

LEIFHEIT

Always a better idea

Just a spin away from more sales and profit – The new Clean Twist System!

NEW



Widespread
media
support

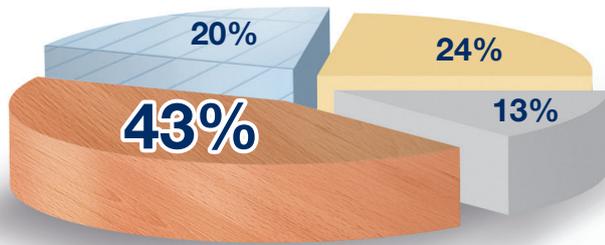


Strong sales potential!

Large number of households have moisture-sensitive floors...

Wood – by far Germany's best-selling flooring in 2011!

- Parquet, laminate, cork
- Ceramic flooring
- Textile flooring
- Elastic flooring



Source: SN Verlag Hamburg, The Flooring Market, use of flooring in living space in %, 2011

Production of wooden flooring is steadily growing!



Source: German Federal Office for Statistics, Press Release Nr. 15, 2012

...and special cleaning requirements!

- slightly damp cleaning
- gentle care
- quick and efficient use

I trust in Leifheit,

because brilliant ideas
make a clean home.



LEIFHEIT

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The revolution from the cleaning specialist:

**CLEAN
Twist
SYSTEM**

with



Gentle care for sensitive floors

- ✓ Innovative floor cleaning system
- ✓ Easy-to-use rotation mechanism inside handle **NEW**
- ✓ Prevents scratches and moisture damage
- ✓ Floor cleaning without tiresome bending over and dirty hands



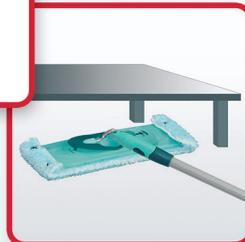
Comfortable hand operation



Practical spin-stop function



Easily place wiper in large spin opening



Conveniently clean under low furniture



Flexible 360° profi joint



20 L universal bucket

With **unique** sales arguments!

- ✓ 50% dryer wiper cover compared to other floor cleaning systems*
- ✓ Recommended by professionals: the German Association of the Parquet Industry

*Source: Inhouse-Test, July 2012



Boost purchases for more turnover!

NEW

3 modular care systems for more combined purchases!

For sensitiv floors, such as parquet and laminate...



Replacement wiper covers available in both sizes



Special cleaning agents



... also suitable for hard floors, such as tile and stone floors



Long-term advertising to boost sales

Over 345 million customer contacts!



Massive TV presence on popular broadcasting stations!



High-coverage print campaign in favourite magazines of potential buyers!

LEIFHEIT Always a better idea	2012			2013						
	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.
Print campaign										
TV spot										
PR										
Online presence										
Demonstrations										



Order now for spinning revenues!

Art.-Nr. / Assortment Nr.	Description	Piece/ Dispenser	PU	RRP	Pallet/ Dimensions
Single Products					
52014 2	Clean Twist System		1	€ 64.99	
52015 9	Clean Twist System XL		1	€ 74.99	
52019 7	Clean Twist Mop		1	€ 49.99	
Accessories/Replacements					
55321 8	Wiper Cover Clean Twist extra soft	33 cm	6	€ 11.99	
52016 6	Wiper Cover Clean Twist extra soft XL	42 cm	6	€ 14.99	
55330 0	Wiper Cover Clean Twist static plus	33 cm	6	€ 11.99	
52018 0	Wiper Cover Clean Twist static plus XL	42 cm	6	€ 14.99	
55320 1	Wiper Cover Clean Twist micro duo	33 cm	6	€ 11.99	
52017 3	Wiper Cover Clean Twist micro duo XL	42 cm	6	€ 14.99	
52020 3	Replacement head Clean Twist mop		6	€ 7.99	
41415 1	Parquet and laminate cleaner		6	€ 7.99	
41416 8	Parquet care		6	€ 8.49	
41417 5	Gleam cleaner		6	€ 7.99	
Basic Displays					
00471 0	Assortment Clean Twist System 52014 2 Clean Twist System	9	1	€ 64.99	1/2 Chep
00472 7	Assortment Clean Twist System XL 52015 9 Clean Twist System XL	9	1	€ 74.99	1/2 Chep
00473 4	Assortment Clean Twist Mop 52019 7 Clean Twist Mop	9	1	€ 49.99	1/2 Chep
Special Display					
09901 8	Shelf Display Secondary placement for parquet and laminate products		1		60x80x180
+ 2x Shelves	52014 2 Clean Twist System	6		€ 64.99	
09901 9	55321 8 Wiper Cover Clean Twist extra soft 33 cm	18		€ 11.99	
	55330 0 Wiper Cover Clean Twist static plus 33 cm	18		€ 11.99	
	41415 1 Parquet and laminate cleaner	6		€ 7.99	
	41416 8 Parquet care	6		€ 8.49	
	40021 5 Dust glove	25		€ 2.99	
	40022 2 Furniture cloth	35		€ 3.99	
	11920 9 Battery sweeper Power Max	5		€ 49.99	



Basic Display



Shelf Display



Shop-in-Shop Display
Available on request
POS-Marketing