



INTERNATIONAL

The key to your profit!



Marketing Overview

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H&N Global Marketing Communications

Behind the Scenes of Marketing

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Did you know? There is a lot for you in stock already ...

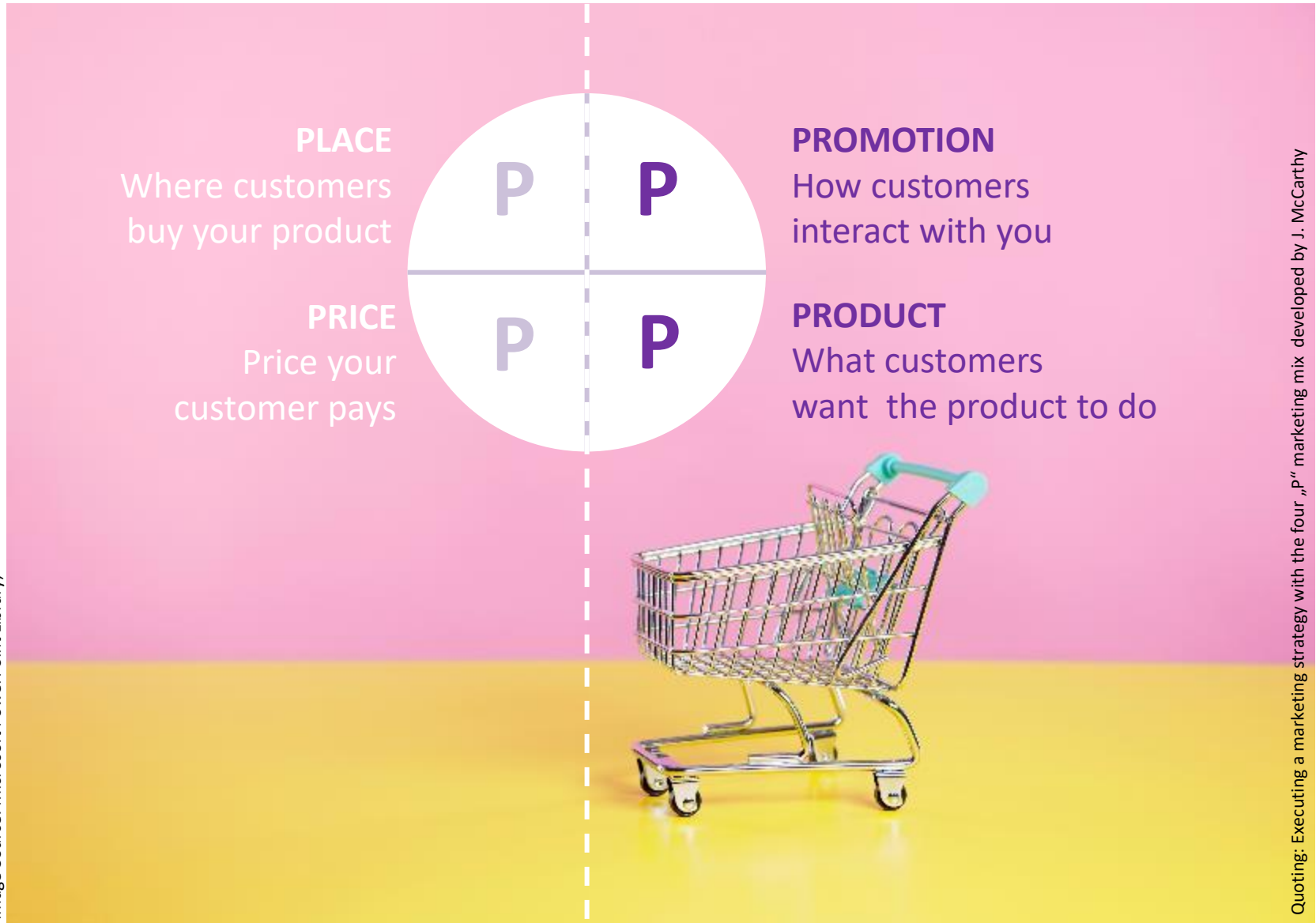
- 139 publications as downloads in 10 languages
- A company website that you can show others or link to your own site
- Customizable posters for printing and customizable web banners
- Customizable add motives for your own placements
- Interactive learning and information materials
- Published articles and banners in trade media you can refer to or link to
- A growing community on LinkedIn you can join and regular content you can share

An illustration featuring several purple and white balloons floating above a stack of gift boxes. The word "Digital" is written in a large, white, 3D-style font with a red outline, slanted across the balloons. The word "Printable" is written in a similar style at the bottom of the gift boxes.

