

Marketing Toolkit – BLANCO Food Waste Disposer



**Easy.
Convenient.
Clean.**

BLANCO UNIT

drink. prep. clean.

Marketing Toolkit - Content



1. Communication timing
2. Strategic and Operative Marketing Concept
3. Images
4. Basic copy, copy snippets and FAQs
5. Videos
6. Product Launch Presentation

1. Communication timing:

Communications Launch Date:	January 2022
Product availability:	01/2022 for China 03/2022 for other markets

2.1. Strategic Marketing Concept

Target Audiences

- Kitchen owner with a high awareness towards comfortable waste handling/management in higher priced kitchens.
- People who prefer clean kitchens, less wet waste and want to meet local rules regarding waste separation in a comfortable way

Distribution channels

- Kitchen Furniture Manufacturing
- Kitchen & Bath Studio
- E-Trade
- Countertop / Worktop & other manufacturing
- Sanitary Wholesale
- Building & Construction material business - Project

Marketing objectives

Main story line:

Differentiation from competition by focusing on the BLANCO UNIT seamless solution concept

1. Promote BLANCO as one-stop-shop globally for not only sinks and mixer taps but for a BLANCO UNIT (target markets)
-> BUR
2. Food waste disposer will enable non waste separation markets to create a BLANCO UNIT with more than sink and tap
-> BUR
3. Gain relevance as a competitive solution provider for kitchen cabinet waste systems outside of Germany (target markets)
-> Net Sales WASTE outside DACH
4. Position the new BLANCO FWD as a noteworthy alternative to the well-known competitor's models
-> Net Sales

Positioning statement in one sentence

BLANCO's FWD uses the latest waste disposer technology and seamlessly integrates with BLANCO UNIT elements such as a BLANCO sink and tap, resulting in an optimal usage of valuable cabinet space, daily time savings and smooth workflows in the kitchen.

Consumer insights (consumer's needs, desires, difficulties)

- I want an integrated solution from one supplier, not three
- I trust in BLANCO as a specialist for all sink cabinet related solutions and components, BLANCO understand customer needs, best knowledge and quality around the water place.
- I want to be sure, that the sink and the disposer fit together
- I trust in the BLANCO brand
- I want to separate my food waste and regular household waste
- I want a solution for hygienic waste disposal, avoidance of decomposition processes of food, especially at high temperatures and high humidity

2.2. Operative Marketing Concept

Name:

BLANCO FWD Lite
BLANCO FWD Medium
BLANCO FWD Max

Slogan:

Easy. Convenient. Clean.

Bullet Points:

FWD Lite	FWD Medium	FWD Max
Entry-level model for disposing small amounts of food waste or for small households	Entry-level model for disposing small amounts of food waste or for small households	Premium model for regular disposing of large amounts of food waste in big households
Optimal interface management for BLANCO sinks and bowls	Optimal interface management for BLANCO sinks and bowls	Optimal interface management for BLANCO sinks and bowls
High quality and powerful AC induction motor	High quality and powerful AC induction motor	High quality and powerful AC induction motor
Easy to install thanks to 3 bolt installation system	Easy to install thanks to 3 bolt installation system	Easy to install thanks to 3 bolt installation system
Grinding components made of stainless steel	Grinding components made of stainless steel	Grinding components made of stainless steel
2 grinding stages for fine grinding results	2 grinding stages for fine grinding results	3 grinding stages for very fine grinding results
Volume of grinding chamber 900 ml	Volume of grinding chamber 900 ml	Volume of grinding chamber 1200 ml
		Autoreverse function

3. Images

All photos and renderings are available in the MAM as part of the Basic Toolkit.

The pictures can be found by searching for the article number or by searching for “fwd” and the asset type “product shot”.

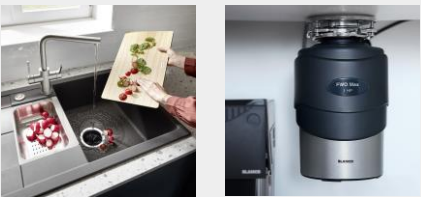
You can also have a look into the collection “Novelties 2021_2022 / FWD” or the collection “Unit Inspirations 2021-2022” with its albums #30 and #41.

Mood images

MAM-ID: 108439



MAM ID: 106561, 106568, 106570

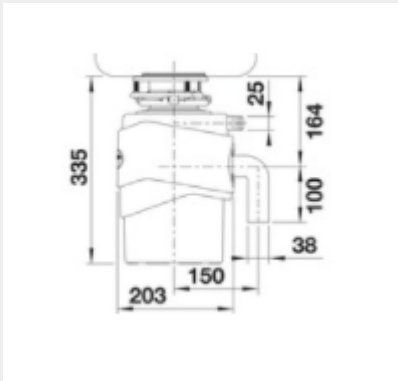


MAM ID: 106567, 108437

MAM ID: 108436

Line drawings

MAM-ID: 102325



Product shots

MAM-ID: beginning from 102550



4. Copy snippets, basic copy and FAQ

Copy snippets

Copy snippets for a UNIT with a Food Waste Disposer are available in the Partner Area Toolkit.

