



Packaging design for success.

Wiesengold Landei GmbH & Co. KG, Twistringen

The Eiervermarktung Wiesengold Landei producer organisation is made up of family farms in the Huntetal region around the German town of Twistringen and in the Müritz region. Since 1995, the focus of the producer organisation, headed by Heinrich Tiemann, has been on organic production, certified to German Naturland guidelines, KAT and the EU Eco-directive.

Eiervermarktung Wiesengold Landei GmbH & Co. KG

Company
Eiervermarktung
Wiesengold Landei
GmbH & Co. KG,
Twistringen



The organic ethic is taken very seriously. Rigorous internal quality systems ensure continuous improvement. Isotope analysis, which allows the origin of the feed to be traced to within a few kilometres, is standard practice at Eiervermarktung Wiesengold Landei. From February 2007, the production facilities will be powered entirely by electricity generated from renewable sources from the Diepholz region, utilizing wind and solar power technology. Also the vehicle fleet runs on bio-diesel, produced from rape-seed oil, representing a further small step in the protection of nature and the environment, and contributing to trust and confidence in the overall concept.

It almost goes without saying that the egg packaging is produced from environmentally friendly, recyclable moulded fibre material. The packaging is made from 100% recycled paper:

Moulded fibre is CO₂-neutral and bio-degradable. The material breathes and is absorbent – and therefore keeps the eggs in perfect condition and protects them from breakage. In addition, the **Superface**[®] offers a key advantage for extra large organic eggs. According to Heinrich Tiemann, "This is the only packaging that allows a full range of eggs between 53g and 80g to be packed, while providing optimum protection for the eggs."

Controlled quality is a hit with consumers.



Protecting values



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Cooperating for success.

Wiesengold Landei
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In addition, presentation and trust are key factors in gaining customer loyalty, particularly with organic eggs. The large advertising area on **Superface**[®] offers plenty of space for quality seals, certificates and information. Heinrich Tiemann adds:

"The **Superface**[®] has become established on the market as a sturdy, eye-catching package, and is synonymous with high-quality products. It is ideally suited to running promotional campaigns in conjunction with retailers."

Egg packaging of the tegut trading brand – an **imagic**[®] 10-pack – links to the website:

www.bio-mit-gesicht.de. The consumer is prompted to enter the 0-DE egg producer number on the egg to look up the relevant organic egg producer on the website and find out about the origin of the eggs. The site includes three egg producers belonging to Eiervermarktung Wiesengold Landei. "Spotlight on organic producers" – a quality initiative with the aim of helping consumers find out about ecological agriculture. This is where

three factors – the tegut retail chain, Heinrich Tiemann as an egg producer and the packaging as a communication face – combine to gain the trust of the consumer.

Organic food is a growing market, attracting increasing numbers of suppliers and products. This puts even greater emphasis on the distinguishing criteria used by the consumer in choosing what to buy. For marketing purposes, the packaging has to protect the eggs, while also inviting the customer to make an impulse buy at the point of sale. Eiervermarktung Wiesengold Landei understands the importance of packaging and has, for many years, taken advantage of the services provided by the HARTMANN Graphic Design Team. An example of the success this has brought is the Vitalea design for the Bunting Group. When this was launched on the market, turnover increased in some cases by more than 100% in comparison with the previous month.

Egg specialities, such as organic eggs, need a special kind of advertising, because the need to inform consumers tends to be greater than for standard products.

But one thing is the same for any eggs: appealing packaging, with an eye-catching display in the grocery department, is what makes the difference. We'd like to show you how our packaging can influence your success and how you can benefit from HARTMANN service.

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Professional packaging design brings proven success..



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