

Marketing Toolkit – Orga shelf

Confidential



Marketing Toolkit - Content



Market Readiness: January 2023

Content:

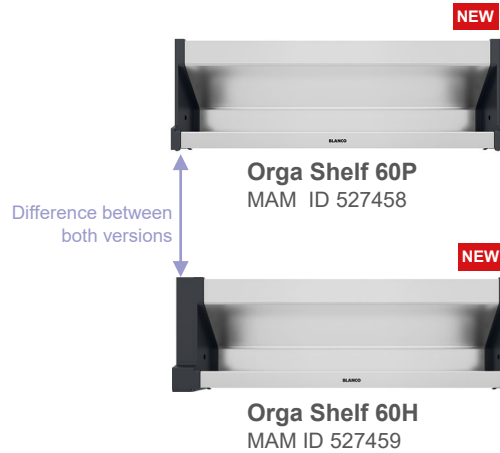
1. Product overview and PIM content
2. Why this UNIT/Product? B2B and B2C messaging
3. UNIT Inspirations and copy assets
4. Image assets

Product overview

Product name:

BLANCO Orga shelf 60P
BLANCO Orga shelf 60H

P: Pull-out front
H: Hinged doors



PIM content

Product descriptor: Practical slim shelf in the cabinet to store away small sink cleaning utensils.

Bullet points:

- Keeps the sink and cabinet organized and tidy
- Slim shelf on the top of the cabinet provides extra space for storing sink utensils like brushes, sponges and waste bags
- Quick access to stored items at ergonomic reach
- Matches other cabinet organization components like SELECT II and FLEXON II
- H version for 60 cm wide cabinets with hinged doors
- P version for 60 cm wide cabinets with pull-out front



Why this UNIT? Why this product?

B2C: Customer Messaging



Why a UNIT with this product?

- With this add on you can for the first time add a useful space for the consumer, maximizing their use of space and making the cabinet more convenient for daily use
- The BLANCO Orga Shelf adds hidden functionality to any UNIT in a 60cm cabinet matching to all door types
- Easy stow away of small cleaning products like sponges, brushes and bag rolls. Out-of-sight but close when you need them
- The BLANCO Orga Shelf covers the sink bottom in the cabinet hiding the background
- The BLANCO Orga Shelf is designed to perfectly fit to the BLANCO waste systems SELECT II and FLEXON II

Why this product?

- The BLANCO Orga Shelf adds storage space and covers the sink in a 60cm cabinet
- Easy stow away of small cleaning products like sponges, brushes and bag rolls. Out-of-sight but really close when you need them.
- Functionality upgrade for any 60cm (24") sink cabinet
- This UNIT optimization upgrade shows your excellence in planning a kitchen that is well organized and makes daily kitchen chores easier.
- The shelf is made of long-lasting, easy to clean and good-looking aluminum

B2C: Consumer Messaging



Why a UNIT with this product?

- With this BLANCO Orga Shelf you can add a practical and nice-looking space making the cabinet underneath the sink more convenient for daily use
- Clever organization upgrade: The BLANCO Orga Shelf adds a shelf to de-clutter your worktop within your cabinet by maximizing functionality within the 60cm – 24" sink cabinet with its high-quality materials and design
- Easy stow away of small cleaning products like sponges, brushes and bag rolls. Out-of-sight but really close when you need them
- With an easy installation, this practical add-on covers the sink bottom in the cabinet making the cabinet look better
- The BLANCO Orga Shelf works for all door cabinet types
- The BLANCO Orga Shelf is designed to perfectly fit to the BLANCO waste systems SELECT II and FLEXON II

Why this product?

- Clever and good-looking organization upgrade: The pleasing and long-lasting design of the BLANCO Orga Shelf adds a shelf at a space that is normally not used at all covering the bottom of your sink
- Easy stow away of small cleaning utensils like sponges, brushes and bag rolls.
- Organization upgrade for any 60cm (24") sink cabinet
- The shelf is made of long-lasting, easy to clean and good-looking aluminum

UNIT inspirations



#104a
LINUS-S soft white
SUBLINE 500-U soft white
Orga Shelf 60 H
BOTTOM II 30/2



#104c
LINUS-S soft white
SUBLINE 500-U soft white
Orga Shelf 60 P
SELECT II 60/2



#103c
LINUS-S volcano grey
SUBLINE 500-U volcano grey
Orga Shelf 60 P
SELECT II 60/2

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 Orga Shelf within 40 characters. 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 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 product and inviting to learn more behind a click.

All copy is available in Extranet.

Image assets

In MAM you will find complete sets of assets that support UNIT and Product communication.

MAM Collection: Orga Shelf

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

Product shots focus on an specific product and are great for showing the product in its kitchen environment



UNIT in use

These images show the synergies of having a BLANCO UNIT.



Product shots

All product shots of the Orga Shelf are available in big and small format.



Measured product shots

Measured product shots for Orga shelf are available in MAM.





THANK YOU