Digital

Printable

How do you market your birds? And how we share marketing



The Company Website: www.hn-int.com

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Genetics
and more

About
H&N
Layers
for egg
production

Get
H&N
Parent
Stock

The
Chickipedia

Legal notice
Privacy

INFO


Familiar Materials and Technical Information

H&N
» technical «
TIPS

1 | 2017

LAYER LONGEVITY STARTS AT REARING

It's all about **NUTRITION**



H&N
» technical «
TIPS

1 | 2018

POULTRY RED MITE AND ITS CONTROL KEY POINTS


It's all about **RED MITE**



H&N
» technical «
TIPS

15th Anniversary 1955-2020

FEEDING MANAGEMENT IN PRODUCTION



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ENG

Monographic

Egg size



One of the key parameters in commercial egg production is undoubtedly egg size. The production of high-weight eggs has challenges such as early depopulation of shell quality, loss of accumulated eggs by a late start, deterioration of the conversion rate or the increased accumulated mortality.

However, even taking all of this into account, the production of high-weight eggs can be economically viable.

This is especially true in those countries where the market pays a very high differential price for these bigger eggs.

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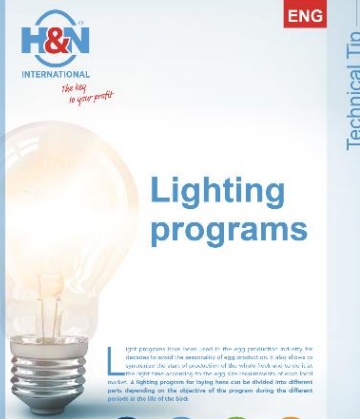
ENG

Technical Tip

Lighting programs

Lighting programs have been used in the egg production activity for decades to avoid the necessity of egg production. It also allows to maximize the use of production of the whole flock and to avoid the light stress according to the egg size measurement of each bird.

A lighting program for laying hens can be divided into different parts depending on the objective of the program during the different periods in the life of the bird.



In this technical tip we cover the first 5 topics (brooding, rearing and first light simulations).

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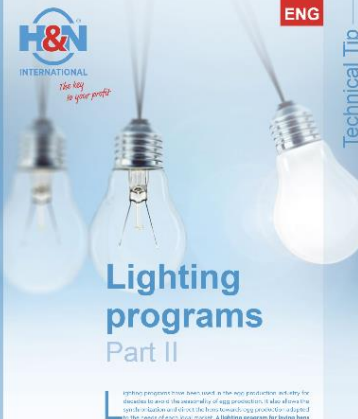
ENG

Technical Tip

Lighting programs Part II

In this program have been used in the egg production activity for decades to avoid the necessity of egg production. It also allows to maximize the use of production of the whole flock and to avoid the light stress according to the egg size measurement of each bird.

A lighting program for laying hens can be divided into different parts depending on the objective of the program during the different periods in the life of the bird.



In this technical tip we will be covering the 6th part.

The Museum




The Newsroom

LAYERS PARENT STOCK THE CHICKIPEDIA CAMPUS ORDER ONLINE


HI SASKIA,
GO TO
VIP LOUNGE

LOGOUT


H&N NEWS ROOM




H&N ONLINE
LAYER ACADEMY
2021
NORTH AMERICA




H&N INTERNATIONAL
NEXT STEP




H&N INTERNATIONAL
"SELECTING BIRDS FOR
TROPICAL ENVIRONMENT"
Dr. David Caero, Chief Consultant at
H&N International GmbH




H&N NEWS
FACTS
a Day a
FIGURE




H&N EVENTS
Shortcut to
LONGTERM SUCCESS



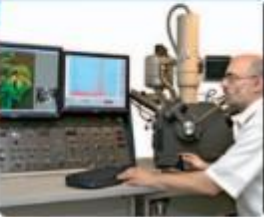
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1ST VIRTUAL WORLD POULTRY
CONGRESS 2021 BY HIPRA




H&N INTERNATIONAL AT THE WORLD
GENETICS AND MORE




H&N INTERNATIONAL
A TRUE HOME RUN!
POULTRY VIRTUAL CONGRESS




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STRONG FROM SHELF TO SHELF




H&N INTERNATIONAL
PROUDLY PERSONALIZE YOUR
POSTER!




