

Marketing Toolkit – Squeeghee

Confidential



Marketing Toolkit - Content



Follows the Kitchen Accessories category Marketing Concept

Do's:

- Only for the BLANCO Web-shop and e-tailers (pure-players)
- Can be used in e2e Promotions
- Streamlined Toolkit for kitchen accessories

Don'ts

- Not for Catalogue
- Not for novelties presentation
- Not for trainings

Content:

1. Product overview
2. Text assets
3. Image assets

Toolkit overview

1. Product



Squeeghee
526713

2. Copy assets

Descriptor

Hygienic and reusable cleaning tool for all sink materials.

Internet Text (short-copy)

Stop wasting paper towels to clean your sink! Quickly wipe water from the counter into the kitchen sink and effectively clean your sink by pushing down water and any food leftovers or soap residue from the corners and bottom. This is the kitchen gadget you will love: BLANCO Squeeghee is small, ergonomic, hygienic, and reusable.

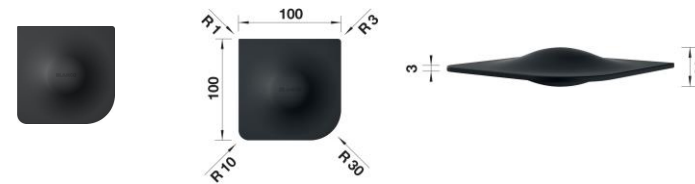
Bullet points:

- Fits into most sink corners thanks to its four different corners
- Easily wipe water and leftovers from the counter and sink with the flat sides
- Ergonomic handling thanks to its ball-shaped design and non-slip grip material
- Made of durable food-safe high-quality silicone, does work efficiently on granite composite, ceramic, and stainless-steel sinks
- Hygienic and reusable – stays in its original shape
- Dries quickly, stores easily thanks to its small size and ball-shaped design

3. Images

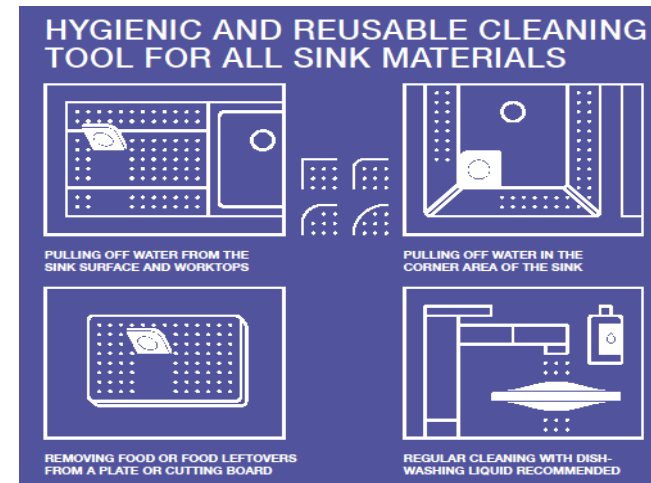
All images are available in MAM. Search for “Squeeghee” or for “526713”.

Product shots and measured product shots



Use and care instructions

(as in the packaging – included in extranet)



Beauty shots

Included in different UNIT Inspirations to show different environments and use cases.





THANK YOU