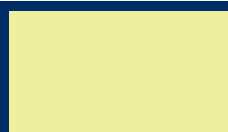


LEIFHEIT

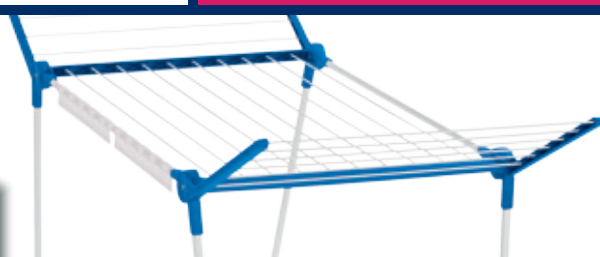
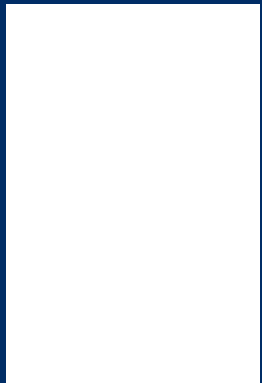
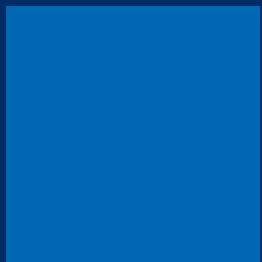
Always a better idea



Colour Edition

2015

LIMITED



NEW!

From January 2015

Perfect in colour and function:

The Colour Edition from Leifheit

Design as a limited edition inspires shoppers: Activate your customers with our colours!

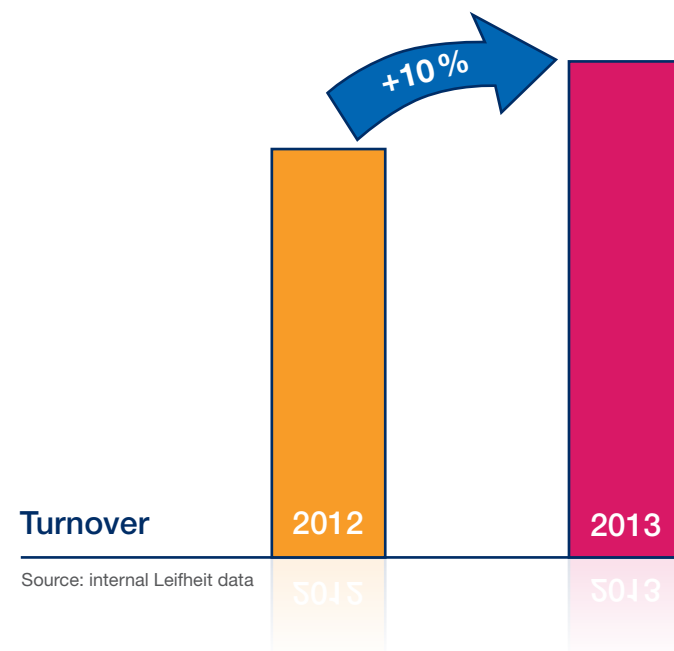
- › The young, modern target group has an affinity for design. And attaches importance to brand quality and functionality!
- › 63 % of all consumers tend to buy on impulse: design in trendy colours generates emotion and activates purchases.
- › Limited colour editions at the POS promote the buying decision particularly strongly: one in three consumers choose design products in trendy colours.



Source: UGW AG, Statista 2014; German Design Council, Statista 2014; Allensbach institute for demography, Statista 2014

Trendy design colours from Leifheit – boost your turnover with emotional impulse buying!

- › The Colour Edition from Leifheit continues to show strong growth: 10% increase in turnover internationally in 2013!
- › Take advantage of growth and impulse buying throughout the year with the Colour Edition: Extend the success story with us in 2015!



Source: internal Leifheit data

Perfect cleaning with “Happy Colours”: that will give your sell-through a brilliant boost.



CleanTwist
Mop

CLEAN TWIST Mop

- 52033 3
- 52034 0
- 52035 7



Combi M Set

- 55326 3
- 55327 0
- 55328 7



Piccolo floor wiper



Only available in display



Piccolo promotional display

Art. No. 00640 0

Brighten up your turnover: with colourful household experts from Leifheit.



Classic floor wiper



Only available in display

Classic promotional display
Art. No. 00641 7



Hand sweeping set



41435 9



Cabino shower cleaner



41668 1



Duster XL



41527 1



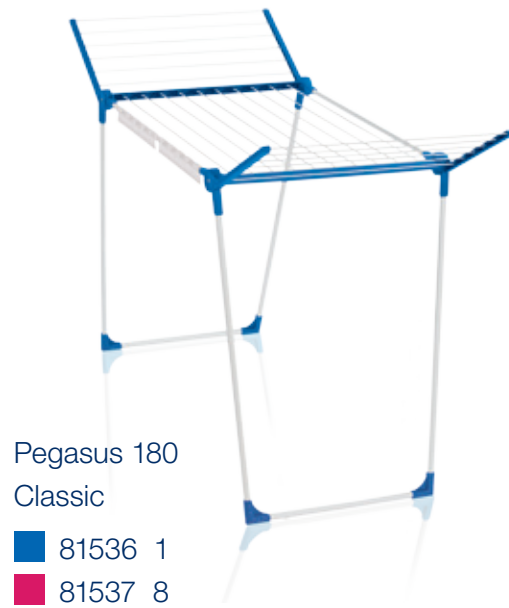
Cabino & Duster XL promotional display
Art. No. 00642 4

