

- **Higher conversion** due to in-depth consumer understanding proved by market research.
- **Fewer purchase barriers** due to reliable technology and strong adhesive brand credibility.
- tesa® covers all target group needs with a **full assortment** at all quality levels.
- **Extensive sales and marketing support** raises awareness and attracts and convinces new consumers at the relevant touchpoints.
- The flexible POS concept offers the needed **shopper guidance and supports conversion** at the shelf.
- **Continuous investments in the brand and in sales support** will ensure long-term success.

YOUR POTENTIAL BENEFITS:



tesa® ADHESIVE BATH ACCESSORIES

Drive category growth with smart adhesive technology and great design





BATHROOM EVOLUTION



The bathroom has become a place of well-being and individuality for people. They love to give it a regular refresh with new accessories.*



THERE ARE 2 MAIN TARGET GROUPS WITH HIGH POTENTIAL*:

<p>Redecorating with great design: “We expect technology and proven brands.” Point of entry: technology</p> <ul style="list-style-type: none">> Ø 39 years> Medium income> Tend to buy several products in a set> Striking design and materials are important <p>35 % OF ALL SHOPPERS</p> 	<p>Redecorating that lasts: “We expect good quality and technology.” Point of entry: quality</p>  <ul style="list-style-type: none">> Ø 50 years> High income> Are willing to pay more for good quality> Care about a harmonious picture of all bathroom accessories <p>24 % OF ALL SHOPPERS</p>
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Because the current market offering does not fulfill consumers’ needs**:

- 

No trust in available adhesive solutions
- 

Limited choice of quality accessories
- 

Overwhelming complexity at POS

THE CATEGORY SHOWS HUGE POTENTIAL FOR TURNOVER GROWTH!

*Mindline research 2018, Bath accessory shoppers, n=611
**GVK market research, 2015, n=412



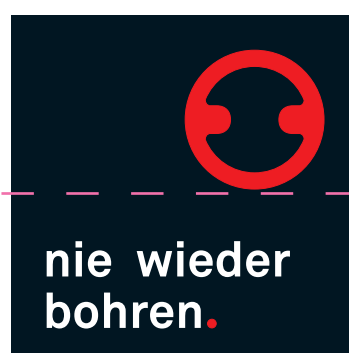
STRONG BRAND ...



Since its beginnings, tesa® has been continuously working on innovations and product development. Additionally, tesa® has invested in brand campaigns across Europe since 2014 with huge success*:

- **70 %** prompted brand awareness
- **260 million** people in Europe know tesa®
- **16 %** increase since 2014

... MEETS SMART PATENTED TECHNOLOGY



Easy and clean application in 3 steps



1. Apply self-adhesive adapter for prefixation.



2. Fill in ready-to-use glue – pre-cut holes guarantee accurate application for a permanent reliable hold.



3. Mount accessory after 12 hours drying time – round adapter ensures perfect position.

Easy to remove with residue-free result



Easy to remove even after years.



Residue-free result.

THE COMBINATION OF A STRONG BRAND WITH SMART ADHESIVE TECHNOLOGY WILL REDUCE PURCHASE CANCELLATIONS.



A GREAT VARIETY IN BATHROOM ACCESSORY DESIGNS



The new assortment of bathroom accessories by tesa® offers everything from classy to minimalistic styles – in different quality levels.



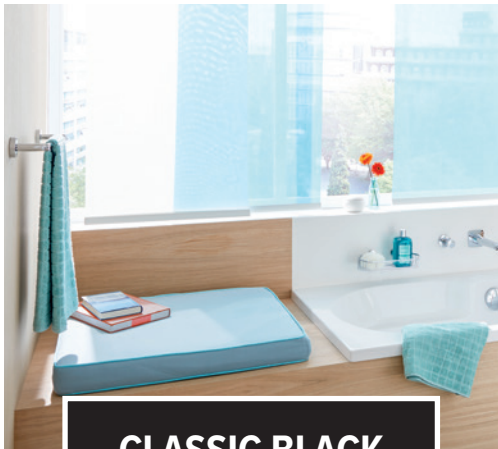
PREMIUM WHITE

DELUXXE	ELEGAANT	EXXCELLENT
EXXCLUSIV	ESTEETIC	NOOBLESSE

- 3 exceptional designs created to match high-quality bathroom furnishing
- Solid material out of zamac metal
- Smart features underline the premium quality perception



ESPECIALLY ATTRACTIVE FOR TARGET GROUP 2



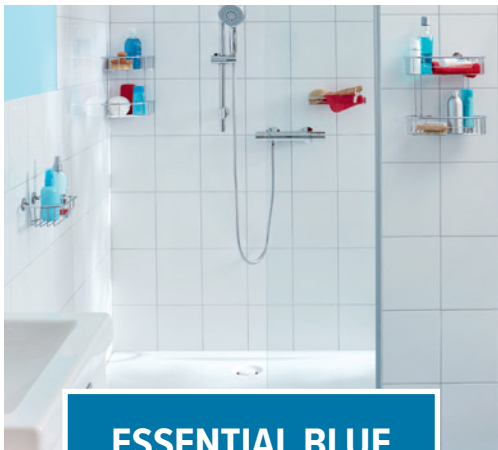
CLASSIC BLACK

EKKRO	HUKK	KLAAM	LOXX	LUUP
MOON	SMOOZ	ALUXX	DRAAD	SPAA

- Square, smoothed, and round shapes
- Broad selection of 10 design series out of zamac and chrome-plated metal parts
- Timeless designs, created to match common bathroom styles