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STRONG FROM SHELF TO SHELF




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SIZE MATTERS!
A NICK ROOSTER




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ASIAN AGRIBIZ

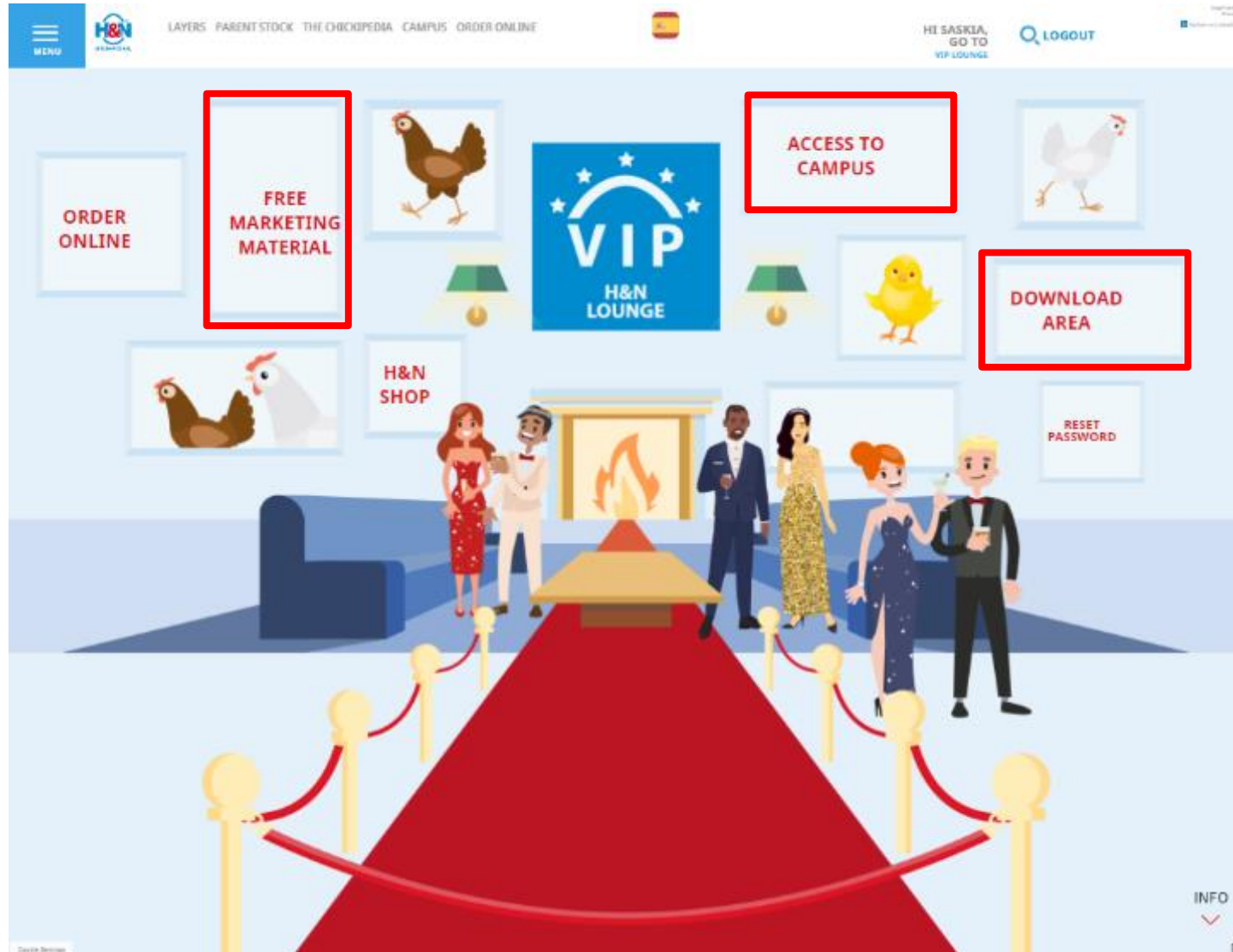


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Save the date

LinkedIn



The VIP-Lounge



Free Marketing Material

Posters

Banners

Content you can print or share digitally

Download Area

Leaflets

Management Guides

Technical Tipps

Other Publications

Campus

Presentations

Science Updates

Online Events

Posters supporting vocational training



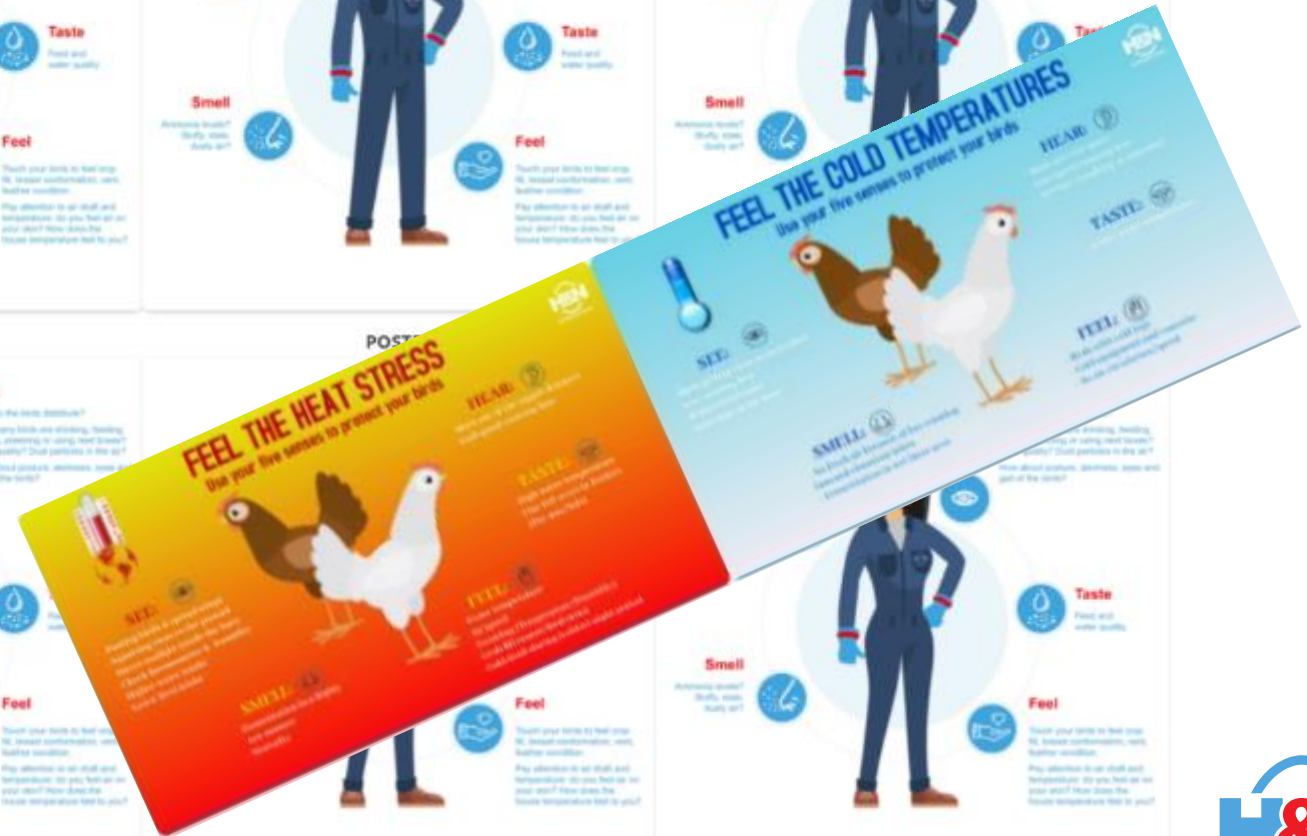
POSTER



POSTER



POSTER



Posters with interesting facts to talk about

Your DOL Decision:
Look beyond tomorrows' horizon
See why quality DOL is a
FUTURE INVESTMENT

