

Marketing Toolkit – Drink.systems - Update 2023



Marketing Toolkit - Content



Market Readiness:
2023 Update with satin gold

Content:

1. Product overview
2. Why this UNIT? Why this product?
3. PIM content
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Product overview

Portfolio drink systems

drink.filter EVOL-S Pro



drink.hot EVOL-S Pro



drink.soda EVOL-S Pro



drink.hot EVOL-S Pro Mono



Why this UNIT? Why this product?

B2C: Customer Messaging



Why a UNIT with drink.system?

Feature & Functional benefit	Emotional benefit	Reason-to-Believe
Pioneering technology/solutions for the highest demands. A product aligned towards maximum comfort and user-friendliness.	Pride / Self-confidence in offering latest products.	Latest, fully developed technology.
Sustainable solutions: Soda/Filtered water taps - drinking water directly out of the tap instead of plastic bottles	The good feeling -> comfort and a positive impact	Treated water directly in the sink cabinet.
Trouble-free installation: Components are easy to install (by assembler).	Peace-of-mind.	Carefully selected and specifically developed components to perfectly fit with each other. Step-by-step installation manuals and videos.

B2C: Consumer Messaging



Why a UNIT with drink.system?

Feature & Functional benefit	Emotional benefit	Reason-to-Believe
Full service coverage with service technicians specialized in treated water systems.	Peace-of-mind.	Certified BLANCO installers and service support
Around the clock access to high-quality drinking water	Lead a healthy life	Carefully selected and developed components in hi-quality. Internal technical feasibility tests guarantee a good fit of all components.
Integrated drinking water system	Contributing to a greener planet – no more plastic bottles + less transport.	The water treatment is done in the system in the sink cabinet.
Silent technology	Quiet environment at home	A German brand that has over 95 years experience in developing solutions for the kitchen.
High-end proven filter technology	Peace of mind for the entire family	Portfolio of filter options from BLANCO, a trusted German brand for the kitchen.
Individual planning thanks to portfolio range	I can have the water features I want in a beautiful design and colour	Available with filter, hot or soda features and in three finishes (PVD Steel, black matt and satin gold)

PIM Content

BLANCO drink.filter EVOL-S Pro

Filtered water on demand

- 3-in-1 semi-pro mixer tap: cold, warm and filtered water
- Click & Touch: Exact amount of filtered water conveniently set via accurate scaling wheel and intuitive touch control for water consumption on demand
- High-end BWT multi-stage filter reduces lime and improves taste
- Separate outlet for purified drinking water
- Dual spray with precise magnetic holder



BLANCO drink.soda E VOL-S Pro

Still, medium, sparkling: filtered water on demand

- 5-in-1 semi-pro mixer tap: cold, warm, chilled or refined drinking water, still, medium and fully sparkling
- Still, medium, sparkling: carbon dioxide content selected via separate scaling wheel
- Click & Touch: Exact amount of filtered water conveniently set via accurate scaling wheel and intuitive touch control for water consumption on demand
- Separate outlet for purified drinking water
- Dual spray with precise magnetic holder



BLANCO drink.hot EVOL-S Pro

From cold to boiling hot: filtered water on demand

- 4-in-1 semi-pro mixer tap: cold, warm and filtered cold and filtered boiling water
- Click & Touch: Exact amount of filtered water conveniently set via accurate scaling wheel and intuitive touch control for water consumption on demand
- Separate insulated outlet for filtered cold and filtered hot water
- Safety concept for boiling hot water
- Dual spray with precise magnetic holder



BLANCO drink.hot EVOL Mono

From cold to boiling hot: filtered water on demand

- Filtered cold and filtered boiling hot water out of one tap
- Click & Touch: Exact amount of filtered water conveniently set via accurate scaling wheel and intuitive touch control for water consumption on demand
- Insulated outlet for filtered cold and filtered hot water
- Safety concept for boiling hot water



Consumables

Starterset CO2-Cylinder Set of 4*

- The starter set contains 4 CO2 cylinders
- By ordering the starter set, the consumer acquires the cylinders
- BLANCO only uses carbon dioxide for food and beverages (E290) from natural sources with a purity of at least 99.9%
- Each of these 425 g cylinders is sufficient for up to 60 liters of sparkling water



Refill CO2-Cylinder Set of 4*

- The refill set contains 4 CO2 cylinders
- The prerequisite for ordering the Refill is the one-off order of the Starter Kit (526138), with which the consumer acquires the CO2 cylinders
- Within 2 weeks of delivery of the 4 new cylinders, the consumer sends the empty cylinders back to BLANCO with the enclosed return label
- With the refill set, he only pays for the filling

Cleaning

The **BWT EasyCare Tab** can be used for a cleaning process. The cleaning agent and disinfectant contained in the EasyCare Tab is completely used up and the cover can be disposed of in the recycling waste after the cleaning process.

