

WELCOME TO THE BEST CONFERENCE EVER

2019 "Profit before growth"

POZNAN 2019

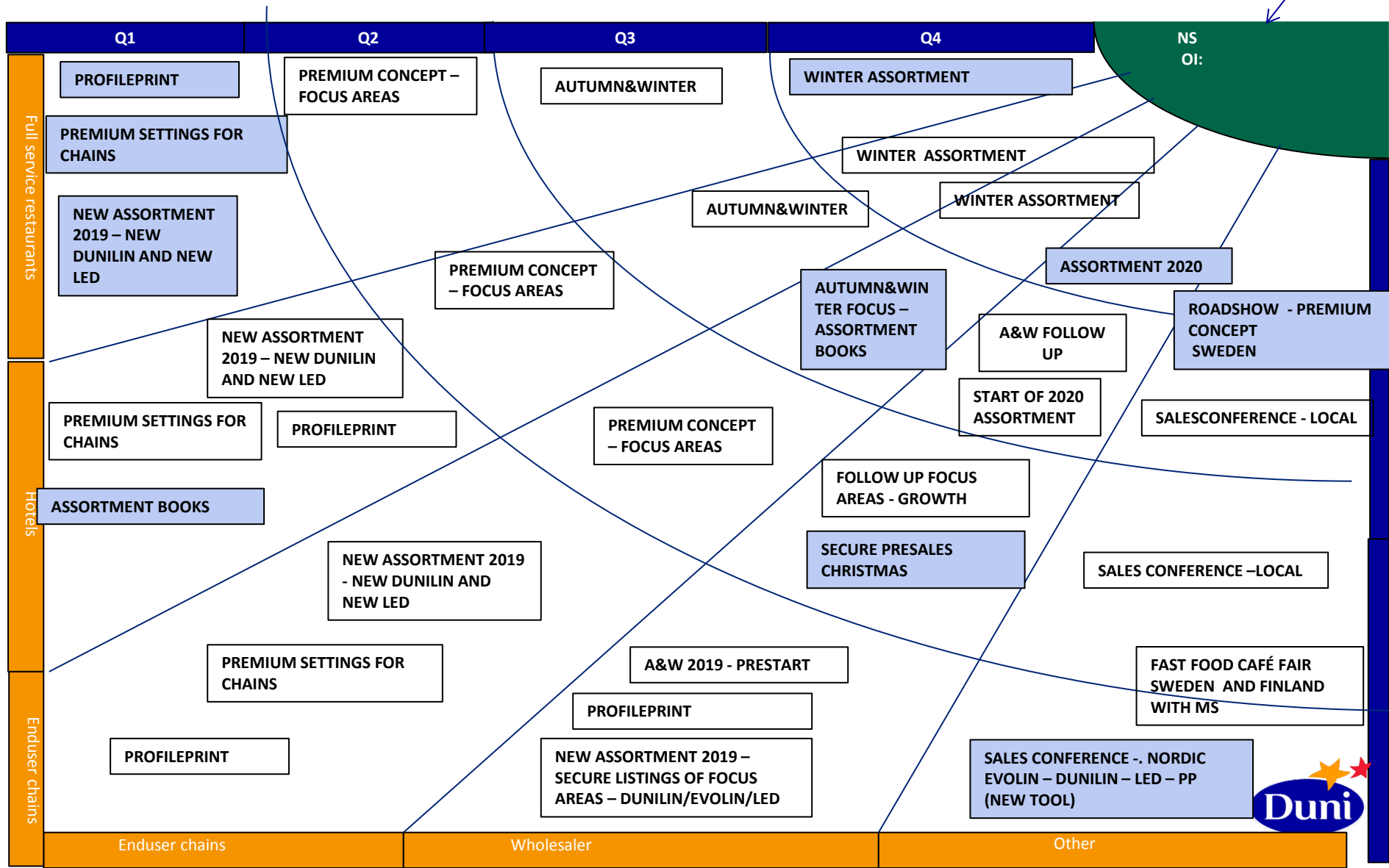


PLANS & TARGETS

ACTIVITY ROAD MAP

Activity roadmap 2019

Lead the way



PLANS & TARGETS

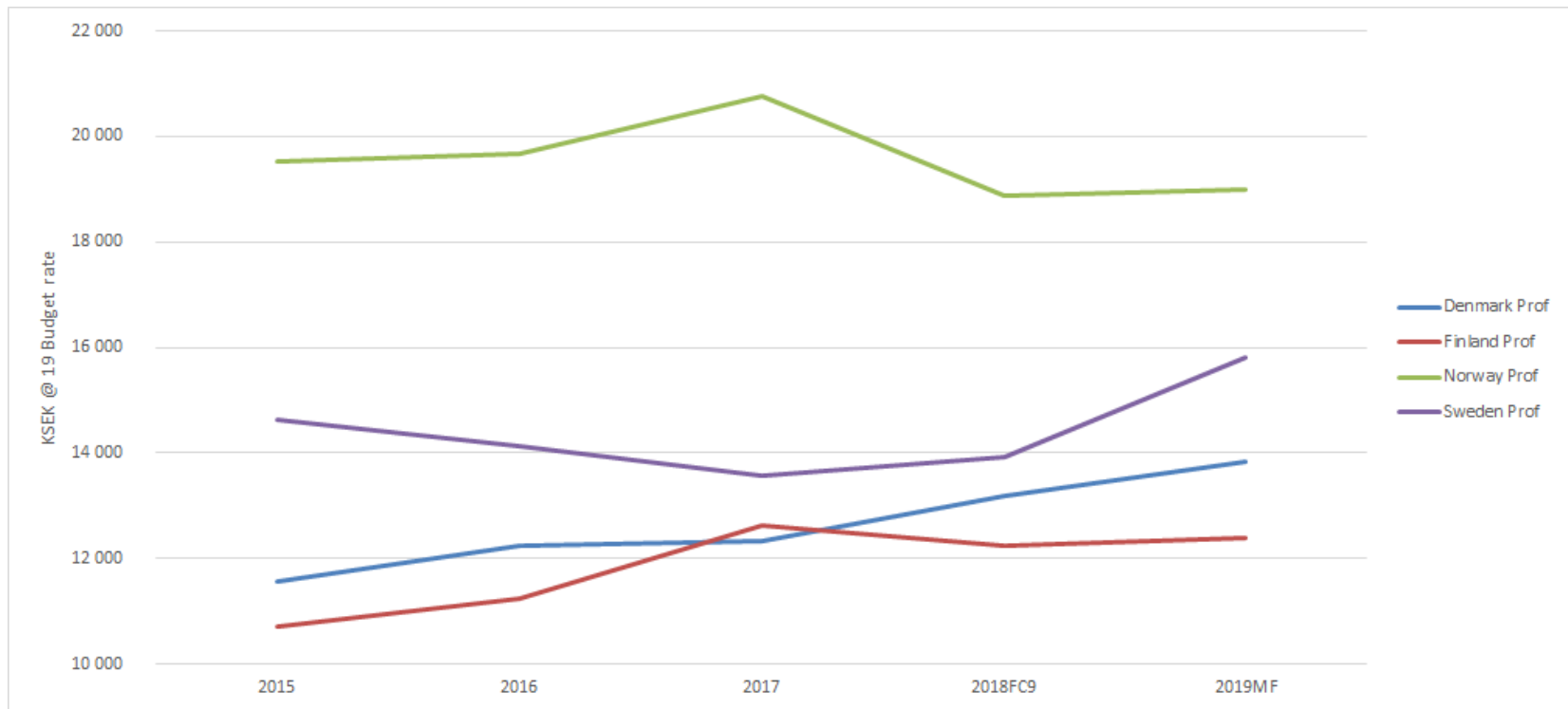
KEY PRODUCTS



NEW DUNILIN® 2.0



Dunilin – sales development and target



	2015	2016	2017	2018FC9	2019MF	Growth 18 vs 19	Growth
Denmark Prof	11 565	12 245	12 329	13 198	13 846	4,91%	648
Finland Prof	10 726	11 243	12 633	12 241	12 389	1,20%	147
Norway Prof	19 531	19 685	20 758	18 886	18 998	0,59%	112
Sweden Prof	14 630	14 118	13 574	13 937	15 820	13,52%	1 884
Total	56 453	57 292	59 295	58 262	61 053	4,79%	2 791

Activity

DUNILIN®

Preparation

KPI : 40 new customers
to be added into
Dynamics before
December 31st

**Premium settings for
chains** – KAM to define
chain prospects

Activity : Follow up