ESPECIALLY ATTRACTIVE FOR TARGET GROUP 1



ESSENTIAL BLUE

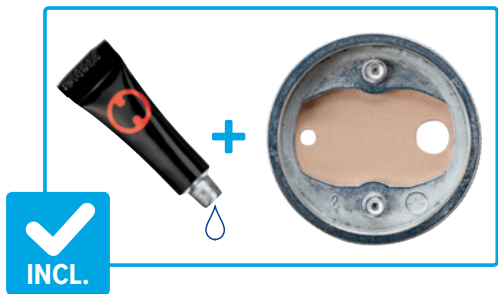
BAATH

- Broad range of shower baskets
- Standard quality



ESPECIALLY ATTRACTIVE FOR ALL LOW BUDGET SHOPPERS

THE ADVANTAGES OF ALL tesa® ADHESIVE BATH ACCESSORIES:



- All products already include the matching tesa® Power.Kit mounting kit
- For reassembly, additional mounting kits are available
- Spare parts can easily be ordered as well

THE PERFECTLY BALANCED ASSORTMENT OF 3 QUALITY LEVELS CAN INCREASE THE NUMBER OF PURCHASED ITEMS AND PURCHASE FREQUENCY



IN-STORE EXCELLENCE FOR POS SOLUTIONS OFFERS IDEAL GUIDANCE



Premium shelf



Toolbox shelf



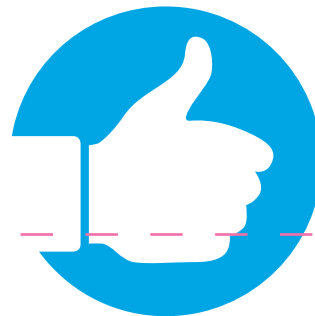
Toolbox grid

The tesa® POS solutions are based on the most important shopping criteria*:



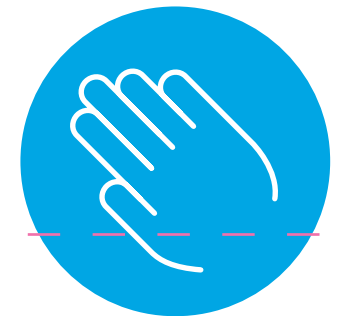
Large selection
of designs

tesa® offers a whole range of
accessories for each design



Clear presentation
of the products

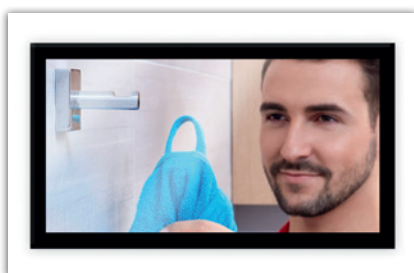
Clear structure of products within
the shelf enables intuitive shopper
orientation



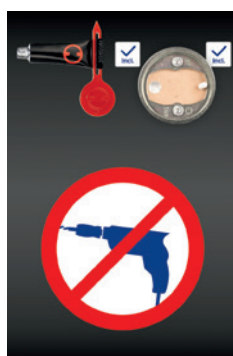
Direct product
experience

Touch and feel areas on
all POS solutions

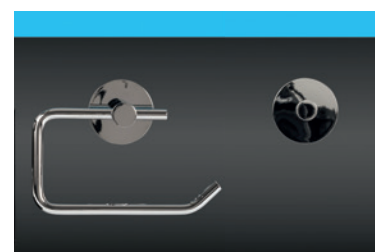
... and offer additional sales tools to support the shopper's purchase decision



POS
video



Technology
explanation



Product
samples



Inspirational
brochures

Reduce search time, ensure customer satisfaction, and minimize
purchase cancellation: with insight-based POS solutions!

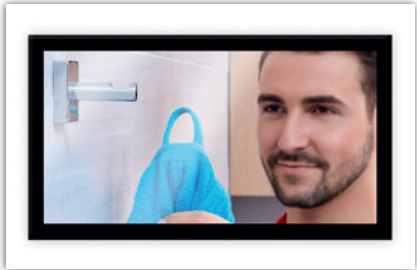
tesa® WILL CONTINUE ITS STRONG SALES SUPPORT



MARKETING SUPPORT



Consumer brochure



POS video



Sales promotion



In-store promotion



Cross-selling support



Campaign planned for 2020

ONLINE SUPPORT

Market research finds:
For information, online and offline touchpoints are equally used.*



- tesa® website:
- introducing the tesa® Power.Kit technology
 - providing detailed multimedia product information
 - optimized for mobile devices

Full package of e-commerce content



SEO texts

Application videos



EFFECTIVE SHOPPER TARGETING AT RELEVANT TOUCHPOINTS, BASED ON OUR MARKET RESEARCH INSIGHTS.

*Mindline research 2018. Bath accessory shoppers, n=611