

The new Plus Pack™

**Now
available in
3 pack
sizes!**



The Plus Pack™ is retiring. Long live the Plus Pack™.

Plus Pack™ egg packaging has been every egg's hero for more than 30 years. But the world moves on. Modern needs, production methods and profitability targets demand a technological evolution in egg packaging. Think better use of space, better egg protection, optimised machinability, stunning sales appeal and smarter sustainability. Think packaging that pleases everyone in

the production chain and sales – and the consumer too.

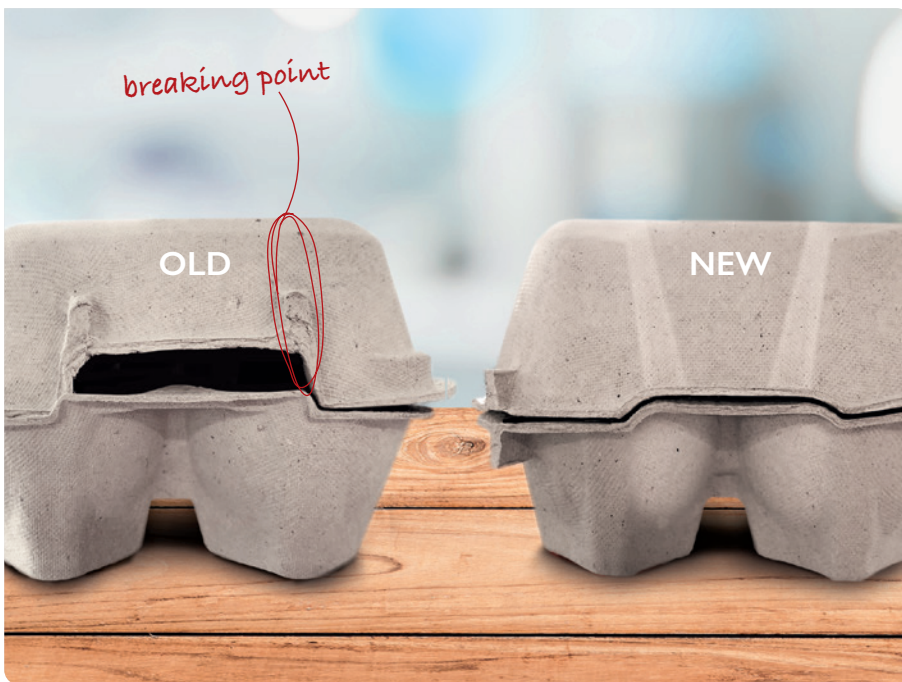
We're going to make your eggs fly

The new Plus Pack™ technology means your product will fly through the packing process much faster and more efficiently than before, whatever the machine type.

Think
new-generation
Plus Pack™.
It's clucking
fantastic!



Front E3210:
plus 31.7 %



Flaps away!

The new Plus Pack™ closes more easily without a flap and doesn't get out of shape.



Think stackability

Stronger packs, lower denesting height and eight denesters in the corners – so that more packs can be stacked higher, straighter and steadier – both on the pallet and on the packing machine – and the pack edges don't break in stacking.

packing machine, which makes the packaging process more efficient than ever.

And since more units can be packed on the pallet, it needs less warehouse space.

Think closability

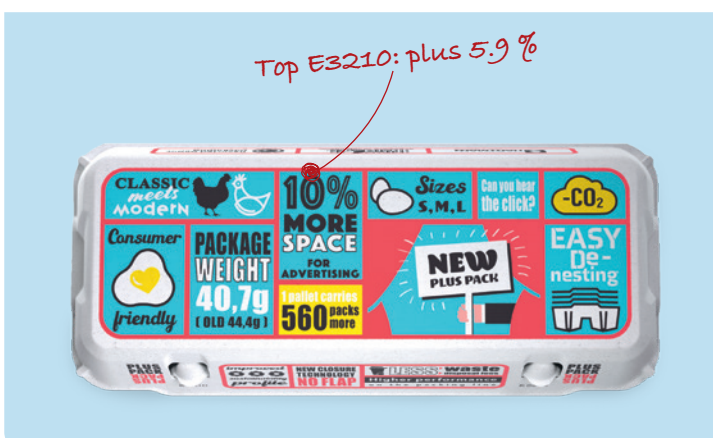
With no front flap, the new Plus Pack™ closes much faster on the

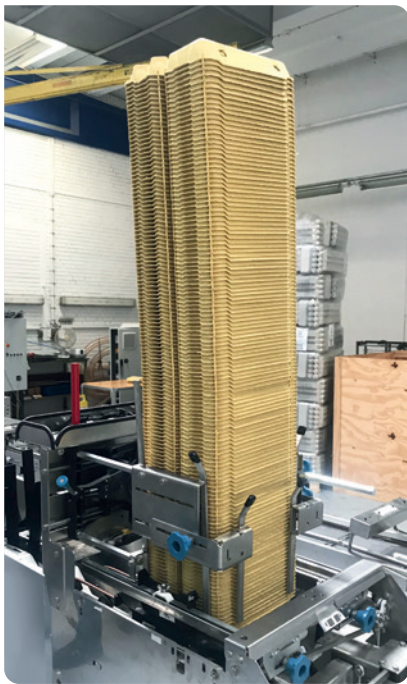
Think sustainability

Up to nearly 10% lighter without the flap, the new Plus Pack™ cuts CO₂ production and transport emissions. It uses less raw material, meaning less waste and lower disposal fees for packers and egg marketers.

