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## A partnership to success.

### Tonis Handels GmbH, Knittelfeld

There's no secret formula to financial success. Sometimes it's enough just to have the right idea at the right time. The best example of this is Toni Hubmann. At a party he got into a lively debate with art students about keeping animals in a way appropriate for their species. And although back in 1988 keeping animals free-range was still a fairly exotic thing to do, there was no discouraging Toni Hubmann from his idea of optimising production in all respects. Since then, 300 farmers – each with between 200 and 3,000 hens – have committed themselves to keeping them in accordance with Toni Hubmann's stipulations, controls and hygiene measures in order to produce eggs under the name of market leader "Toni's Freilandeier" ("Toni's free-range eggs").

Toni's free-range eggs have not just become one of the most successful free-range brands in Austria; they are also being sold in Germany. As well as free-range eggs, the range includes cooked eggs, special editions and liquid egg products for the food industry. Everything

Toni's  
Freilandeier

The company:  
Tonis Handels GmbH,  
Knittelfeld



is being done to bring a healthy and valuable foodstuff onto the market. Anyone who wants to be convinced of this is warmly invited to Toni Hubmann's farm to see for themselves how to keep "happy" hens in a way that suits their species. If it is too far for you to make the journey, just spend a few moments looking at the webcam footage on [www.tonis.at](http://www.tonis.at). Toni Hubmann is not only bravely leading the way in how he keeps his hens. His product launches and the way he communicates with shoppers are also innovative and exciting and he puts just as much thought into his choice of packaging.

Information leaflets tell customers about free-range farming and egg quality. The 'country green' packaging colour developed by HARTMANN is the norm for free-range eggs in Austria today.



Protecting values



# 1

success story

## Partnership to success.

Tonis Handels GmbH



HARTMANN's **Superface**<sup>®</sup> offers up to 30% more advertising space than conventional egg packaging and supports Toni's clear message. This is why the Austrian market leader uses the 10-egg and 6-egg boxes from this product range, as well as the small 4-egg box for the growing number of one-person households. On the large front display alongside the brand name there is also a consumer-friendly seal with a weight class and a 'best before' date and other features of their quality, such as "GM-free". When it comes to coloured Easter eggs, there's just one natural moulded-fibre packaging that Toni Hubmann has in mind which allows the egg to breathe. The brightly coloured **imagic**<sup>®</sup> by HARTMANN is best-suited to this and is a real eye-catcher on the egg shelf in its 'sunflower' colour. The XL eggs that shoppers really love will soon be available in the nicely shaped **imagic**<sup>®</sup> MAX too.

Sales figures and market success show that high-quality eggs no longer just make an appearance on special days of the year, but can be found in homes every day in larger packaging quantities. In the case of **Superface**<sup>®</sup>, sales have been growing steadily since 2002. Deliveries in the 'country green' colour specially developed for the Austrian market are made to successful retailers. Toni Hubmann has set important standards here too and achieved great results from his partnership with HARTMANN. For example its generous stock levels and highly efficient logistics mean HARTMANN can react promptly to retailers' short-term campaigns and supply just-in-time. The first six months of 2006, "Toni's free-range eggs" were recognised according to ACNielsen by 86% of people in Austria, aided, (45%, unaided) and 53% of shoppers remain totally loyal to this popular brand when they buy eggs.

The success of egg brands and / or POS concepts is the combination of a number of elements: good products, committed people and creative ideas. Packaging also plays an essential role. It clearly distinguishes one egg from another. It provides space for advertising messages. It attracts attention. The way it is used is tailored to each and every customer because every HARTMANN customer is unique. We'd like to let people know about it.

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The large front display and shopper-friendly label design contribute to a partnership to success.



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