during the year

Timing – Jan 1st –
December 31st – 10
months to be measured

Activity

DUNILIN®

Execution Enduser

Action 1 Marketing

- Presentation Dunilin® with arguments – hygiene, premium – customer satisfaction

Action 2 Marketing

- Prepare flyer with the “new married couple” “The disposable linen napkin”
- Update presentation adopted to

Action Sales

- New Dunilin® to be the first choice for all customers
- Follow up on the “prospects” in Dynamics
- Upgrade / convert
- Hotels and FSR chains to be visited with the same arguments as Scandic

Execution Wholesaler

Action Marketing

- Flyers, presentation Dunilin® with arguments

Action WS

Follow up listings at
all WS
Joint visits

Activity

DUNILIN®

Follow up

KPIs

1000 new customers and reach our budget in sales

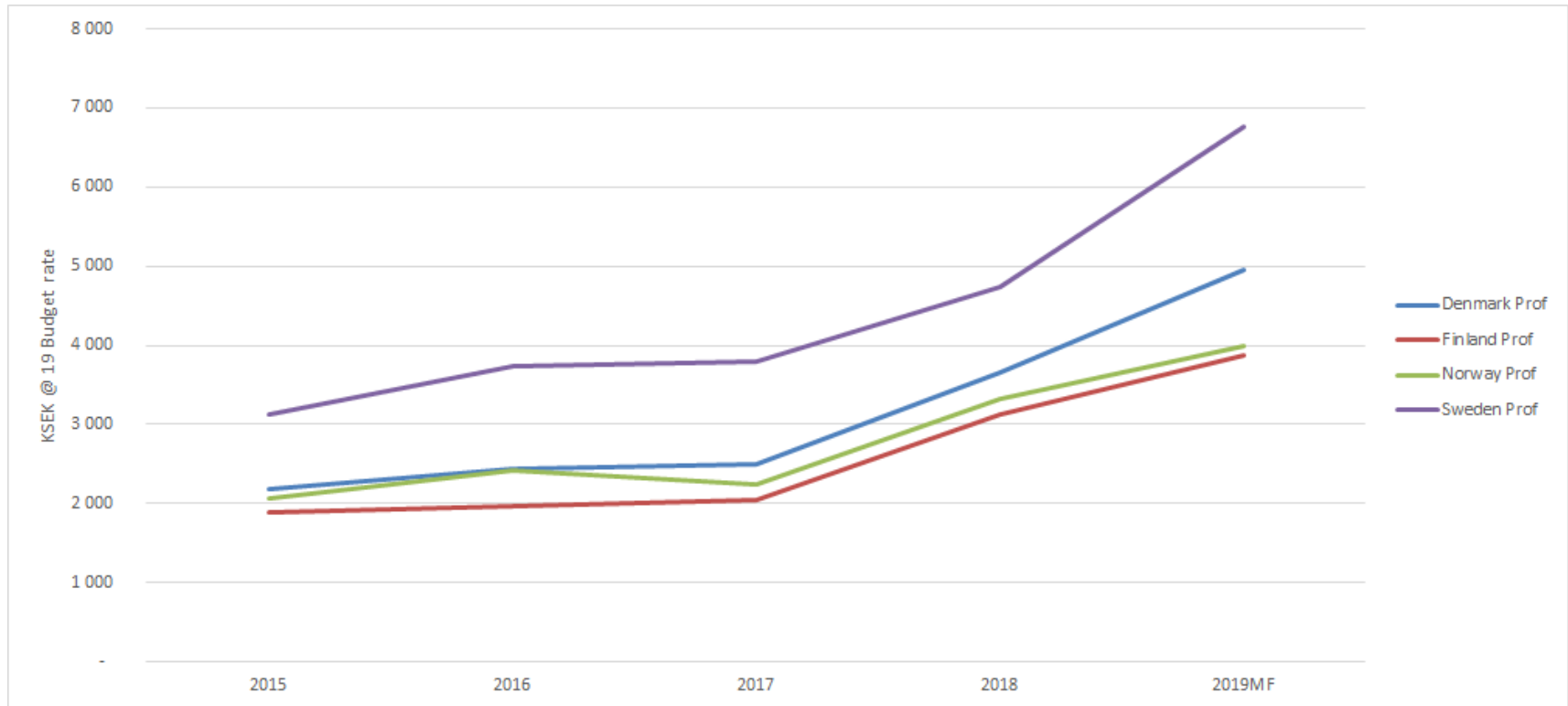
Chains “premium settings for chains” (KAM)

