

Marking of Respeggt eggs with a stamp

Annex 4.2 of the Respeggt System Manual

It is possible to mark Respeggt eggs with a stamp. This has the following benefits:

- The Respeggt stamp has a strong communicative after-sales effect. It allows Respeggt eggs to be distinguished from conventional eggs at the point of sale and reminds consumers at the breakfast table that they have made a good choice by purchasing eggs that are free of chick culling. The stamp remains on the eggs, even after boiling.
- The heart-shaped Respeggt label is used by a growing number of food retailers and is well-established in Germany, the Netherlands and Switzerland. The heart-shaped Respeggt label and the stamp on the eggs convey to consumers that they can trust the product, particularly when a new product is launched. This effect can be enhanced by promotional material and the social media presence provided by Respeggt.
- The complementary service, where consumers can verify the producer code on the website <https://www.respeggt.com/en/#code-check>, offers a high level of transparency and product safety. By entering the producer code into a search field, consumers can check whether the Respeggt eggs they have purchased really come from a Respeggt laying hen. Furthermore, they will be informed whether the product promise “Free of Chick Culling” was achieved by gender identification in the hatching egg or by the fattening of Respeggt male layer chicks. As a consequence, Respeggt can not only provide the guarantee of “Free of Chick Culling” to consumers, they can also make them aware that the required supply chain control has been implemented.

If a packing centre decides to print the Respeggt stamp on its Respeggt eggs, it needs to fulfil the following requirements:

1. The required number of Respeggt printers is provided by Respeggt to the packing centres; this number is jointly determined by taking the ordered quantities of Respeggt laying hens as well as the features of the sorting and packing equipment of the respective packing centre into account. The Respeggt printers remain the property of Respeggt during their period of use at a packing centre. The Respeggt

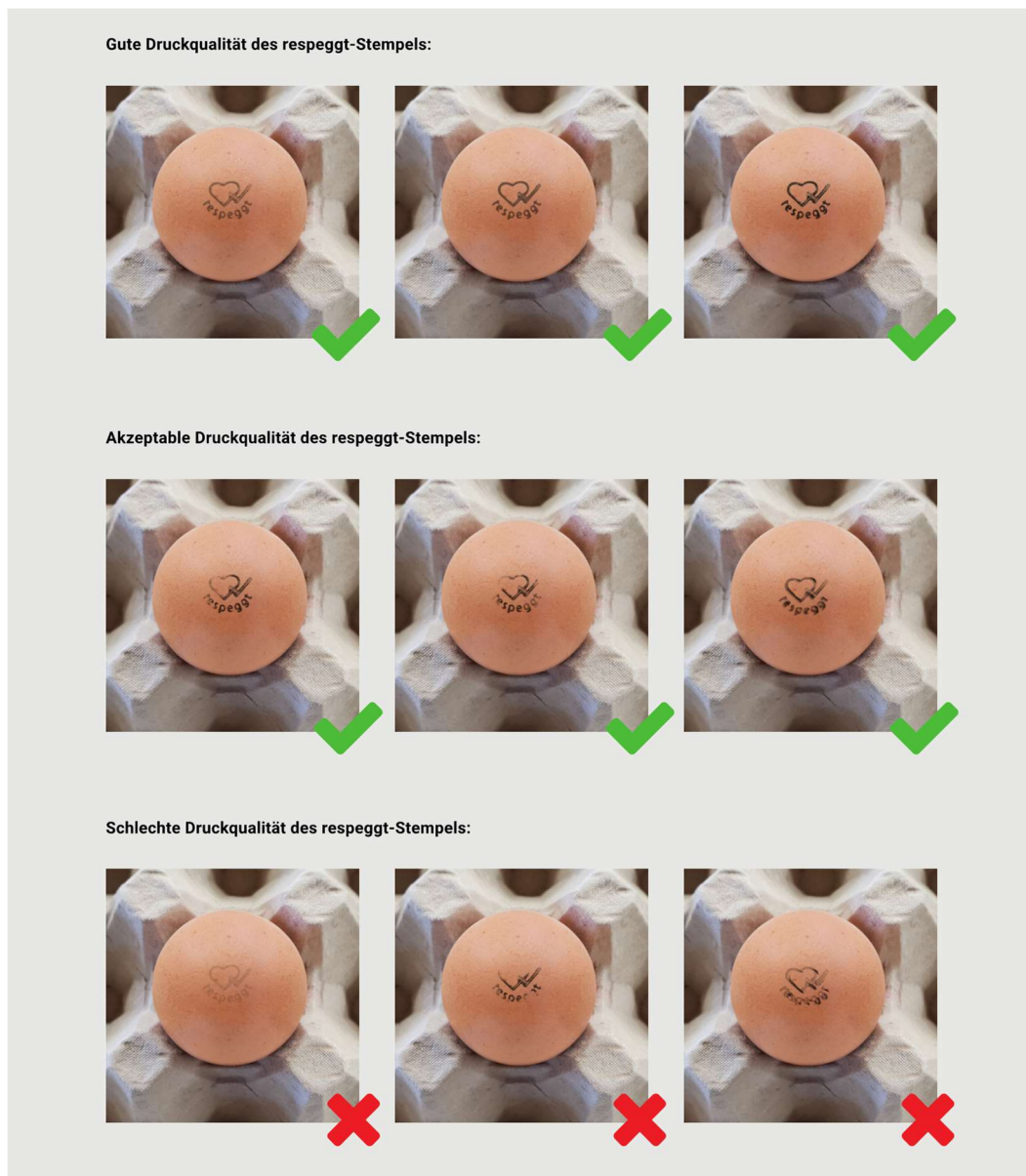
printers are installed on the outgoing goods conveyor belts of the sorting and packing machines.

