

Success through customer-orientated action

Schelle GmbH, Vienna

Founded on the 5th of June 1989, Austrian trading company Schelle celebrated its 20th anniversary in 2009. The company was originated as a partnership with Janker Eierhandel with the original objective of selling fresh eggs to the discount customer segment. This soon developed into a successful business idea. Even in the year the company was founded, Günter Schelle started to market egg packaging as a supplement to the sale of fresh eggs. "Although plastic packaging was widespread throughout the market in those days, it was important to me to integrate environmentally friendly packaging into my product range right from the start," says Günter Schelle by way of justification of his decision to use moulded fibre packaging. By so choosing, Günter Schelle hit the trend, because the percentage of recyclable egg packaging made of waste paper continued to grow with the environmental awareness of the Austrian consumers. Today, more than 80% of all fresh eggs in Austria are packed in moulded fibre. In the meantime, the Schelle company focuses exclusively on the sale of packaging and belongs to AAG Holding, which was established jointly by the

Artist's impression of the new office building (currently under construction)



c/o AAG Holding, Kilb

partners Günter Schelle and Johann Janker to unite the business areas: Schelle Verpackungen (packaging), Janker Eierhandel (egg trading), Janker Agrartechnik (agricultural technology), Ecowind (wind energy) and Naturrein (biological plant articles). Responsible and sustainable management lies at the centre of the two partners' activities. "The companies within AAG Holding have their roots in business fields that focus on nature and ecology and regard human beings, nature and an economical environment as our common basis," explains Günter Schelle. Schelle has positioned himself as an independent packaging trader who offers a wide range of innovative and environmentally friendly egg packaging. "Customer and solution-

Günter Schelle: Managing Director Schelle GmbH

New in the product range: Labelled *imagic*® standard packaging from HARTMANN in the colours green for free range eggs, sunflower for barn eggs and white for organic. Available for 6 or 10 eggs.

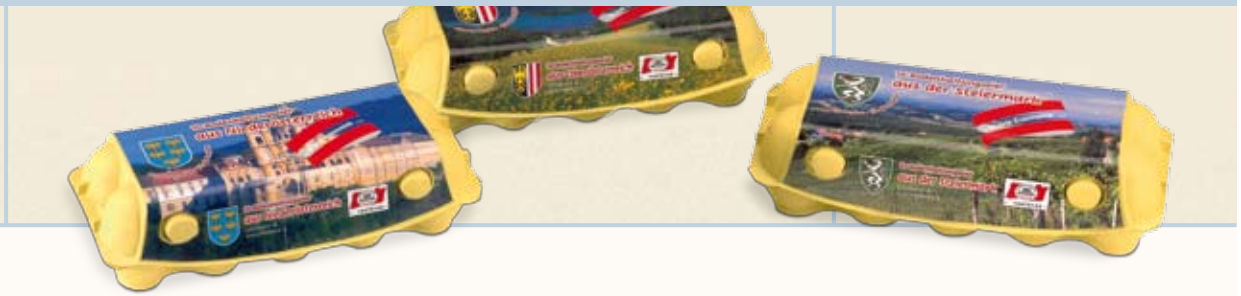
„Ecologically and economically we offer high value solutions.“



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success story

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orientated thoughts and actions are our strategic approach," Günter Schelle continues. His goal is to offer customers of all sizes the right product in the desired quantity while still retaining the ability to satisfy individual customer demands. This strategic approach led to the decision in 2006 to enter a working partnership with HARTMANN. With this close cooperation of HARTMANN Verpackungen, Schelle has complemented its product range and is now in a position to offer high-quality packaging alternatives in addition to traditional packaging. With the **Superface®** and **imagic®** product lines from HARTMANN, Schelle can offer its customers attractive packaging for the ideal presentation of eggs on the shelf. Both product families offer a wide selection of radiant colours and come in many different sizes. HARTMANN packaging can now be procured in small quantities in Austria via the Schelle company. Products from the region and ecological produce are all the trend in Austria at the moment, and the segment of small businesses offering

high-quality eggs is growing accordingly. In addition to outstanding products, Schelle also offers excellent service to this customer segment in particular, because this constitutes a genuine bonus to them. For example, Schelle provides a top-class delivery service. By keeping all of the standard packaging types in stock, the vast majority of all customers can be supplied within 24 hours. The company offers an additional service with its own labelling machine: "The customary minimum sales quantity of 50,000 labels is too much for many of our customers. By investing in a labelling system we can now offer this production stage as a service and are also in a position to offer small quantities of labelled packaging if needed," explains Günter Schelle.

In close cooperation with our partner Schelle Verpackungen, we can also offer our HARTMANN packaging to smaller, regional producers in Austria. We are delighted to have found a reliable partner in Günter Schelle.

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Customer-orientated service: Schelle's bespoke labelling system makes it possible to offer labelled **imagic®** and **Superface®** packaging in small sales quantities, too.

Investment: Uninterrupted growth and a constant increase in staff numbers have caused AAG Holding to invest in a new office building and double the available storage space.



Protecting values

 HARTMANN