Presented in monthly comments

Sales competition – per BU + individual

EVOLIN®

Evolin – sales development and target



SEK	2015	2016	2017	2018	2019MF	Growth 18 vs 19	Growth
Denmark Prof	2 179	2 434	2 492	3 662	4 963	35,53%	1 301
Finland Prof	1 898	1 964	2 046	3 126	3 883	24,21%	757
Norway Prof	2 061	2 414	2 249	3 322	3 993	20,20%	671
Sweden Prof	3 123	3 735	3 798	4 735	6 760	42,78%	2 026
Total	9 261	10 547	10 585	14 845	19 599	32,03%	4 754

Activity

FOCUS EVOLIN[®]

Preparation

KPI : 40 new customers to be added into Dynamics before December 31st

Premium settings for chains – KAM to define chain prospects

Activity : Follow up during the year

Timing – Jan 1st – December 31st – 10 months to be measured

Activity

FOCUS EVOLIN[®]

Execution enduser*

Action Marketing

Action Sales

- FOLLOW UP 40 prospects in Dynamics (Q1)
- Offer trials
- Upgrade / Convert
- Joint visits with WS

Execution wholesaler

Action Marketing

Action WS

- Secure that we have both reels in Dunicel[®] and Evolin[®] listed
- Offer trials
- Joint visits with Duni AM's

Activity

FOCUS EVOLIN[®]

Follow up

KPIs

1000 new customers and
reach our budget in sales

Chains “premium settings for
chains” (KAM)