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www.hn-int.com

SUCCESS
LOSS

Purchasing DOL is only 3,01 % of the total production costs for 12 eggs.

- Broken eggs
- Loss in efficiency
- Profit loss
- Customer complains
- Happy customers
- Salable eggs
- Efficiency gain
- Profit gain

MAGNIFICENT MAGNITUDES
measured in newton

100% stronger than other eggs

H&N

MAGNIFICENT MAGNITUDES
measured in newton

100% stronger than other eggs

H&N

Learning with fun, troubleshooting with a smile



Nick Rooster – Every 2 weeks he solves a new case

The farmer is having challenges in his egg production. The market values an egg size above 62 grams, but his production is reaching that egg size later than he expects. What is happening?

Is it a genetic problem?

Is it a day old pullet quality issue?

Is it a management problem?

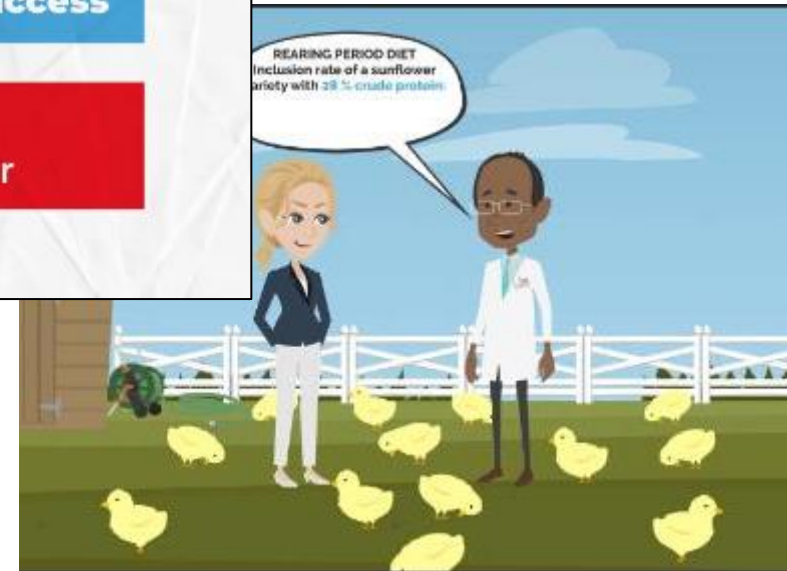
Is it a nutrition problem?

