

Marketing Toolkit – BLANCO CARE

Update September 2022

Confidential



Marketing Toolkit – CARE portfolio

Update 2022/23



Toolkit update 2022/23

with DeepClean Silgranit and DeepClean Silgranit Set

Content:

1. Product overview and PIM content
2. Image assets
3. Copy assets
4. Video assets

Product overview and PIM content

Family headline: Perfect care made easy

As the kitchen water hub specialist, BLANCO also offers cleaning and care solutions for the UNIT.

The CARE portfolio offers even better coordinated care products that, when correctly used, maintain the quality of our products over the long term and reinforce satisfaction with our products among customers for good.



DailyClean+

- Professional limescale remover for all sink and mixer tap surfaces
- Gentle – suitable for everyday use
- Do not use on surfaces that are sensitive to acid. Follow the manufacturer's care instructions. If in doubt, test it first in an inconspicuous place.



DeepClean Stainless Steel

- For deep cleaning of stainless steel sinks
- To be used if blemishes cannot be removed with everyday care products
- Helps to remove small scratches, extraneous rust and stains
- Allows water to run off, prevents finger marks and dirt
- Not suitable for stainless steel surfaces in Durinox, natural finish or linen, or chrome-plated surfaces and kitchen mixer taps



DeepClean Ceramic

- For deep cleaning of Ceramic sinks
- To be used if blemishes cannot be removed with everyday care products
- Dissolves grease and limescale, and removes blemishes and metal abrasion
- Polishes and preserves
- Also suitable for stainless steel sinks in a natural finish or linen, plus ceramic cooktops



DeepClean SILGRANIT Set

- All-in-one Cleaning Set for Silgranit sinks and bowls – Combining forces for an excellent cleaning result
 - DailyClean+ to professionally remove persistent limescale stains before applying DeepClean Silgranit
 - DeepClean Silgranit to easily dissolve grease and starch deposits
- Specially developed, tested and proven for BLANCO Silgranit sinks and bowls
- Maintains Silgranit sinks and gives them a like-new appearance
- Effectively reducing and removing discoloration, stains and stubborn dirt with our easy two-step cleaning method
- For a long-lasting cared look and preservation of the velvety-smooth material structure
- Lasting care with minimum effort



DeepClean SILGRANIT - Replacement Bottle for Silgranit Cleaning Set

- Contains detergent for approximately 6 additional applications
- Ready-to-use cleaner specifically designed for the new BLANCO Silgranit Cleaning Set
- Developed, tested and proven for BLANCO Silgranit sinks and bowls
- Effectively reducing and removing discoloration, stains and persistent dirt
- Easily dissolves grease and starch deposits

Image assets

A series of mood images showing the CARE products in use and as well all product shots are available in our MAM system.
In MAM you will find complete sets of assets that support UNIT and Product communication.

MAM Collection: CARE

Product mood images

There are shots of the complete UNIT from a distance and closer. Showing the complete UNIT is a great way of explaining which components are included in the kitchen water place.



Product images

For Care products, we have also created components images. These images allow a detailed description of each component.



Product in use

These images show the use cases of the Care portfolio in a BLANCO UNIT.



Product shots

All product shots are available in big and small format.



Measured product shots

All measured product shots for the Care family are available in MAM.



Copy assets

Copy assets

We have created copy for B2B and B2C in different lengths to suit different needs. Each text covers the key communications points. Please feel free to make small adaptations to fit the available space and the tone requirements of your media. To achieve consistent communications, we recommend keeping the adaptations to the necessary point.

Headlines	We have included a selection of optional headlines; you can use to introduce CARE within 40 characters. It only covers the family promise, it works as a “bite” to capture the reader’s attention.
Medium copy	Between 300-500 words. This copy is great for website landing pages and brochures double page spreads. Or you can use a paragraph if you need to extend on one point. The medium copy includes optional Sub-heads. You can use them to divide the copy into structured blocks. The copy will also work without headlines too, giving you flexibility.
Short copy	Around 500 characters. This is great copy for family presentation in almost all media. It is short enough to fit many requirements and long enough to still cover all points.
Super short copy	Around 150-300 characters. This is the mini-snack copy. Really good for introducing the family and inviting to learn more behind a click.

All copy is available in Extranet.

Videos

Consumers often turn to our customer service with questions about the care of our sinks. Now these customers also have the opportunity to find out more about the cleaning and care of our materials in watching the new how-to videos. These videos can soon be found on our website and in the MAM collections “CARE” and “How To Videos”



How to clean a Stainless steel sink
MAM ID: 96822



How to clean a Ceramic sink
MAM ID: 96804



How to clean a Silgranit sink
MAM ID: 97544



THANK YOU