

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™ is plastic-free perfection for showcasing your coloured and hard-boiled eggs in all their glory. 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 means you can get rid of plastic and make your products even more attractive – and it's going to colour everyone's view of egg packaging from now on!



Hartmann's new Plus View™ rivals plastic packs for product visibility – and with its large label area, it also gives you huge on-shelf presence, so you get the best of both worlds.



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 PlusView™. With more marketing space on both the top and rear side, it optimises branding and standout, so shoppers can see the colour of your eggs at a glance.

Slip your coloured eggs into something more sustainable

Moulded fibre egg cartons have a more favourable **environmental profile** than rPET egg cartons.

Sustainability and environmental awareness are integral elements of Hartmann's business model and strategy. All Hartmann products are based on recycled paper – a renewable, carbon-neutral and biodegradable resource. We work closely with our customers to meet the

demand for sustainable products in the retail trade, and we were the first manufacturer to offer both FSC®-certified and carbon-neutral retail packaging.

It's a commitment that goes back a long way. We've championed moulded fibre packaging for decades,

and it's been around for 100 years or more. So we encourage everyone to switch to recycled moulded fibre, reduce your overall carbon footprint, and make your contribution to global climate change.

The stunning and revolutionary design that's going to colour how everyone sees egg packaging in the future.





Maximum label space on front and back with **maximum protection!**

More sustainable than plastic and 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 retains all the benefits of the new Plus Pack™ – with its machine suitability, stackability, and advanced closure technology – ensuring the 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](https://www.hartmann-packaging.com)

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PlusView™ – It's showtime!

Show coloured and hard-boiled eggs at their best with the perfect new **plastic-free packaging** solution.

