

Marketing Toolkit – Colour harmonies



Marketing Toolkit - Content



Market Readiness: January 2023

Content:

1. Product overview
2. Why this UNIT/Product? B2B and B2C
3. UNIT Inspirations
4. Image assets
5. Copy assets

Product Overview



Satin gold
ID:102241



Black Matt
ID:98499

A selected portfolio of mixer taps is available in satin gold or black matt. Here only some shots, see complete portfolio in MAM.

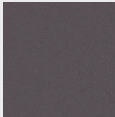
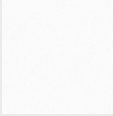


Soap dispensers and sink components are also available in satin gold and black matt for creating a colour harmony UNIT up to the last detail.



Recommended combinations to create colour harmonies

To create beautiful colour harmonies we combine the Sinks and bowls in Silgranit colours with striking taps and drains in metallic finishes.

Metallic finishes + Silgranit colours	Metallic finishes			Metallic finishes		
	satin gold			black matt		
						
	black	rock grey	volcano grey	black	rock grey	volcano grey
						
	white	soft white		white		

+ InFino set matching tap finishes (EMEA/APAC)

+ Drain in Silgranit colours (BNA)

Why this UNIT? Why this product?

B2C: Customer Messaging



Why a UNIT in colour harmony?

- BLANCO offers a selected palette of colours and surfaces in taps, sinks and sink components that allow creating beautiful colour combinations within an extended portfolio
- Consumers want their new kitchen to look beautiful. Design and colour is important for consumers
- New kitchen trends showing tinted metals and warm tones bring new opportunities to the kitchen design
- Silgranit volcano grey and soft white tones follow the new trends of warm neutrals in the kitchen
- Striking and exciting metal finishes black matt and satin gold for mixer taps, soap dispensers and sink components with the quality and feature advantages of BLANCO

Why black matt?

- Intense full-black tone with a matt finish sets and elegant accent in any design
- Combined with Silgranit neutral tones from black to white, black matt sparks an intentional accent
- A selected portfolio of taps and soap dispensers are available in black matt for planning flexibility
- (EMEA/APAC) Matching InFino set in satin gunmetal for a refined UNIT design

Why satin gold?

- Subtle satin gold finish adds a discreet light of refinement to the UNIT
- Combined with Silgranit soft white for a classic elegant UNIT. Combined with Silgranit volcano grey brings an accent of opulence to the UNIT design
- A selected portfolio of taps and soap dispensers are available in satin gold for planning flexibility
- (EMEA/APAC) Matching InFino set in satin gold for a refined UNIT design

B2C: Consumer Messaging



Why a UNIT in a volcano grey-black matt harmony?

- BLANCO offers a selected palette of colours and surfaces in taps, sinks and sink components that allow creating beautiful colour combinations within an extended portfolio
- Warm neutral hues with black matt accents make a statement in kitchen design. For moments of joy in the kitchen, with tones that are appealing and calming
- A UNIT with volcano grey and black matt can be combined with worktops and cabinets in natural tones of all intensities creating modern or industrial style kitchens of great appeal.
- Mixer taps and soap dispensers in black matt add a striking statement to your kitchen design.
- A wide portfolio of stunning sinks in Silgranit volcano grey are available to create the own dream kitchen
- (EMEA/APAC) Finish the perfect design with matching drains and components in black matt

Why a UNIT in soft white - satin gold harmony?