Just a little hint:
It's NOT the
genetics 😊

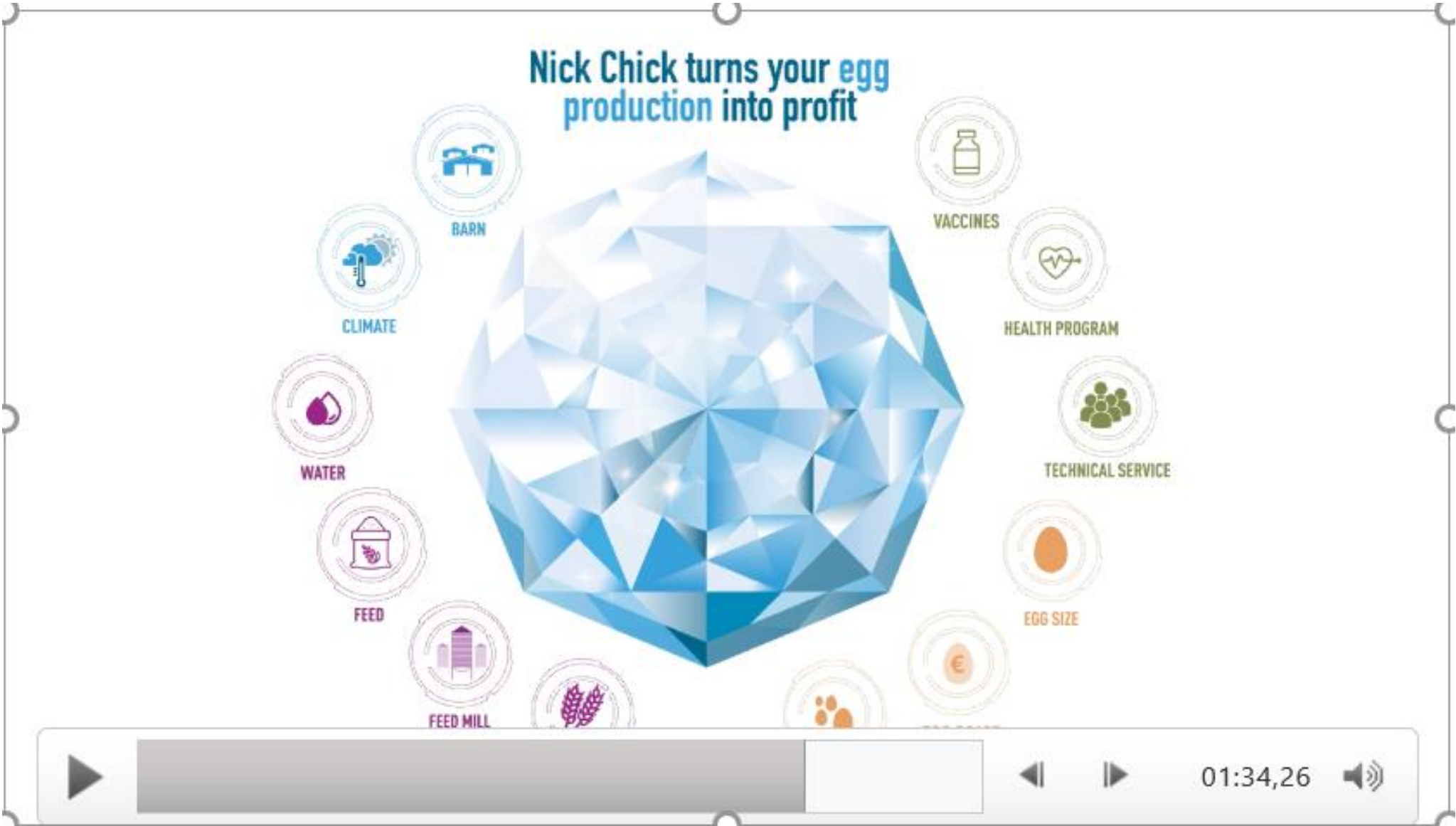
Capsules: Same visual style – telling more complex contents



