

MEDIA KIT | JUNE 2018

MARTIN Emballages
presents

Tonely[®]



The first 3 L packaging for alimentary liquid .

PRESS CONTACT

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Since 70 years, MARTIN Emballages stands out for its ability to create and improve its products and its highly technical manufacturing processes to serve its customers.

MARTIN Emballages is committed to the development of new wooden packaging: natural, authentic and exclusive

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70 YEARS OF INNOVATION AND CUSTOMER-ORIENTED PRODUCT ADAPTATION IN ORDER TO BECOME A MAJOR PLAYER IN WOODEN PACKAGING

For 70 years, MARTIN Emballages has been able to grow, adapt itself and innovate in order to support market changes and anticipate our customers needs.

More recently MARTIN Emballages, combines light weight packaging (MARTIN SAS), sawmill (Scierie du Val de Sèvre) and logging (Forestière du Val de Sèvre)

The story of an independent and innovative family business:

- **1947**, Georges Martin took over a sawmill making sawing service and produced nailed wooden crates
- During the fifties Martin followed the success of a local cheese dairy providing transportation crates

- Claude took over the business from his parents and converted the rural lumber mill into a mechanized packaging industry by introducing mechanization processes. And enlarged the number of clients

- **At the end of the seventies**, his son Jean-Pierre highly contributed to the development or advancement of the company.

- **In the eighties**, in order to respond to the increasing demand, new buildings were built to receive new equipment (crates, assembly machines, dryers, ...) introducing automatic stapling. This was a major step from craft production to industrial production.

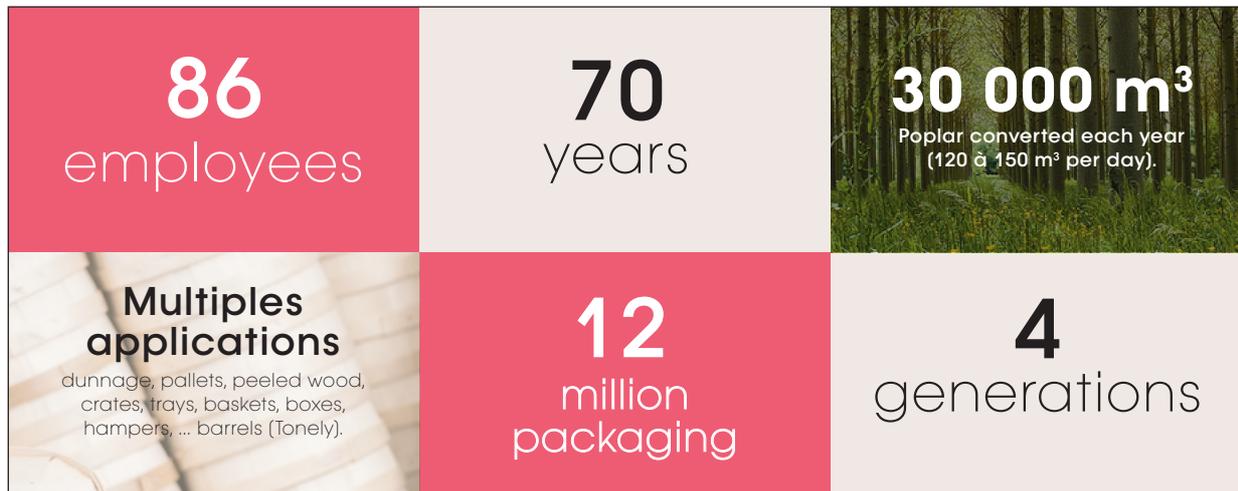
- **From 2007 and onwards**: Facing new food standards, the team considered a new basket, not anymore stapled but glued. It took more than 2 years are necessary to finalize and patent a unique and innovative process. In 2008 MARTIN Emballages invested in a new robotized line to assemble the round baskets. 9 lines are running today.

- **The same year**, in order to secure wood supplies MARTIN Emballages established a team of lumberjacks, brought new equipment and established Forestière du Val de Sèvre.

- **October 2015**, Jean-Luc BALEY, after 30 years in the automotive industry and convinced of wood material, took over the company.



KEYS FIGURES

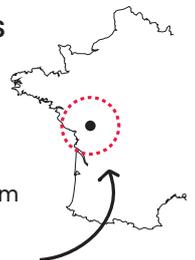
WHERE NATURE MEET TRADITIONS AND INDUSTRY

Starting from a craft sawmill MARTIN has become a small sized industry, handling all the manufacturing process while keeping and respecting the traditional know-hows. Totally integrated, MARTIN Emballages is in the position to respond to many different demands from agribusiness professionals.

Focus on MARTIN Emballages capabilities

WOOD PURCHASE

Wood is purchased from the government and private landowners around 150Km from our assembly site (less transport, less CO2). Our lumberjacks select the logs for their aesthetics qualities (white, straight, no diffused fibers or knots) and their mechanical properties.



DEBARKING OF THE LOGS

Prior to any further processing, the bark is removed from the trunks, this preserves the blades of cutting machines. Bark (10% to 13% of the total volume) is valued locally and reused for collective heating or compost.

SAWING

The log bandsaws cut the logs into boards, planks or beams. The edger cuts each plank in rafters which are then assembled them in pallets or crate components.

PEELING

After the peeling, and elimination of knots and other curves, the wood logs are centered in order to optimize wood recovery and then cut into veneers. Wood sheets and layers are assembled in various packaging. All related products such as sawdust, screemed chips are converted in paper pulp or for mulch in gardens.