Think saleability

The new Plus Pack™ has loads more impact on the shelf. We've built in lots of more advertising space for you – up to 10.8% more for direct print and up to 7.6% for your labels.





Think versatility

The Plus Pack™ is now available in 6, 10 and 12-egg carton sizes. You can order them by their article numbers:

- E3512 for the 2x6-egg pack
- E3210 for the 10-egg pack
- E3712 for the 12-egg pack

All in one...

Until now, we've called directly printed cartons Plus Pack™, and labelled cartons Mini Poster Pack™. Now they're all just called Plus Pack™ because we like to keep things simple.

* Example of a CO₂ footprint calculation for E3210, production unit: PBA (based on the 2020 emission factor), delivery distance: 1,000 km, delivery quantity: 10,000 pcs

Colours for the new Plus Pack™*

21 honey yellow

06 sand beige

78 leaf green

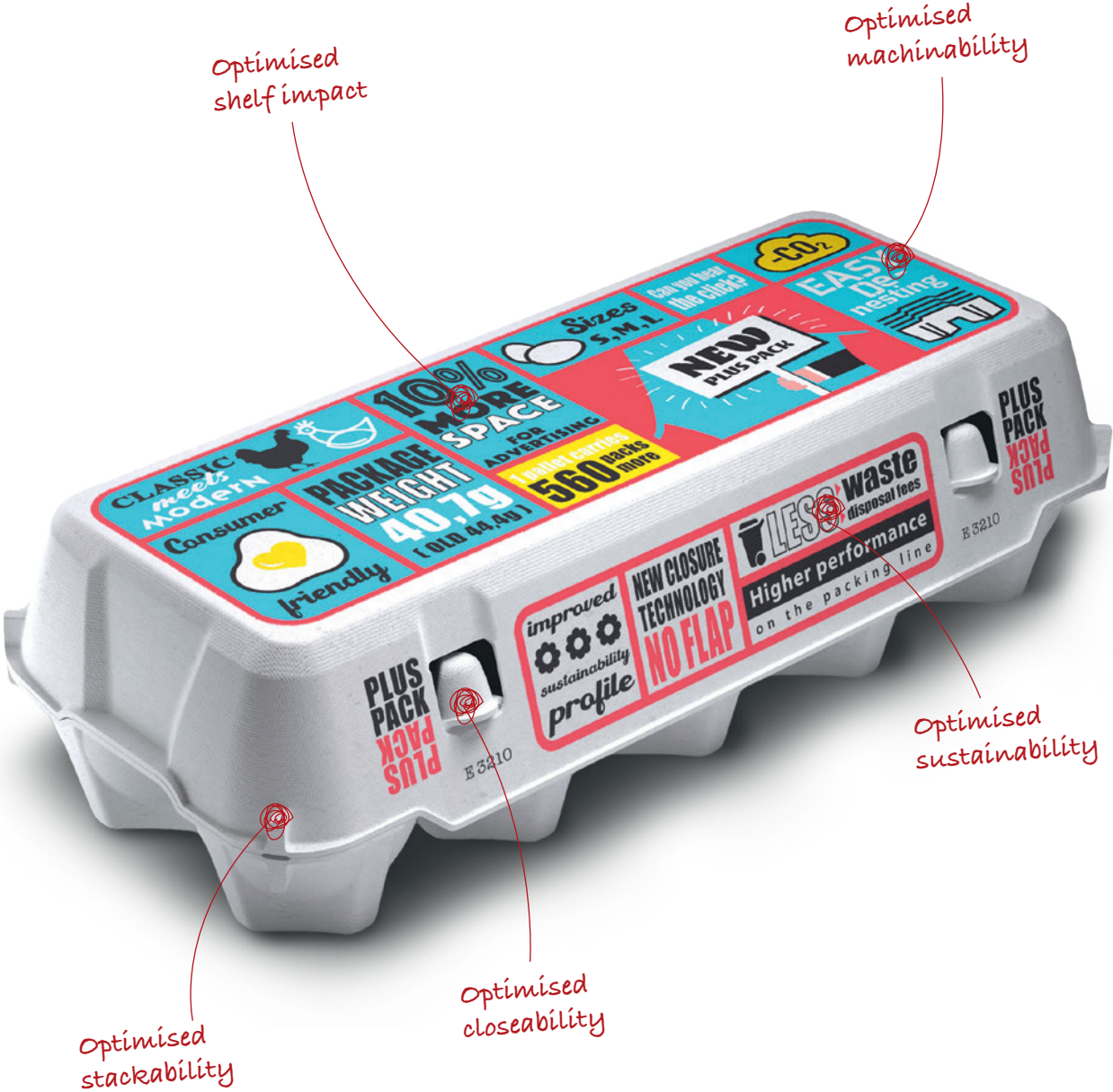
68 grass green

64 ocean blue

20 stone grey

* Subject to changes.

One little box – so many improvements.



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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