**Fresh laundry in perfection:
our top sellers ensure a tidy turnover.**



Pegasus 180 MAXX

- 81653 5
- 81654 2
- 81655 9



Pegasus 180 Classic

- 81536 1
- 81537 8
- 81538 5



Siena 180

- 81159 2
- 81160 8
- 81161 5



AirBoard Premium M Plus

- 72597 4
- 72598 1
- 72599 8

**Smooth and trendy
in 2015**

Ironing-board covers
in attractive colours
and with special motifs

- ■ ■ 72396 3

One-size replacement covers
(Cotton Classic)
promotional display
Art. No. 00644 8

**From February
2015**



AirSteam Premium M

- 72600 1
- 72601 8
- 72602 5



AirBoard Compact M

- 72594 3
- 72595 0
- 72596 7



Fashion M Plus

- 72603 2
- 72604 9
- 72605 6

Clever kitchen in trendy colours: for turnover that is definitely to your taste.



Bolero thermos flask

- 28435 8
- 28436 5
- 28437 2



Coco thermos flask, 1l

- 28528 7
- 28529 4
- 28530 0



Insulating mug

- 25781 9
- 25782 6
- 25783 3



Comfort slicer

- 03181 5
- 03182 2



Trend salad spinner

- 23073 7
- 23074 4
- 23075 1



From February 2015

Mixed promotional kitchen display
Art. No. 00653 0

Show your colours: for a distinct increase in turnover with our striking placements!



Empty ironing-board display/stand dryers.
Desired assortment in coordination with Key-Account-Management.
 Available as 1/2 pallet & full pallet.

Displays for second placement

Art.-No.	Name	Packing unit				Sales unit	Size
00640 0	Piccolo range	18	6	6	6	1	1/4 Chep
00641 7	Classic floor wiper range	18	6	6	6	1	1/4 Chep
00642 4	Cabino and Duster XL range	30 x Cabino	9	12	9	1	1/4 Chep
		20 x Duster	5	10	5		
00644 8	Replacement Colour covers promotional display range	24 x Replacement covers	9	9	6	1	1/4 Chep
00653 0	Colour Edition kitchen mix range	4 x Comfort Slicer	2 x 03181 5	2 x 03182 2		1	1/4 Chep
		9 x Thermos mug	3 x 25781 9	3 x 25782 6	3 x 25783 3		
		24 x Coco thermos flask, 1l	8 x 28528 7	8 x 28529 4	8 x 28530 0		
		8 x Trend salad spinner	2 x 23073 7	4 x 23074 4	2 x 23075 1		
202394	Ellipse Colour Edition 2015				1	—	
202395	Archway Colour Edition 2015				1	—	

Design carries a lot of weight: Especially in the buying decision.



Pino digital scales
 63833 5
 63831 1
 63832 8

City digital kitchen scales

66212 5
 66210 1
 66211 8



Roma digital kitchen scales

65853 1
 65854 8
 65855 5

Success can be so simple: rely on design + brand quality!

Name	Content	Sales unit	Art.-No./Colour		
Products: a clean home					
CLEAN TWIST mop	one sort	1	52033 3	52034 0	52035 7
Combi M Set	one sort	1	55326 3	55327 0	55328 7
Duster XL	mixed sales unit: 1 x blue, 2 x pink, 1 x yellow	4	41527 1	41527 1	41527 1
Hand sweeping set	mixed sales unit: 1 x blue, 1 x pink, 1 x yellow	3	41435 9	41435 9	41435 9
Cabino shower cleaner	mixed sales unit: 3 x blue, 4 x pink, 3 x yellow	10	41668 1	41668 1	41668 1

Products: fresh laundry					
Siena 180	one sort	3	81159 2	81160 8	81161 5
Pegasus 180 Classic	one sort	3	81536 1	81537 8	81538 5
Pegasus 180 MAXX	one sort	3	81653 5	81654 2	81655 9
AirBoard Compact M	one sort	1	72594 3	72595 0	72596 7
AirSteam Premium M	one sort	1	72600 1	72601 8	72602 5
AirBoard Premium M Plus	one sort	1	72597 4	72598 1	72599 8
Fashion M Plus	one sort	1	72603 2	72604 9	72605 6
Colour replacement covers	mixed sales unit: 3 x blue, 3 x pink, 2 x yellow	8	72396 3	72396 3	72396 3

Products: clever kitchen					
Coco thermos flask, 1 l	one sort	4	28528 7	28529 4	28530 0
Bolero thermos flask	one sort	2	28435 8	28436 5	28437 2
Thermos mug	one sort	2	25781 9	25782 6	25783 3
Salad spinner	one sort	4	23073 7	23074 4	23075 1
Comfort Slicer	one sort	2	03181 5	03182 2	

Products: Soehnle scales					
Roma digital kitchen scales	one sort	3	65853 1	65854 8	65855 5
City digital kitchen scales	one sort	4	66212 5	66210 1	66211 8
Pino digital scales	one sort	4	63833 5	63831 1	63832 8