The **BWT EasyCare Adapter** can be used for further cleaning processes



Filter Soft S / L

- Soft water is ideal for appliances working with drinking water like coffee-makers and kettles
- Filter removes particles, chlorine, certain organic components, limescale deposits and reduces heavy metals
- Filter capacity: 670 (S) 1800 (L) litres at 12 °dGH (general hardness)
- Easy filter cartridge replacement from BLANCO
- Small/Large filter for BLANCO Soda, Hot and Filter systems

Filter Soft Magnesium M

- Soft water is ideal for appliances working with drinking water like coffee-makers and kettles
- Filter removes particles, chlorine, certain organic components, limescale deposits, it also reduces heavy metals
- Filter enriches the water with the valuable mineral magnesium
- Filter capacity: 520 litres at 12 °dGH (general hardness)
- Easy filter cartridge replacement from BLANCO
- Medium filter for BLANCO Soda and Filter systems



Filter Microplastic S

- Better tasting water
- Activated carbon filter removes organic substances, chlorine, foreign smells and tastes from water
- Micro 1µ filter removes particles as microplastics, sand and rust from water
- Keeps natural minerals in water
- Filter capacity: 1500 litres.
- Easy filter cartridge replacement from BLANCO
- Small filter for BLANCO Soda and Filter systems



UNIT Inspirations



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



UNIT Inspiration #1
 EVOL-S Pro Soda
 ETAGON 500 U
 Select II Soda



UNIT Inspiration #2
 EVOL-S Pro Hot
 ETAGON 500 U
 Select II Compact 60/2



UNIT Inspiration #28
 EVOL-S Pro Soda
 Select II Soda
 LATO black matt
 Remote black matt



UNIT Inspiration #32
 Evol-S Pro Hot PVD Steel
 Etagon 500 U black
 BOTTON II 30/2



UNIT Inspiration #49
 EVOL-S Pro Soda
 EVOL Mono Hot
 ETAGON 700U
 Select II Compact
 Select II Soda



UNIT Inspiration #3
 EVOL-S Pro Filter
 ETAGON 500 U
 Select II Compact 60/2



UNIT Inspiration #4
 EVOL Mono Hot
 ETAGON 700 U SG
 Select II Soda
 Select II Compact 60/2



UNIT Inspiration #60
 EVOL S Pro Hot PVD Steel
 ETAGON 500-U
 Select II Compact 60/2

Image assets

For each drink.system, we have created a complete set of images with focus on different features to show all the benefits..

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 product.



UNIT in Use

These images show the synergies of having a BLANCO UNIT.

Details in focus

Specific images to show special features of the UNIT.



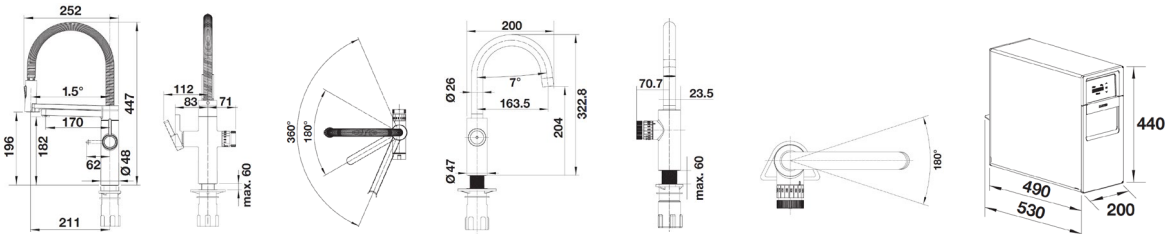
Product shots

All product shots are available in big and small format. There are also scope of supply images available in MAM.



Line Drawings

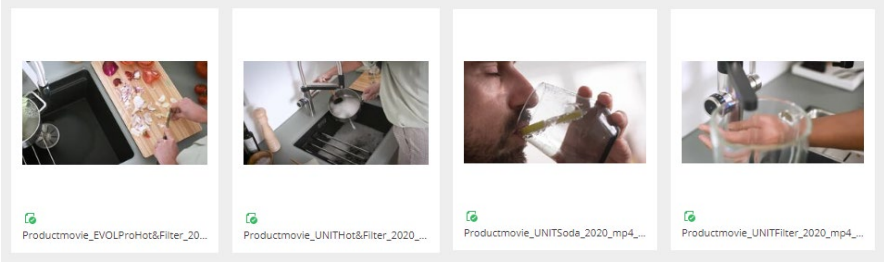
All line drawings for the EVOL family are available in MAM.



Videos

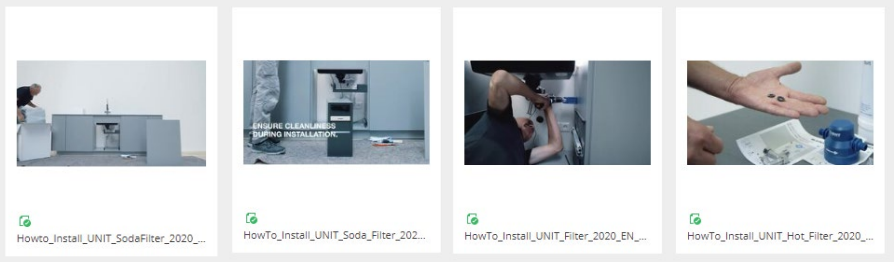
Product movie

The product movies are short 1 min videos, presenting the features and benefits of the drink.systems. The product movies are great for landing page and YouTube. The target groups for these videos are sales representatives and consumers. Available in MAM



Installation videos for specialists

We have produced holistic installation videos for the three drink.systems (drink.soda, drink.hot, drink.filter EVOL-S Pro). A BLANCO service technician shows how to install an entire UNIT with drink.system. Available in MAM.



Copy assets

UNIT 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.



THANK YOU