

Success story | 4

A full product range and the benefits of a local producer

Hornbrooker Hof, Nehms

Family-run farm Hornbrooker Hof has been marketing its eggs in the region for over 50 years. It directly supplies over 600 customers within a 120 kilometre radius, some of whom have been customers for three generations. The predominantly independent retailers value the special service they get over and above what is normally offered by egg suppliers – from pre-prepared order forms all the way to filling shelves in the supermarket. "Customers should get what they want, and we should be the ones to provide it," says owner and managing director Hans-Peter Goldnick, summarising the concept that has positioned him in the business as a "problem-solver". This even includes the farm having its own workshop for building tailor-made shelves for the retailers they supply.

The company has not just grown over the years, but has responded to changing conditions and requirements. Fresh strawberries, which make up around half of the business, were first grown back in 1956, and in the mid-1960s, they got out of growing tobacco which they had originally started cultivating in 1947. Egg production

started in 1949 with some 400 hens reared outdoors. Production methods changed and expanded with modern sheds in the 1960s and, increasingly later on, alternative ways of keeping hens. The acquisition of new customers was boosted in 1997 with the introduction of free-range hens, and an additional sales representative joined the team. To be able to offer organic eggs as well, they were joined by new partners in production. Today the company packs and markets eggs produced by some 66.000 hens which are reared and kept in various ways.

While these developments were occurring, egg packaging also changed. It was not just about protecting the



Hornbrooker Hof, Nehms



Typical Hornbrooker Hof style: effective POS, instantly recognisable.



Protecting values



4

success story

A full product range and the benefits of a local producer

Hornbrooker Hof



eggs, but increasingly about differentiating between them, and the standard printing initially used was no longer adequate. The farm's name became a brand name in 1973. Overall the appearance had to be improved and with retailers becoming increasingly anonymous the packaging had the task of selling itself. Very early on, they used HARTMANN packaging to do this.

From the outset the intention was to sell eggs in Hamburg – an urban market that values the rural style successfully used to present the eggs. "Obviously the egg has to contain what the packaging promises, but the aesthetics are important too. A beautiful shelf seduces people into making a purchase and enhances the value of the food stuff," says Marion Deichmann, whose responsibilities include marketing. "That's why we also owe a large part of our success to HARTMANN's graphic design department. The fact that one egg looks pretty much like another can only be balanced out by appealing packaging

design." The **Superface®** and **imagic®** packaging used today suit Hamburg's somewhat more fashionable requirements and the right labelling emphasises the brand's regional image.

As well as doing their own marketing, Hornbrooker Hof has done a lot in the past to promote eggs as a healthy food. Hans-Peter Goldnick and the Schleswig-Holstein poultry marketing board, of which he has been Chairman since 1997, produced a cooperative radio advertisement in the 1980s. Its slogan "Morgens ein Ei. Abends dabei" (literally "Eat an egg in the morning and you'll still be with us in the evening") was a milestone in egg advertising in Germany.

Regional brands operate by conveying confidence among other things. The freshness associated with the region as well as the feeling of being connected with their homeland are essential criteria. The right kind of packaging needs to convey these messages and also help smaller businesses to achieve greater success.

How you can contact us at:

Hartmann Verpackung GmbH
Hauptstraße 71-79
D-65760 Eschborn
Germany
Tel.: +49 (0) 6196-932-0

The innovative printing system allowing essential 'weight and date' info to be clearly, yet unobtrusively, displayed.



Protecting values

