300 mm, 400 mm
- 6 repetitions per height
- 900 eggs



CONCLUSION

PlusView™ protects fresh eggs as well as comparable moulded fibre packaging

Frequency (Hz)	PSD Level, g ² /Hz
1.0	0.00072
3.0	0.018
4.0	0.018
6.0	0.00072
12.0	0.00072
16.0	0.0036
25.0	0.0036
30.0	0.00072
40.0	0.0036
80.0	0.0036
100.0	0.00036
200.0	0.000018

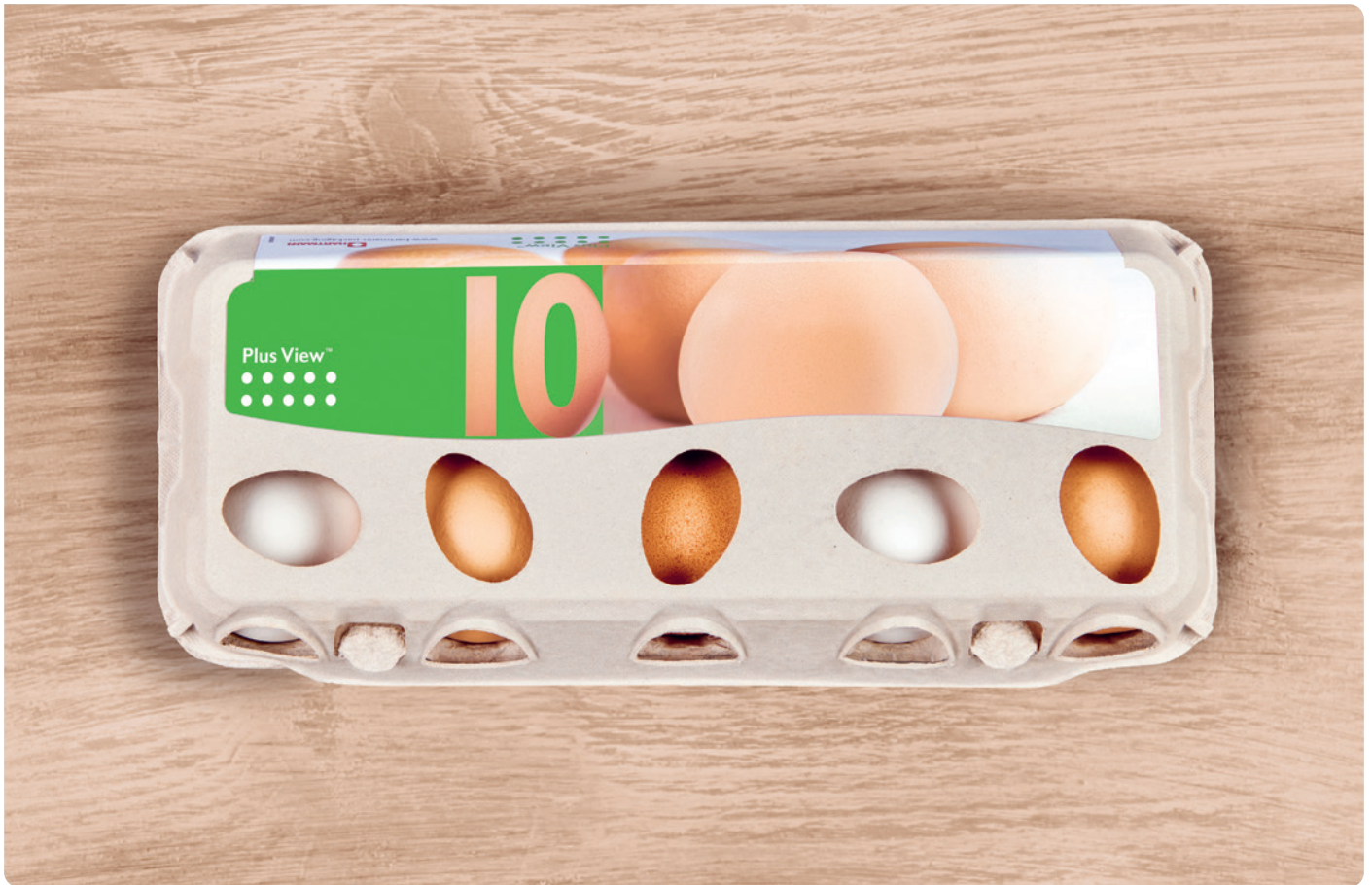


Vibration test*

- Simulation of a truck transport
- 480 km driven
- 750 eggs (5 transport cartons with 15 x 10-egg cartons)

CONCLUSION

No damaged eggs in all packaging tested.



Maximum label space meets maximum protection!

Strong and sustainable, with more visibility than conventional moulded fibre packaging, the new Plus View™ also maximises the marketing space on both the front and back, with a huge label area. And let's not forget, the Plus

View™ still gives you all the benefits of the new Plus Pack™ – with its machine suitability, stackability and advanced closure technology – ensuring your fresh eggs always get the full Hartmann protection.

For egg visibility there's nothing like it in the world of egg packaging.



About Hartmann

World leader in moulded fibre egg packaging and in moulded pulp production machinery. We think about nothing but egg packaging and how it can improve your business, and it shows.

While every producer's egg is unique, smart packaging keeps it that way. From the size of the egg pockets to the design of labels, we think through all the minutiae. The things others miss.

We think 'performance' for smooth production flow. We think 'marketing' for eye-catching in-store tactics. And we think 'sustainability' for manufacturing processes that consume as little energy and water as possible.

In short, our smarter packaging solutions help our customers sell more eggs.

Find out more at hartmann-packaging.com

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