ASSEMBLY

Crates are stapled manually or automatically depending on size or quantities. For baskets the wood sheets are stapled or glued on automatic equipment.

QUALITY CHECK

During all steps of the process, starting from standing timber to final assembly, MARTIN Emballages insure a constant and close monitoring, as recognized by our customers and rewarded with prizes (Trophée de l'innovation 2011, Trophée Lanly 2016, Trophée de l'innovation 2017 et Oscar de l'emballage 2017).

RESEARCH AND DEVELOPMENT

At MARTIN Emballages, research and design are conducted every day at all company level, all our team, from operator to top management are concerned.

Through this know-how the company takes action all the time in order to conform food and environmental requirements, anticipate technical or aesthetic evolutions and achieve customer satisfaction.



Industrial production or taylor made at MARTIN Emballages :

- **Large product range with more than 200 references** (crates, baskets, pallets...) to serve various customer applications: bakery, pastry, chocolate, meat and charcuterie, fish, cheese, greengrocery or dairy products
- **Creative Taylor-made product:** if the current product range does not meet customer expectation, MARTIN Emballages supports and guides them in the management and implementation of new specifics products.





Advantages for MARTIN Emballages' customers

- Large product range (+200 references),
- Taylor made or customized (printing, color),
- Flexibility, speed and responsiveness,
- Conviviality of a human-size company,
- Automatized means for large volume production.

Control the whole of the production chain:

- 30 000 m3 yearly logged timber,
- 30 km veneers,,
- Wood wastes are 100% recycled,
- 4 million crates,
- 8 million baskets and hampers.



Very close to nature

Based on forestry activities, MARTIN Emballages has always tried to find the balance between the utilization of natural resources and industrial applications.

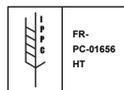
MARTIN Emballages contribute financially to reforest the harvested areas.

Consideration of environment all along the supply chain :

- **Local supply base** : located in a wide poplar grove on the west of France and close to agri-food players, MARTIN Emballages insures reduced transport costs, reactivity and efficiency.
- **The deep integration allows to reduce CO2 emission.**
- **Manufacturing processes respect the environment:** wood, glue, coloring used in our products are 100% alimentary, 100% recyclables, 100% made in France, 100% biodegradable.
- **A complete recycling system allow recycling and waste recovery:** compost, sawdust, heating, mulching,...



PEFC
Pan European Forest
Certification



NIMP 15
Norme Internationale
de Mesure Phytosanitaire



GROW
Group Recycling
Of Wood



GBP
Guide des bonnes pratiques

SIEL
Syndicat national
des Industries et
de l'Emballage Léger en bois.

Tonely®

This is not a Bag In Box,
neither a traditional tank,
nor a basic cardboard,
this is a small wooden barrel

A BRAND NEW PACKAGING, UNIQUE, IN NATURAL MATERIAL

Inventions are often random, chance or accident...

That's exactly what happen at MARTIN Emballages, when 2 baskets went one on top of the other and one team member noticed: "funny, looks like a barrel". Tonely® was born.

Tonely, An authentic packaging:

Tonely belong to MARTIN Emballages expertise and know-how. The use and processing of poplar in stave (thin wooden sheet), press forming, gluing assembly (patented MARTIN Emballages), allow to elaborate this mini barrel realistically shaped and patented.

The specific feature lies in the assembly of a superior and inferior baskets simply cased without staples or glue. The complete assembly is secured and tamper proofed by an exterior cardboard band which can be printed.

In order to exit the plastic bag tap a cardboard stave precut, easy to tear by a limited finger pressure.

Tonely is a true collaborative team work, which has mobilized internal and external resources: R & D, marketing & commercial, designers, wine and spirits specialists, printer in order to achieve a finished product.



WHEN THE TOP
FACES THE BOTTOM...



TONELY 3L FROM EVERY ANGLE



Front



Back :
including precut to access the tap

TONELY DIMENSIONS WITHOUT HANDLE

Height	200 mm
Diameter maxi	200 mm
Weight including 3L	3,300 kg



With handle



REUSABLE PACKAGING

The two baskets have already founded their second life: decoration, storage or more simply to start firework or BBQ !

CUSTOMIZABLE PACKAGING

For a specific occasion, a special limited edition, particular event, specific vintage,...

the external carton belt can be printed starting from minimum 100 ex.

Tonely® is also **equipped with a handle.**

Depending of the level of customization **the Tonely® price varies from 3 to 5 euros.**

Tonely® can also be directly printed on the middle wood circle.



100% NATURAL PACKAGING



- Remewable : made out **poplar wood*** mostly sourced from sustainably managed forests
- Biodegradable
- Food contact proofed
- Recyclable (plastic bag and top)

READY TO USE PACKAGING

Tonely® has an easy implementation for wine grower, cooperative, BIB makers, fruit juice or olive oil makers,... . Tonely® does not need specific equipment or investment ! Tooling or machines but can also be fully automatized to cope with large volumes.

*POPULUS WOOD :

Poplar is a noble and high quality material. It grows rapidly (mature & 18). It is a soft wood easy to work and with no odor, its bark is also comestible !

Regional partners part of the TONELY® development team:



ADN Design

Product design,
packaging & communication
(Niort / Deux-Sèvres).



AFC Emballages

Carton packaging an all kinds
of selling aids, pack promotion manufacturer
(Saint-Junien / Haute-Vienne).



CRITT Poitou-Charentes

Association supporting innovation
for agribusiness companies
(La Rochelle / Charente-Maritime).



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