

LEIFHEIT

Always a better idea

Leifheit rotary dryers – pre-sales campaign and new products.

470 million contacts
Couponing Feb. – May 2013



Outdoor drying is the trend in 2013!

Laundry dried outdoors simply smells fresher!

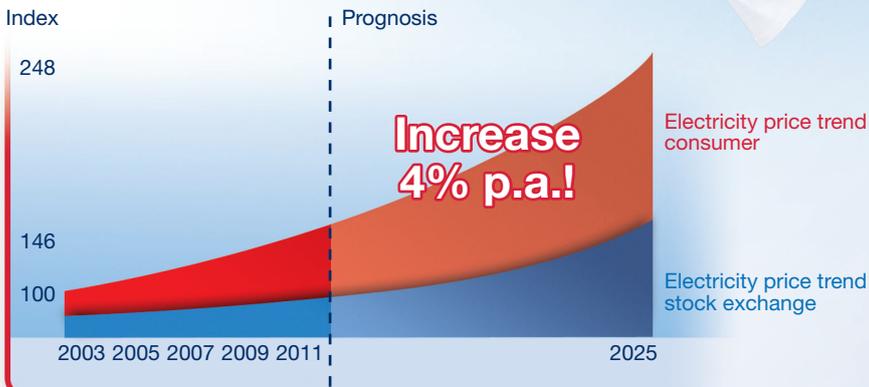
Direct customer statements from market research:

- ✓ "It simply smells better. That fresh scent only comes from outdoors."
- ✓ "The laundry blows in the wind and need less ironing."

Source: Monheimer Institute, Qualitative Concept Analysis, April 2012

Rising energy costs increase demand for rotary dryers.

Electricity price trend



Source: Actual Figures VEA, BDEW / Prognosis Karlsruhe Institute for Technology, 2012

Sales trend rotary dryers Leifheit

Sales volume (in units)



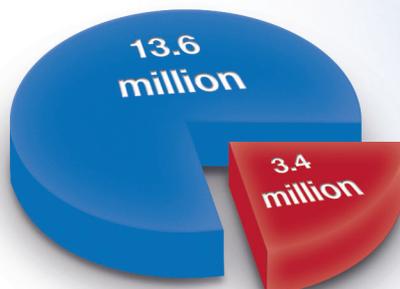
Source: Internal sales volume figures

Enormous sales potential of 14.1 million!

Potential total number of gardens:

New customer business:

Gardens without rotary dryers
Potential: 13.6 million rotary dryers



Replacement business:

Gardens with rotary dryers
Potential: 500,000 rotary dryers p.a.*

*average new purchases after 7 years

Source: NABU Regional Association Hamburg/own calculation

I trust in Leifheit,
because clean laundry stays clean.



High coverage advertising campaign to boost your sales!

Major coupon and mailing campaign!

✓ **Direct marketing campaign:**

- directly addresses your target group
- no scattering losses

✓ **Media impact:**

- 450 million advertising contacts and impulse purchases
- numerous new buyers at your POS

450 million contacts!



We lead the shopper directly to your POS!

Product videos online



Year-round product videos for online channels!



Jan	Feb	Mar	Apr	May	Jun
	Large coupon campaign				450 million contacts!
20 million contacts!		PR campaign in gardening and women's magazines			
		Attractive displays for every type of business			
		Flyers 2013			



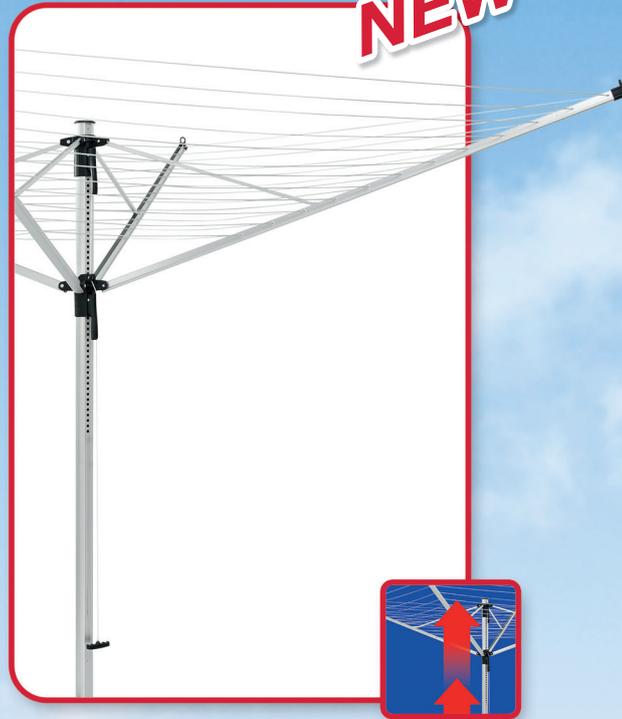
Your successful range – ideal offers in every

Brand entry – top quality for everyone

Lin

Ideal for first own garden!