The Respeggt stamp is printed on the Respeggt eggs by the Respeggt printers before the egg boxes are closed.

The costs for the installation of printers and respective consumables are covered by Respeggt.

2. If Respeggt eggs are marked with the Respeggt stamp, the heart-shaped Respeggt label must also be displayed on their packaging for end consumers. When using the heart-shaped Respeggt label on egg boxes or any other advertising material, the requirements of the Respeggt Style Guide (see Annex 4.1 of the Respeggt System Manual) must be strictly complied with.
3. The Respeggt stamp may only be printed on Respeggt eggs using official Respeggt printers. The Respeggt stamp shall always be printed on the head side of the Respeggt eggs.
4. The packing centre shall be responsible for and ensure that the Respeggt stamp is always printed correctly and legibly on the head side of the Respeggt eggs (see the figure on the following page).
5. The employees of the packing centre shall service and maintain the Respeggt printers according to the specifications of the producer of the printers.
The employees of the packing centre shall replace the printer rubbers at regular intervals. The employees of the packing centre shall refill the printer ink at regular intervals and thus ensure a perfect print image on the Respeggt eggs.
6. When the Respeggt printers are installed, the printer producer, Nuovo, will provide the associated service and maintenance instructions to the packing centre. These instructions contain all relevant specifications for the service and maintenance of the Respeggt printers that the packing centre must follow. The packing centre can order consumables, e.g., printer rubbers and refill ink, directly at data@respeggt.com. The required quantities of consumables (ink and rubbers) are determined by and paid for by Respeggt up to an amount of € 100 per 1 million eggs printed. This is the average value determined by the printer manufacturer Nuovo, for the implementation of the necessary maintenance and care measures by the packing centre as agreed when installing the printers. The packing centre is obliged to Respeggt to carry out these maintenance and care measures properly.

- The packing centre shall immediately and exclusively inform Respeggt in the event of any issues with the Respeggt printers or where parts require replacing. In these cases, Respeggt shall arrange all further steps with the producers of the Respeggt printers.



Examples of stamp print quality