



## WHY CLEAR - ADVANTAGES

Clear egg-packs let consumers see what they buy before opening the pack.  
 Manufactured from Certified Food Safety materials.  
 Broken eggs can easily be detected.

## WHY R-PET

Consumers like environmentally friendly egg-packs. Retailers prefer egg-packs which are designed for easy storage and offer strong protection of the eggs from damage.  
 Ovotherm cares about the environment, therefore we are continuously focusing on the production of egg-packaging made from 100% post-consumer material.

## WHY MARKETING CONCEPTS

80% of all buying decisions are made at the Point Of Sale. To ensure the Impulse Buying of a commodity product like eggs the retailers need attractive and eye catching merchandising concepts.

## WHY OVOTHERM

We offer a wide range of products and services to our customers. Whether you are an egg producer, a packing station or a retailer, we are your reliable and efficient partner in the egg business. Ovotherm is the leading inventor of new packaging solutions. We are dedicated to the egg industry and we focus on maximising the impact of the presentation of the product egg and in the same time on maximising the efficiency in the packing stations.

## PRODUCT RANGE

The materials used for **OVOTHERM egg-packs** offer a number of outstanding properties and provide a high level of protection against spoilage, keeping eggs fresh. All egg-packs can easily be recycled.  
 OVOTHERM R-PET egg-packaging is produced from 100% recycled PET bottles and other post-consumer PET waste. By the use of recycled material we can reduce waste and thereby replace virgin material. Studies on the environmental impact of egg-packaging made of different materials show outstanding results for R-PET products. In addition to the ecological benefits R-PET products are glass-clear and have a well accepted haptic in both retail and packing sites.

## LET'S TALK ENVIRONMENT

Ovotherm's plastic egg-packs are produced from Recycled PET (R-PET). They offer a number of advantages for the consumers (visible product, quality check of product without opening the pack), for retailers (improved egg presentation, increase in sold egg amounts), during transport (less volume for transport of empty egg-packs, less breakage of eggs) and many more.

But as producers, trade chains and also consumers more and more consider the environmental impacts of products - especially greenhouse emissions and climate change (see IPCC, 2007) - Ovotherm decided to commission a study in order to compile information material on relevant environmental issues based on facts and figures instead on emotional aspects only.

In this study, the Carbon Footprint and energy demand in the total life-cycle of egg-packs made of Recycled PET and recycled Moulded Paper Pulp were investigated and compared.

### THE CARBON FOOTPRINT

of **R-PET egg packs is 15% lower** than that of pulp egg packs

### THE LIFE-CYCLE ENERGY DEMAND

of **R-PET egg packs is 14% lower** than that of pulp egg packs