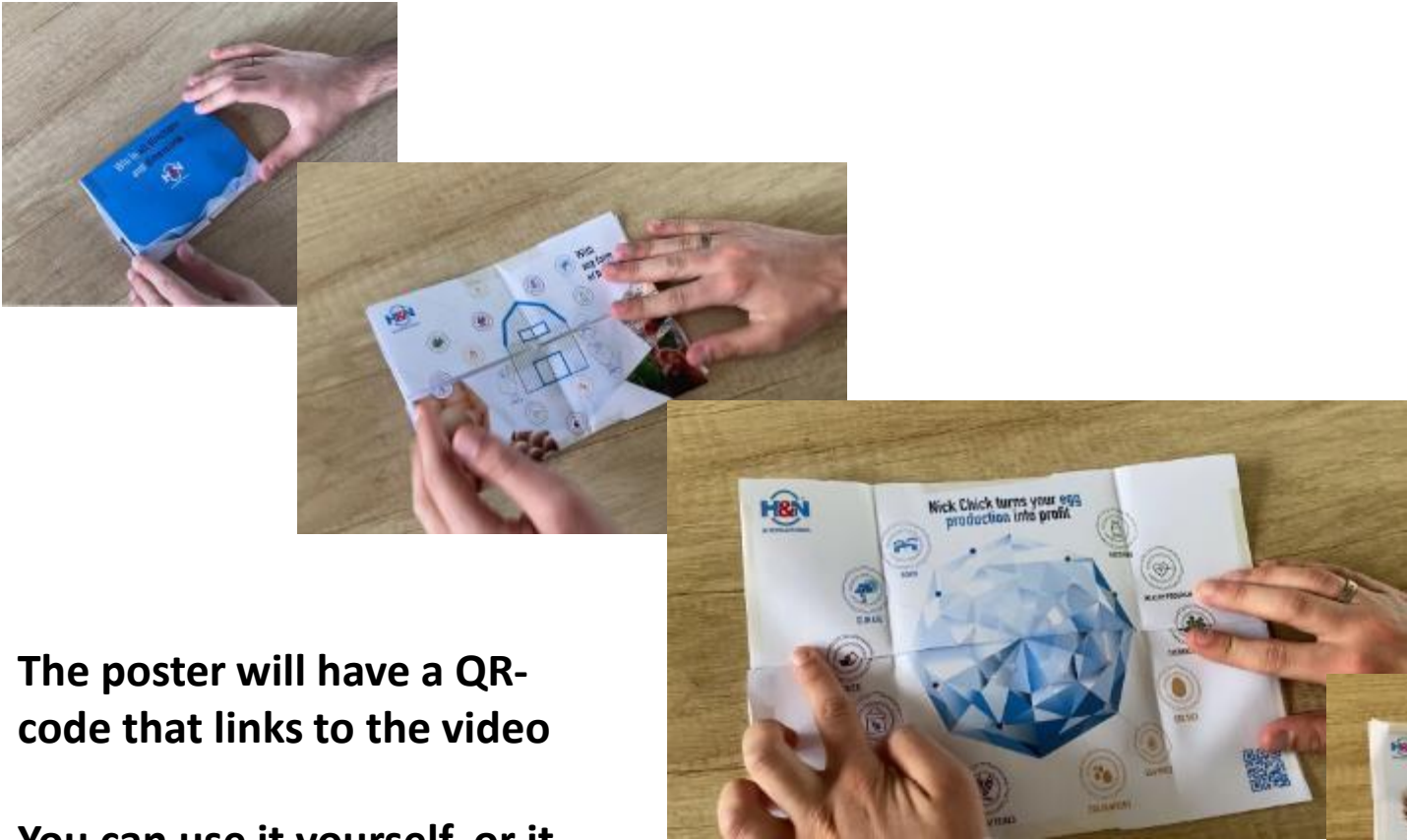
Using animated story telling to show more complex matters, scenarios and solutions



Illustrating the Beauty of coordination (the “Diamond Video”)



The Beauty of Coordination as foldable Poster



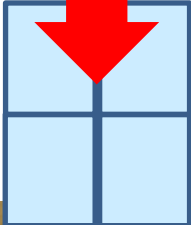
The poster will have a QR-code that links to the video

You can use it yourself, or it can be a give-away or a mailing item.

Postcard Size
can be send by mail



Unfolds into
a A3 Poster



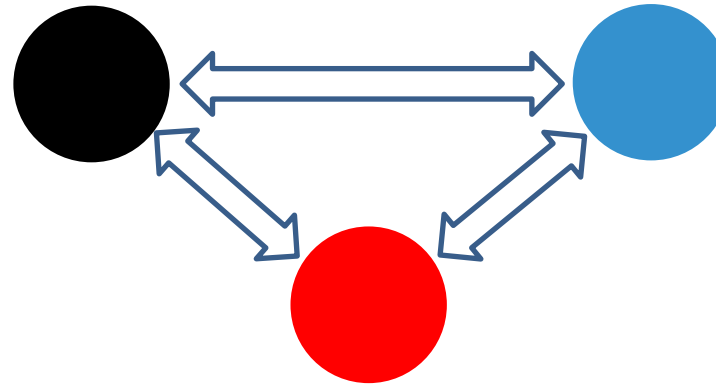
Example: An entire campaign with many tools

