

LEIFHEIT

Always a better idea

The collapsible box with the PLOP!

For fresh turnover in your kitchen range!

NEW!
from May 2013

Fresh & Slim

The collapsible storage box



PREPRINTED VERSION



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A PLOP! for more sell-through.

Ideal sell-through range in 7 different sizes,
2 shapes and 2 colours.



Art. No./ Range No.	Name	Quantity	Packing Unit	RRP	Value RRP
Individual products					
31220 4	Fresh & Slim Dose 0.5 l, rectangular, blue	5		€ 5.99	€ 29.95
31229 7	Fresh & Slim Dose 0.5 l, rectangular, green	5		€ 5.99	€ 29.95
31221 1	Fresh & Slim Dose 0.75 l, square, blue	5		€ 7.99	€ 39.95
31230 3	Fresh & Slim Dose 0.75 l, square, green	5		€ 7.99	€ 39.95
31222 8	Fresh & Slim Dose 1 l, square, blue	5		€ 9.99	€ 49.95
31231 0	Fresh & Slim Dose 1 l, square, green	5		€ 9.99	€ 49.95
31223 5	Fresh & Slim Dose 1.7 l, rectangular, blue	5		€ 12.99	€ 64.95
31232 7	Fresh & Slim Dose 1.7 l, rectangular, green	5		€ 12.99	€ 64.95
31224 2	Fresh & Slim Dose 0.3 l, round, blue	5		€ 4.99	€ 24.95
31233 4	Fresh & Slim Dose 0.3 l, round, green	5		€ 4.99	€ 24.95
31225 9	Fresh & Slim Dose 0.6 l, round, blue	5		€ 7.99	€ 39.95
31234 1	Fresh & Slim Dose 0.6 l, round, green	5		€ 7.99	€ 39.95
31226 6	Fresh & Slim Dose 1 l, round, blue	5		€ 9.99	€ 49.95
31235 8	Fresh & Slim Dose 1 l, round, green	5		€ 9.99	€ 49.95
31227 3	Fresh & Slim starter set 0.5 + 0.75 l, rectangular, blue	3		€ 9.99	€ 29.97
31236 5	Fresh & Slim starter set 0.5 + 0.75 l, rectangular, green	3		€ 9.99	€ 29.97
31228 0	Fresh & Slim starter set 0.3 + 0.6 l, round, blue	3		€ 9.99	€ 29.97
31237 2	Fresh & Slim starter set 0.3 + 0.6 l, round, green	3		€ 9.99	€ 29.97
Displays (1 packing unit – ¼ Chop)					
525 0	Display Fresh & Slim sets		1		
526 7	One series only blue		1		
	One series only green				
	Square set (0.5 l + 0.75 l)	18	3	€ 9.99	€ 179.82
	Round set (0.3 l + 0.6 l)	18	3	€ 9.99	€ 179.82
					€ 359.64
527 4	Display Fresh & Slim		1		
528 1	One series only blue		1		
	One series only green				
	Square, 0.5 l	20	5	€ 5.99	€ 119.80
	Square, 0.75 l	10	5	€ 7.99	€ 79.90
	Square, 1.0 l	10	5	€ 9.99	€ 99.90
	Round, 0.3 l	10	5	€ 4.99	€ 49.90
	Round, 0.6 l	10	5	€ 7.99	€ 79.90
	Round, 1.0 l	10	5	€ 9.99	€ 99.90
					€ 529.30

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Being trendy means being flexible.

- Increasing mobility boosts out-of-home eating¹
- Freshly prepared meals for on the move make a healthy diet possible – even when time is short¹
- Kitchen interiors are becoming smaller and more compact so the need for space-saving utensils is constantly rising²

¹ Nestlé: 'How Germany eats', 2011.

² Pestel Institut: 'Construction of rental accommodation in Germany', 2012.



A PLOP! more space under way and at home: 60% space saved in your bag or cupboard.



- Folding, just as big as necessary
- 60 % space saved when folded
- 100 % tight, does not leak
- Can also be used folded for storing small quantities
- Easily stackable
- Ideal for on the move and at home



Square, 1.7 l

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A PLOP! more attention at the POS.



- High-impact blocks in the shelf block
- Highest degree of floor productivity with folded storage in the tray



¼ Chep display for special placement



Video promotion at the POS to convey the product concept more quickly



Products in particularly efficient tray solutions



Tester display
Advertising aid number 201544



Starter set round
0.3 l and 0.6 l



Starter set square
0.5 l and 0.75 l

Attractive **starter sets** in **two colours** generate a stimulus for subsequent purchases