- BLANCO offers a selected palette of colours and surfaces in taps, sinks and sink components that allow creating beautiful colour combinations within an extended portfolio
- Warm neutral hues with satin gold accents are a strong trend in kitchen design. For moments of joy in the kitchen, with tones that are appealing and calming
- A UNIT with soft white and satin gold can be combined with warm white worktops, paint and cabinet doors for an elegant classic look. Matches also warm grey and natural tones creating an effect of opulence.
- Mixer taps and soap dispensers in satin gold add a statement of elegance to your kitchen.
- A wide portfolio of stunning sinks in neutral and warm tones are available to create the own dream kitchen
- (EMEA/APAC) Finish the perfect design with matching drains and components in satin gold

UNIT Inspirations



UNIT Inspiration 101a
CATRIS S Flexo Filter black
matt with Drink Filter set
SUBLINE 500-U volcano grey
InFino Set black matt
BOTTON II 30/2



UNIT Inspiration 101d
LINUS-S black matt
SUBLINE 500-U Silgranit volcano
grey with InFino Set black matt
SELECT II 60/2



UNIT Inspiration 101c
drink.filter EVOL-S Pro black matt
SUBLINE 500-U Silgranit volcano
grey with InFino Set black matt
BOTTON II 30/2



UNIT Inspiration 101b
CATRIS S Flexo Filter
PRECIS Super Single Bowl
with metal drain in volcano grey
BOTTON II 30/



UNIT Inspiration 102b
RIVANA Semi-Pro satin gold
VINTERA 30" soft white
Metal drain soft white
BOTTON II 30/2



UNIT Inspiration 31
LINUS-S satin gold
VINTERA XL 9-UF Silgranit soft
white with InFino Set satin gold
BOTTON II 30/2
FWD Max + Airswitch satin gold



UNIT Inspiration 35
LINUS-S satin gold
PLEON 6 Silgranit soft white
InFino Set satin gold
BOTTON Pro 60/3



UNIT Inspiration 102a
LINUS-S satin gold
SUBLINE 800-U Silgranit soft
white with InFino Set satin gold
2x BOTTON II



UNIT Inspiration 105
RIVANA Semi Pro IKON 33
Apron Front
BOTTON II 30/2

Image assets

Find image assets in the current UNIT inspirations or specific products in MAM.

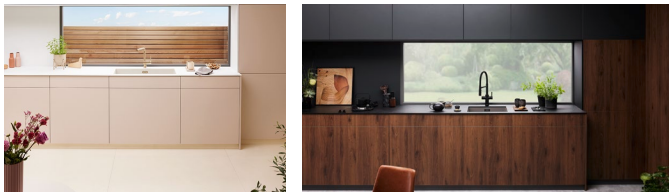
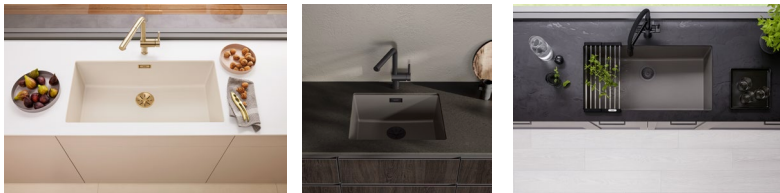
UNIT images

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 each UNIT of the collection, we have also created components images. These images allow a detailed description of each component.



Kitchen design

These shots are great assets for talking about kitchen styles and colour harmonies.

UNIT in use

These images show the synergies of having a BLANCO UNIT.



Details in focus

Specific images to show special features of the UNITs.



Product shots

All product shots of the taps, soap dispensers and accessories are available in big and small format. Also all Silgranit product shots are available in MAM.



Copy assets

Copy assets

UNIT copy is a very flexible asset that can be used as a base copy for any media. It goes from why BLANCO?, covering why a BLANCO UNIT? And ends explaining why a specific BLANCO UNIT? This way it sets a good basis for any media you can then adapt to your specific needs and the media requirements.

Headlines	UNIT copy provides a full set of headlines at each stage of the communication. Remember to include the emotional benefit in the headline to drive attention to your key message.
Why BLANCO?	Includes topic-specific core ideas but it is always similar since BLANCO has a constant positioning.
Why UNIT?	Includes topic-specific core ideas following the UNIT concept.
Why this UNIT?	Includes the specific benefits of the proposed/showed UNIT. Focus on emotional or promotional benefits.
Hero Product	Hero products will be highlighted in specific UNIT Inspirations. A combination of benefit copy and feature copy (bullet points) provides flexibility to adapting this copy to different product combinations.