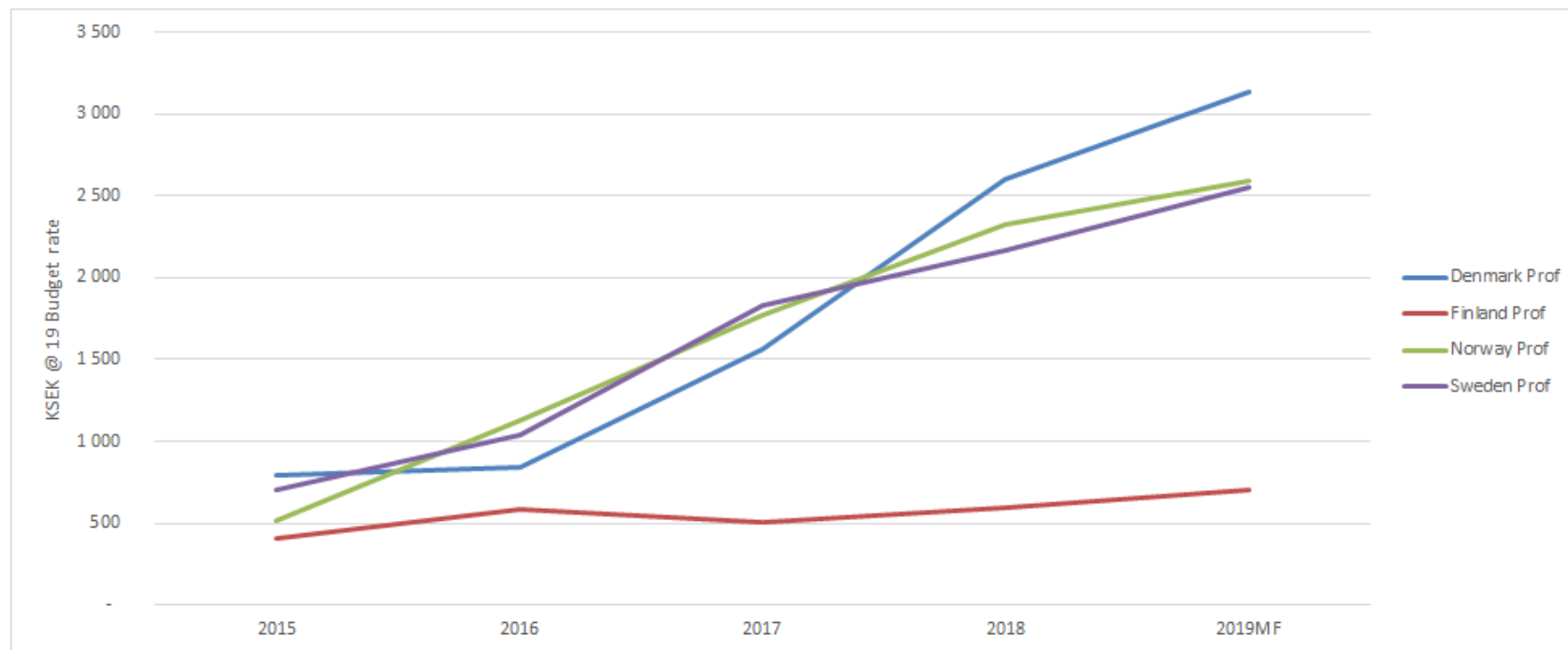
Presented in monthly
comments

Sales competition per BU and
individual – common Nordic

LED UP THE WORLD



LED – sales development and target



SEK	2015	2016	2017	2018	2019MF	Growth 18 vs 19	Growth
Denmark Prof	797	841	1 566	2 605	3 132	20,23%	527
Finland Prof	407	584	502	596	699	17,29%	103
Norway Prof	516	1 133	1 774	2 329	2 597	11,52%	268
Sweden Prof	704	1 038	1 834	2 168	2 555	17,84%	387
Total	2 423	3 596	5 677	7 698	8 983	16,70%	1 285

Activity

FOCUS LED

Preparation

Activity: Replace oil lamps
Define present customers
that we can sell both LED
and living candles to, define
new customers not allowed
to use living candles

Timing: Jan 1st – December
31st (10 months activity)

Activity

FOCUS LED

Execution Enduser

Action Sales

- Identify target customers
 - Having occasions / areas where not living candles are to be used
- Oil lamp customers – convert
- Non candle buying customers

Execution Wholesaler

Action 2 Marketing

- Updated sales material for our wholesalers /

Action WS

- Introduce – have in assortment – web portals shop in shop
- Joint activity with most loyal WS

Activity

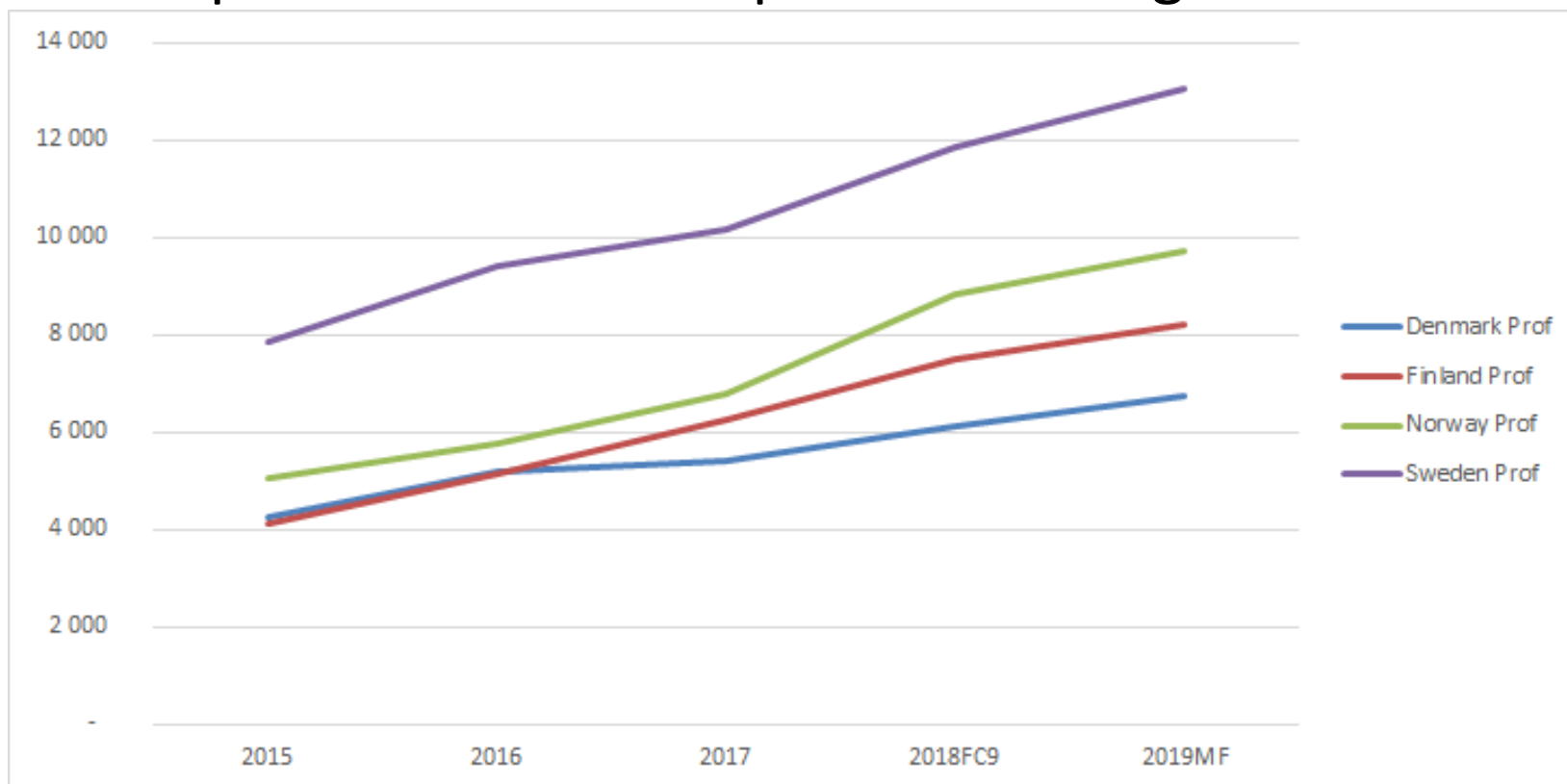
FOCUS LED

Follow up

- 1000 new customers and reach our budget in sales
- Sales competition with other focus segments – BU and individual