NEW



Linotrend 500 LongLine

- ✓ XXL outer line
- ✓ Incl. protective cover
- ✓ Line length: 46 m

RRP: € 69.99

LinoLift 600

- ✓ Incl. ground peg
- ✓ Incl. protective cover
- ✓ Adjustable height levels
- ✓ Line length: 60 m

RRP: € 79.99

LinoLift 600 Quick Start

- ✓ Incl. screw-in ground peg – Quick start, no need to concrete

RRP: € 89.99

Linomat 400/500

- ✓ Automatic lift system
- ✓ Easy lift system
- ✓ Line length: 40 m / 50 m

RRP: € 129/€ 149



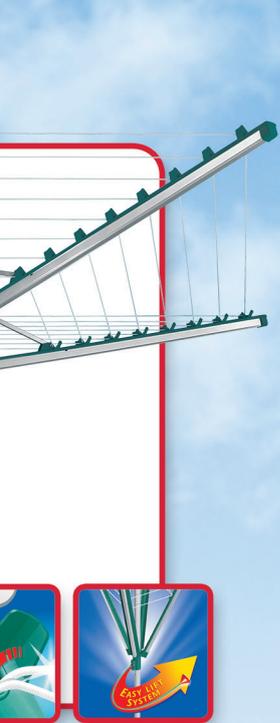
Made in Germany



price category!

omatic – functionality for sophisticated consumers

The best Linomatic of all times!



ic L

line retraction

stem

: 40m/50m

€ 139

Linomatic 400/500/600 Deluxe

- ✓ Automatic line retraction
- ✓ Easy lift system
- ✓ Easy close comfort
- ✓ Retraction of tensioning line
- ✓ Line length:
40m/50m/60m

RRP: € 159/€ 169/€ 179

Linomatic Plus 500/600

- ✓ Automatic line retraction
- ✓ Easy open handle
- ✓ 7 adjustable height levels
135 – 175 cm
- ✓ Re-tensioning mechanism
- ✓ Line length:
50m/60m

RRP: € 179/€ 189

Displays & permanent secondary placements



12 pc Display



24 pc Stand incl. accessories



24 pc Stand with front bracket
(also available without bracket)



6 pc Stand

Put fresh wind into more turnover! Order now!

Art. No. / Assortment No.	Description	Colour	Piece / Dispenser	PU	RRP	Pallet / Dimensions
Single Products						
85500 8	Linotrend 500 Longline	opal green		1	€ 69.99	
85351 6	LinoLift 600 NEW	black		4	€ 79.99	
85352 3	LinoLift 600 Quick Start NEW	black		1	€ 89.99	
85215 1	Linomatic L 400	opal green		1	€ 129.00	
85233 5	Linomatic L 500	opal green		1	€ 139.00	
82000 6	Linomatic 400 Deluxe	opal green		1	€ 159.00	
82001 3	Linomatic 500 Deluxe	opal green		1	€ 169.00	
82002 0	Linomatic 600 Deluxe	opal green		1	€ 179.00	
85110 9	Linomatic Plus 500	dark green		1	€ 179.00	
85120 8	Linomatic Plus 600	dark green		1	€ 189.00	
Accessories						
85650 0	Easy Clip Linomatic			6	€ 11.99	
85632 6	Protective cover for rotary dryer			10	€ 19.99	
85606 7	Ground peg			6	€ 14.99	
85607 4	Centring ground peg			6	€ 22.99	
Basic Displays						
00028 6	12 pc Display Linomatic L 400 85215 1 Linomatic L 400	opal green	12	1	€ 129.00	1/2 disposable pallet
00407 9	12 pc Display Linomatic L 500 85233 5 Linomatic L 500	opal green	12	1	€ 139.00	1/2 disposable pallet
00408 6	12 pc Display Linomatic 400 Deluxe 82000 6 Linomatic 400 Deluxe	opal green	12	1	€ 159.00	1/2 disposable pallet
00400 0	12 pc Display Linomatic 500 Deluxe 82001 3 Linomatic 500 Deluxe	opal green	12	1	€ 169.00	1/2 disposable pallet
Special Displays / Permanent secondary placement						
200619 & 99317	24 pc Stand including accessories shop		16	1		170x120x80
200619	24 pc Stand with front bracket		24	1		120x120x80
200617	24 pc Stand without front bracket		24	1		15x120x80
200618	6 pc Stand		6	1		15x60x40