Movie about egg shell strength

English/Spanish subtitles, 3,41 minutes

Your opportunities to use this:

- Link to the movie on our website
- Share link to movie in social media
- Embed link in your website
- Show movie on your mobile phone
- Show movie at local events
- Get own subtitled version if you send us the translation



Poster/Webbanner

10 languages, landscape & portrait format,

Your opportunities to use this:

- Print and display poster at your PoS or office; the posters hold QR-Code to see Movie directly on the mobile phone
- Share poster motive on social media and invite people to your website
- Share motive and add information in E-Mail: „Did you know my birds will give you the best shell strength?“
- Request more languages: Give us the claim in your language and we build your poster or banner with it

Advertisement Motive & Media Kit

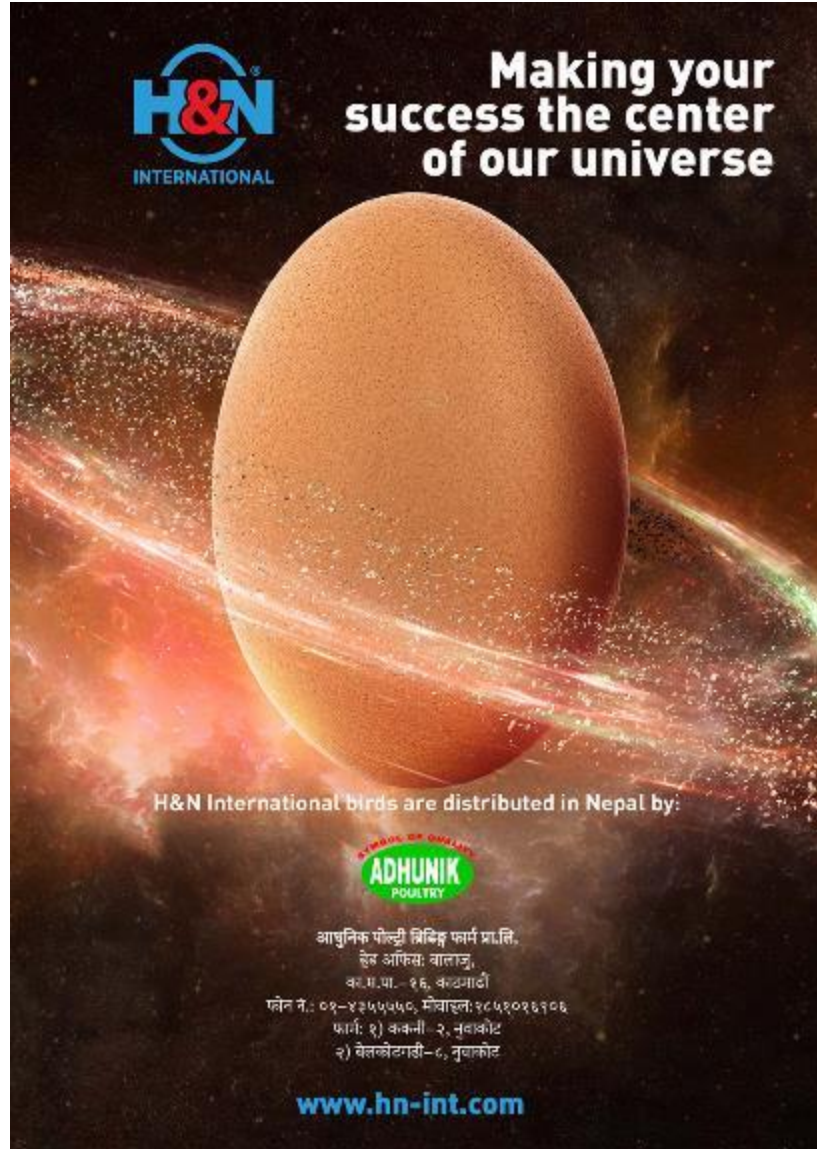
Currently two ad motives available

Your opportunities to use this:

- Book advertisement space in your local media but save money for creating an own motive
- Use click on motive to transfer people to your website where they can see the movie (and buy your birds 😊)
- Localize texts from the media kit and offer them to your local media, you just have to translate what is already there



Example: Advertisement Motives for Print and Online Media



H&N
INTERNATIONAL

**Making your
success the center
of our universe**

H&N International birds are distributed in Nepal by:

ADHUNIK
POULTRY

आधुनिक पौल्ट्री लिमिटेड फार्म प्रा. लि.
लेबर ऑफिस: बालाञ्जु,
क.म.पा. - १६, काठमाडौं