PROFILE PRINT

Profile print – sales development and target



	2015	2016	2017	2018FC9	2019MF	Growth 18 vs 19	Growth
Denmark Prof	4 264	5 185	5 405	6 132	6 745	10,00%	613
Finland Prof	4 119	5 119	6 248	7 477	8 225	10,00%	748
Norway Prof	5 066	5 754	6 762	8 828	9 710	10,00%	883
Sweden Prof	7 835	9 417	10 162	11 846	13 031	10,00%	1 185
Total	21 284	25 474	28 578	34 283	37 711	10,00%	3 428

Activity

FOCUS PROFILE PRINT

Preparation

KPI

- Convert, upgrade customers during the activity period
- Customer service repeat orders

Activity

PP Blitz towards new customers

Timing

Jan 1st – December 31st
(10 months activity)

Activity

FOCUS PROFILE PRINT

Execution enduser

Action 1 Marketing

- Prepare material for on line tool – education on sales conference in January 2010

Action Sales

- Use the W2P tool
- Upgrade present customers or take from competition
- Follow up repeat orders via Camunda - CS

Action 2 Marketing

- Updated flyer to hand out for the AM's as well to be used for WS if they want to make an

Action Sales

- PP Blitz – only new customers to be visited – special offer
- Customer service to follow up on repeat orders via Camunda
- Easy Fairs in SE and FI

Activity

FOCUS PROFILE PRINT

Follow up

KPIs

10 % increase in
total PP business

Competition 2019

Team Reward

Based on the country **CB1 Jan-June on “premium” products.**

Due to the changes in our assortment taken place for both TC and napkins we will include Dunisoft, Dunilin, Evolin, Dunicel and LED (including accessories belonging to the LED CPG2) in the measurement.

The reward will be a percentage of the increase in CB1 (paid out from index 101) **to be spent on a team event.**

Below the scale:

- Index 101 1,0%,
- Index 102 1,5%
- Index 103 2,0%
- Index 104 2,5%
- Index 105 3,0%

- (The data will be taken from QV in LOC (with currency adjusted COGS in case euro is not the currency).



Gamification 2019 (Individual competition)

Country specific	Yes
Measurement	New wallet lines in CRM ("marked is a new business") 3 points for Dunilin, 3 points for Evolin, 2 points Dunisoft Design, 1 points for LED
Measurement period	Centrally: Jan-June
Result reporting	Every month
Reward	Trip (similar like 2018)
Timing reward	Sept 2019



DUNI 2019

News and update



A group of people are gathered around a long table in a restaurant at night, enjoying pizza. The scene is lit with warm, ambient lights, creating a cozy and social atmosphere. In the foreground, two women are prominently featured, both holding and eating slices of pizza. They are surrounded by other diners, some of whom are also eating. The table is set with white plates, glasses of red wine, and open pizza boxes. The background is slightly blurred, showing more of the restaurant's interior and the night view through the windows.

GoodFoodMood
all the way



we are where people and food is represented

**We would like to create the extra guest
satisfaction in all parties – events – dinner big or
small – breakfast - lunch**

decide, what tier that describes the GoodFoodMood that you are in at the moment:



**Elegant &
Spectacular**



Dunilin®
Evolin®



**Modern &
Easy to like**



Dunisoft®
Dunicel®
Dunisilk®

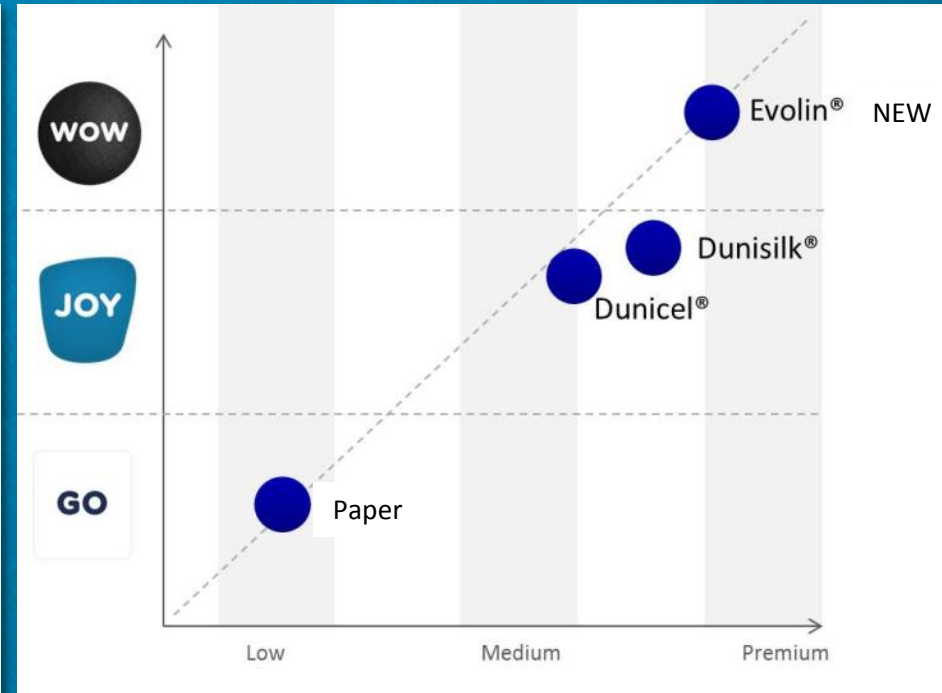
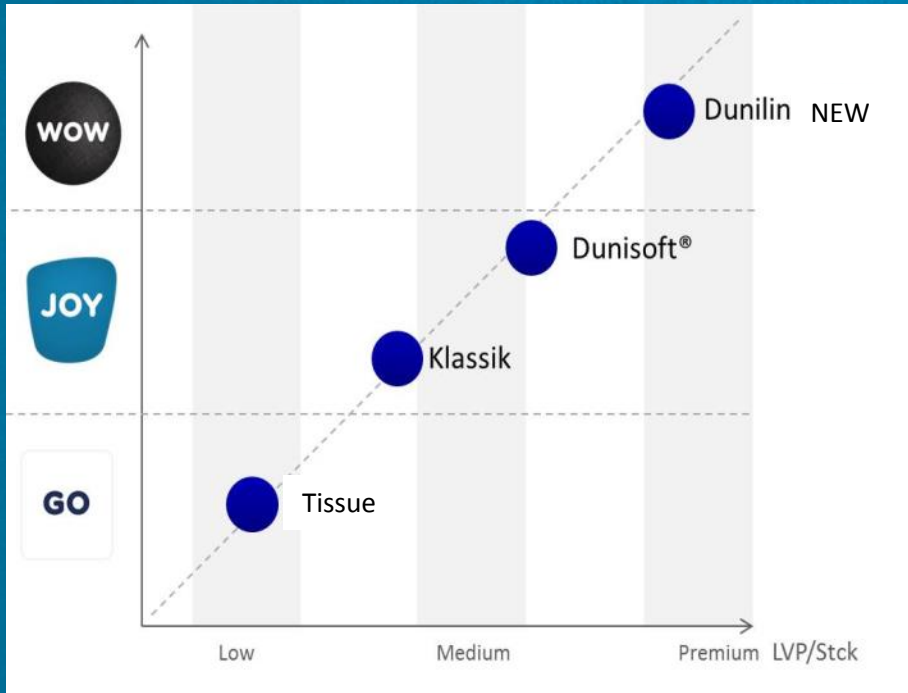


**Practical &
versatile**



Tissue®
Paper

3 categories of the assortment makes it easy and gives an overview of the new napkin and tablecovering 2019 assortment



ASSORTMENT HIGHLIGHTS 2019



Reminder

- unicolors – Dunicel® replaced by Evolin®
 - Tête à Tête and Slipcovers
 - White, cream, black, granite grey, bordeaux, greige
- unicolors – Dunicel® reels new width 1,18 cm
 - 10, 25 and 40 m
- Evolin® stays 1,20



2019 UNICOLOUR OVERVIEW

Neutrals/Browns

<i>Black</i>	<i>Granite Grey</i>	White	<i>Cream</i> Update in color	<i>Bordeaux</i>	<i>Greige</i>	<i>Chestnut</i>	<i>Eco Brown</i>
GO JOY WOW	GO JOY WOW	GO JOY WOW	GO JOY WOW	GO JOY WOW	GO JOY WOW	GO JOY	GO JOY

Accents

<i>Mandarin</i>	<i>Dark Blue</i> Update in color	<i>Plum</i>	<i>Dark Green</i>	<i>Red</i>	<i>Fuchsia</i>	<i>Kiwi</i>	<i>Yellow</i>
GO JOY WOW	GO JOY WOW	GO JOY WOW	GO JOY WOW	GO JOY	GO JOY	GO JOY	GO JOY

Trend

<i>Leaf green</i> NEW	<i>Ocean Teal</i> NEW	<i>Mint Blue</i>	<i>Mellow Rose</i>
GO JOY WOW	GO JOY	GO JOY	GO JOY





New unicolors

- Herbal green – as part of our trend colors will be replaced by LEAF GREEN – green is still a growing color.
- OCEAN TEAL is a new color – part as well of the trend colors, a color tone you find in area interior as well as on porcelain.





JOY

JOY – Dunisoft®

Modern & Easy to like

- **From 1.1.2019 the assortment contains the „Joy - Dunisoft®“**
 - Full assortment of unicolors - 21
 - Formats from ¼ to 1/8 folded
 - New in design – seasonal and year around
 - Assortment of the dispenser boxes 20x20cm updated
- JOY – Dunisoft® stands for modern seasonal and easy to like designs for all year – season as well as year around
- Joy – Dunisoft® is the perfect choice for profileprint – up to 4 colors

ecoecho®



Sustainable assortment

- Duni stands for elegant table settings with a conscious mind.
- Next to the new assortment WOW Dunilin® already matching the rest of the assortment belonging to ecoecho® and with this
 - from renewable rawmaterial
 - from FSC-certified tissue
 - Compostable according to EN ISO 13432 (industrial composting)
 - Nordic Ecolabel Swan (tissue)



Compostable wet wipes –
60x130 mm and 50x70 mm





GRASSPAPER / LEAF



2. Grass Paper
Sachetto

ORGANIC





WOW

WOW - Dunilin®

Elegant & Impressive

- The Dunilin® assortment is 100% compostable and the best choice for the WOW tablesettings
 - All Dunilin® articles – unicolor and design will be found under our Ecoecho®-umbrella



Seasonal assortment

- For our seasonal assortment there are also news
 - Fresh and color ful designs presented with JOY Dunisoft
- There are also news in our LED candle assortment
 - Silicon holders in a new format – suitable both for our standard LED's as well as for the new mini lamps



SUMMERTIME BLUE



Standard- designs

- The standard assortment of 2019 will as usual contain a lot of different designs – for each and every occasion
 - Fresh and color ful designs presented with JOY Dunisoft®
 - Elegant, discreet textile like designs you wil find in our new WOW-Dunilin® assortment