FAQs

Frequently asked questions and the corresponding answers are included in this toolkit.

How does a kitchen food waste disposer work?	Food waste disposers are installed directly beneath the sink and used to shred leftovers from meals and other food waste. These appliances are similar to standard grinders, but they don't have knives or blades. All of the moving parts within the appliance are blunt. Inside it, a disc spins at approx. 1,500 revolutions per minute. This creates a centrifugal force that spins the food waste outwards, crushes or pulverises it, then grinds it finely with the moving metal hammers. The resulting mass is disposed of via the wastewater drain.
What are the benefits of a food waste disposer?	Food waste disposers are hygienic, clean and very convenient when it comes to disposing of leftovers quickly and with little in the way of unpleasant odours. This method of disposal reduces the amount of waste that ends up in your organic waste bin, which in turn reduces bacteria, bugs around the bin and unpleasant odours.
What should I be aware of when using a food waste disposer?	Food waste disposers are used in many different parts of the world, but there are some countries where they are not permitted. As such, it's important to check national and regional regulations and the rules of the local wastewater company before installing a waste disposer. If a food waste disposer is approved for use in the region, it may only be used for domestic purposes, i.e. for shredding food waste and draining it into the sewer system. Only organic kitchen waste may be drained into the waste disposal system. Be careful not to overfill the grinding chamber. Large bones and waste containing very long fibres should be avoided at all costs. Always use cold water when operating the system.

Basic copy

We created a set of texts you can use for your communications. These texts cover all key communication points. Copy texts are available as:

B2B

Short Copy (max. 150 characters)

Medium Copy (max. 500 words)

B2C

Super Short Copy (150-300 characters)

Short Copy (max. 500 characters)

Medium Copy (max. 500 words)

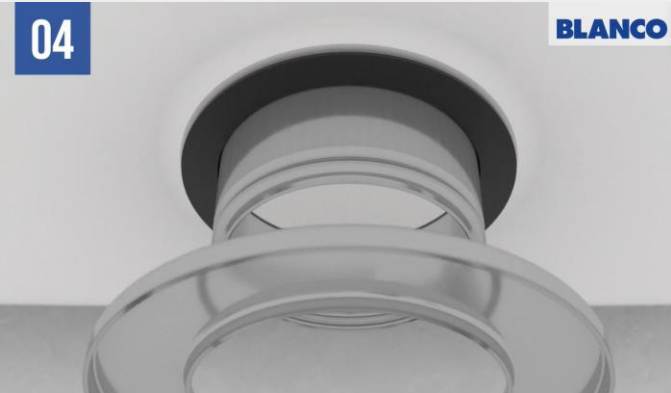
FWD Short EN B2B

Element	Text in English	Ch/word EN
Headline always	Easy. Convenient. Clean.	CH: 24
Subhead	FWD Max: maximum power, efficient grinding. FWD Medium: average capacity, easy hygiene. FWD Lite: small household, big hygiene.	CH: Max: 43 Med.: 43 Lite: 39
Short copy BLANCO UNIT for FWD	Add an FWD to any BLANCO UNIT for a fully integrated, high-quality kitchen water hub that seamlessly includes hygienic and convenient waste handling.	CH: 149
Medium copy LITE module	FWD Lite is made for small households with small amounts of waste. Each has a 900 ml grinding chamber and two grinding stages for fine grinding.	CH: 144
Medium copy MEDIUM	FWD Medium is for households with average amounts of food waste. Each has a 1200 ml grinding chamber and three grinding stages for very fine grinding.	CH: 150
Medium copy MAX	FWD Max is for large amounts of waste. Each has a 1200 ml grinding chamber, three grinding stages for very fine grinding and an autoreverse function.	CH: 149

5. Videos

How to install a Food Waste Disposer

To help everyone who would like to install a FWD, we have produced a how-to-install video.



MAM-ID: 109768, 109769



Both videos are available in our MAM (collection “FWD”).

How to use a Food Waste Disposer

There is an explanatory video for everyone who would like to know how a Food Waste Disposer works.



6. Product launch presentation

Our product teams prepared a short presentation for training purposes. These slides can be integrated in the WASTE training presentation in the products part or presented separately. Please translate and adapt the presentation where needed (for example portfolio, launch timings, etc.)

BLANCO FWD
Novelty presentation



BLANCO UNIT
drink. prep. clean.

[Insert Confidentiality Degree here if applicable]

Date | Author | Distribution List | File source

Reason why
Strategic background of the launch of the BLANCO FWD



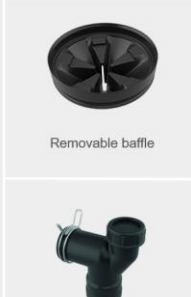
Scope of supply
Plug type E+F, G, I



BLANCO FWD
Lite

Including pre-installed plug

Item No. 456438, 526646, 470065



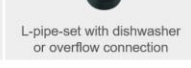
Removable baffle



Stopper to close drain



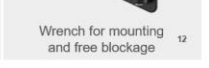
Air switch set including cap in chrome



L-pipe-set with dishwasher or overflow connection



Overflow connection for all BLANCO sinks



Wrench for mounting and free blockage

THANK YOU

