

# SUCCESS story | 3

## When colour makes the brand

### Groupe Appro, Roissy CDG Cedex

Formed in 1986, Appro Group now has 11 egg farms across France, giving it a market share of 38%. Free-range eggs are distributed under the brand name "Mère Poulard" (literally "Mother Pullet"), and there are organic and red-label specialities. National brand Lustucru embodies freshness and quality, and now holds a 10.5% share of the French market. Fresh eggs have always been the heart of the history and tradition of the blue brand, Lustucru. The name refers to an imaginary French figure, Father Lustucru, and has been used since 1911 to market first noodles and, later, other fresh products. Of the three billion eggs now produced annually by Appro Group, a total of 1.7 billion are destined for the retail trade.

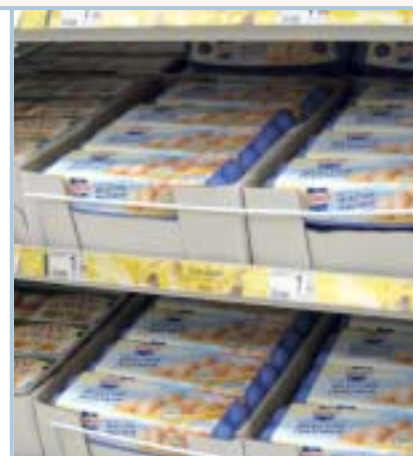
After eggs dated with the laying date, and extra-large "Gros Coques" eggs for breakfast, Lustucru again came to the fore in 2005 with its "Sélection Fraîcheur" – eggs placed on sale less than 24 hours after laying.

The quality of eggs on the market is largely determined by laying conditions and/or freshness. Hence Lustucru's



primary concern was to market innovative eggs which would stand out from the competition. The range had to be attractive both to outlets and end-consumers. "Freshness comes top of the list for consumers. That's why Appro has launched the Sélection Fraîcheur range from Lustucru. Eggs laid every morning are despatched within 24 hours. Voilà! That's how we meet consumer expectations," reveals Group Marketing Director Philippe Lalère. The new eggs are more than merely "fresh". The Lustucru Sélection is a guarantee that they are on sale within 24 hours (Applies every working day except before weekends and public holidays. Excludes custom batches and cases of force majeure). This makes these eggs different from other stock. Not

The blue 12er pack Lustucru "Sélection Fraîcheur" is the biggest selling reference in France.



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only the laying date, but the use-by date too, is stamped straight on to the shell.

Naturally, the new product needed innovative packaging. A whole series of prizes and accolades highlight that Lustucru knows how to present itself. This recognition results from professional marketing coupled with meticulous attention to consumer needs and market trends. Hence the choice of blue *imagic*<sup>®</sup> packaging from HARTMANN, an Appro Group partner for many years. "We opted for a recyclable pack made from 100% recycled paper. Its innovative design appeals to a broad range of consumers," notes Lalère, who can claim credit for launching Sélection Fraîcheur. "The moulded fibre, rounded design and the brand-identifying blue colour emphasize the new product's freshness and authenticity." Sélection Fraîcheur stands out clearly from other Appro Group ranges. Mère Poulard has also been marketed in *imagic*<sup>®</sup> egg boxes - in paler colour - since 2004.

A survey conducted immediately post-launch, in January 2005, provided clear evidence of success. 79% of all consumers interviewed, and 70% of those who do not normally buy Lustucru eggs, found the new product so appealing that they said they would buy Sélection Fraîcheur. The latest award won by Sélection Fraîcheur is the logo "Recognized taste of the year 2006." Probably this logo, even more than the TV advert, is persuading consumers to buy. The message comes across loud and clear: from among the other packs on the egg display, the blue box contains special, fresh, Lustucru eggs. "And success was not long coming. In the space of six months, Sélection Fraîcheur has achieved top rank at the point of sale, in volume terms!" concludes Lalère.

In every sector, there are brands we know. We recognize them instantly from their logo, their shape or colour, even when we don't know the name. Most of the time, packaging plays a major, even critical role in eliciting recognition. HARTMANN can profile your products, too, in eye-catching colours. We would be happy to boost your success with packaging colours unlike others.

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**above:** As well as the successful brand Lustucru, Appro also sells the brand "Mère Poulard" in *imagic*<sup>®</sup> from HARTMANN.  
**below:** Quality guaranteed: clear consumer information on the pack.



Protecting values