COCINA BLACK



COCINA BORDEAUX



YARROW



MIRA



RAYA KIWI



RAYA BLUE



BANAS



BAKERY



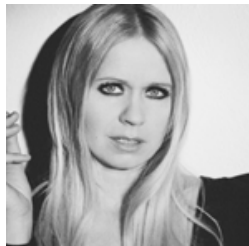
VELVET BLUE



IvanaHelsinki DESIGNS FOR DUNI®

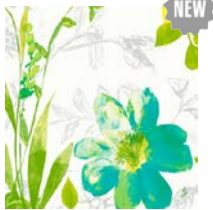
PaolaSuhonen

Paola Suhonen is a Finnish designer, artist, entrepreneur and a film maker. In her work she demonstrates exceptional skill in bringing out the sensitive and humane side of her subjects, as well as creating strong poetic and ambient worlds. Especially well known for her acclaimed fashion brand Ivana Helsinki, Paola's distinctive visual world is heavily based on her personal life experiences.



// Year around and season spring&summer 2019

//Spring &
summer - NEW



Summertime Blue DS

STAYS IN THE ASSORTMENT

- Jenia
- Spring Flower
- Maja

//Year around New



Cocina BBlack DL



Cocina Bordeaux DL



Mira DL



Yarrow DL



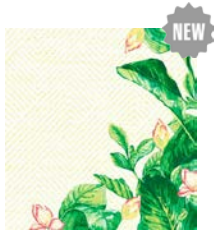
Kuru
Dunisoft
DS 48 cm



Velvet
Lake DS



Organic DS



Banas DS



Bakery
DS



17th May
40 DS



Raya Blue DS



Raya Blue DS



Leaf

STAYS IN THE ASSORTMENT

- | | |
|-----------------|-----------------------|
| - Royal (DL) | - Marit (DS) |
| - Liz (DS) | - Seaway (DS) |
| - Giovanni (DS) | - Saphira (DL) |
| - Floris (DS) | - Towel (DS) |
| - Gravito (DS) | - Brooklyn Black (DS) |
| | - Elwin (DS) |

NEW LOOK ROYAL DUNILIN® 40x40 cm

Without golden
edging to meet new
Dunilin®
compostability



Other news

NEW



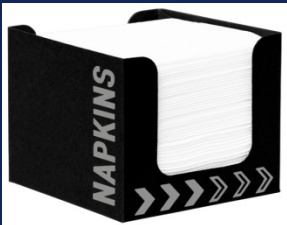
Kuru Dunisoft® 48 cm

NEW

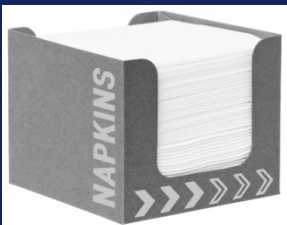


17th May 40 Dunisoft®

LOCAL STAND ALONE DESIGNS – PRESENTED
IN THE NORDIC CATALOGUE



Dispenser box black, 50 pcs
white Dunisoft® 20x20



Dispenser box granite grey,
50 pcs white Dunisoft®
20x20



Dispenser box bamboo,
11x11 cm

Dispenser box bamboo,
13x13 cm

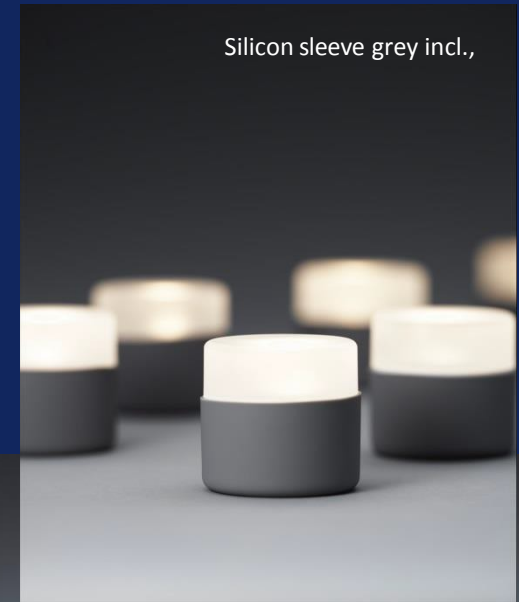


Candles & Accessories



LED Mini Lamp

- Small, Unique stand alone table lamp – 8 pcs
- World wide adapter/4 optional headers
- 12 optional colours incl. Warm White
- Silicon sleeve included
- World wide exclusivity



- Mini Lamp Holder Bamboo Bamboo, 33x57mm



Candle Holder Twine

- Wont break if dropped
- Ideal for small tables
- Combine with Candle Holder Twist for a great experience
- 75x75 mm



Candle Holder Twist

- Wont break if dropped
- Integrated locater keep LED stable
- Easy to disassemble and clean
- Ideal for small tables
- 140x75 mm



GOOD Concept –Sister

Unique LED Lamp in contemporary Eco design

- Perfect outdoors – Plastic instead of glass
- Sustainable choice - Durable and contemporary eco design/Bamboo
- Indirect light and stylish frosted material optimizes LED glow
- Use of space - Perfect fit for your table/the occasion
- 110x110 mm