फोन नं.: ०१-४२५५५५०, मोबाइल: ९८५२०२६९०६
फार्म: १) ककनी - २, नुवाकोट
२) वेतकोटगढी - ६, नुवाकोट

www.hn-int.com

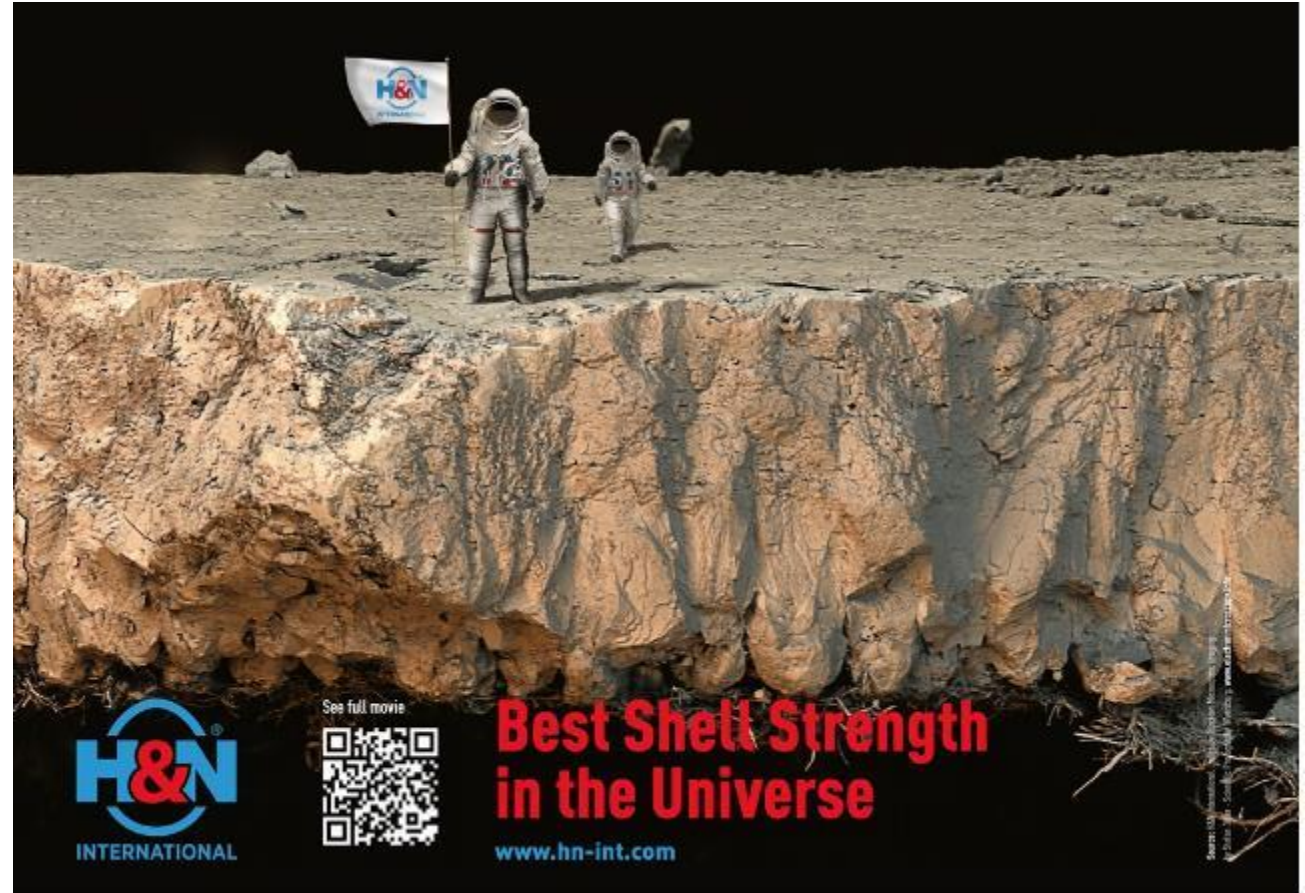


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**Making
your success
the center
of our universe**

www.hn-int.com

Example: Poster Motives – with QR-Code to the movie



Events & Other Activities



Digital and analog marketing materials and news ongoingly



Redeem Program: Reward good husbandry with Nick Coins



Real chocolate coins as give-aways to market the program

Order gold-wrapped coins

Get the 3D vector file to produce own coins

Use our casting mold for local, fresh coins

These unique give-aways are rich in detail and rich in flavour!

Sustainable: Create local edible value with local artisanship



Check if you have a local producer,
or ask your local baker or confectioner
– or simply make them fresh yourself





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for your
attention!**

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and on LinkedIn**