1x4

LED

JOY

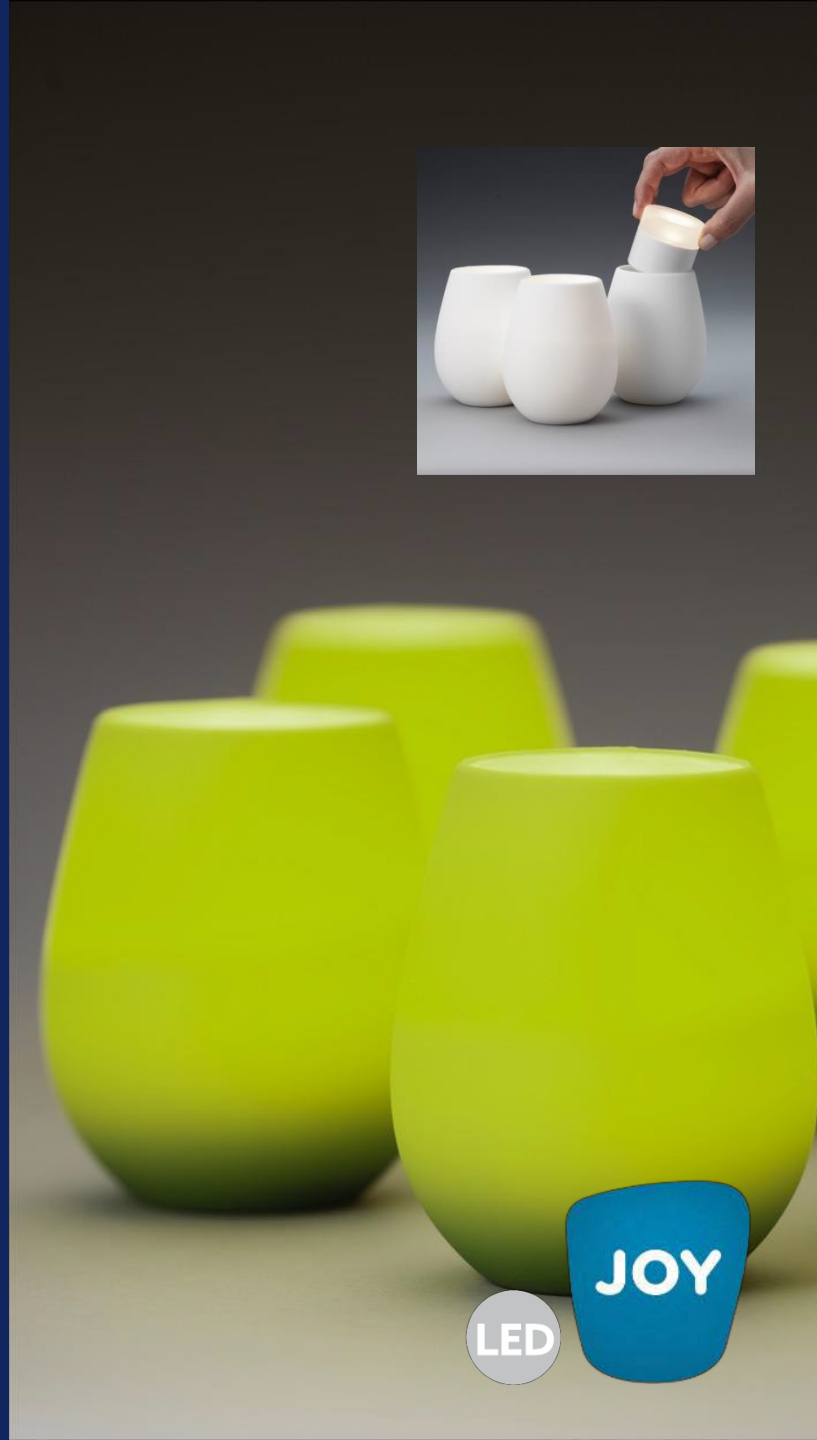
Candle Holder Soul

- Fitting for all Duni Crown and Antique candles
- Contemporary yet classic
- Great if you want to renew in decor but stay with the elements true to the place and culture/match with what you already have
- 160x70mm, Soft Grey
- 200x70mm, Soft Grey



Silicon Holder Tropical

- Unbreakable and dish washable – Silicon instead of glass
- Sustainable choice - Durable and contemporary silicon
- Indirect light and stylish material optimizes LED light
- Inside locater keeps LED stable
- Use of space - Perfect fit for your table/the occasion
- 113x85 mm
- Three colors – white, leaf green, red



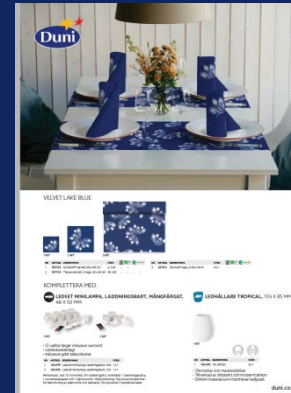
Other news candles

- **Switch & Shine refill**
 - PC cup made from recycled/recyclable material
 - Updated packaging/recycled material
 - New colors
 - Leaf Ggreen
 - Ocean Teal
- **Tealight 6h Stearin/Swan**
 - Full traceable material
 - Elegant candle consisting more than 90% renewable material
 - Packaging from recycled material
- **Antique Candles** 250x22mm, 7,5h
 - Ocean Teal
 - Leaf Green
- **Pillar Candles Matt** 150x70mm, 50h
 - Ocean Teal
 - Leaf Green
 - Sand
- **Pillar Candles Standard** 130x60mm, 40h
 - Leaf Green
- **Candle Plate Base Glass, 20x114mm**
 - Clear
 - Dish washable



Marketing material

- PR texts (translated)
 - Minilamp, Grasspaper, Echo, New designs
- Films
 - Dunilin
 - YR
 - Mini lamp



Flyer Velvet blue



YR catalogue incl. Spring&Summer



Materials and colors booklet 2019



Marketing material

- Ads
- Posters
- Roll ups
- Banners
- Webb based material
 - Catering , Restaurant, Hotel

Webb based material – Nordic assortment in English

