



**NEW DUNILIN® 2.0**



# WHY DUNILIN®2.0?



- Offer the best alternative to linen
- Build a WOW universe and answer customer expectations about a unique premium napkin
- Become relevant in terms of linen look & feel napkin
- Offer matching WOW concept New Dunilin®/Evolin®
- Create differentiation with Dunisoft®

# WHO IS THE TARGET GROUP?

- Use linen napkins
- Focus on quality and comfort
- Understand the importance of a nice looking table to create the right atmosphere
- Better restaurants and gastronomy, weddings and so on...



# THIS WE KNOW

## DUNI V/S LINEN

- Handling
  - Ready-to-use napkins saves you intensive handling times
  - Flexibility in colour and formats
- Cost
  - Only pay for napkins used
  - No capital tied up for reserve
  - More time for guests --> more money in the pocket
- Look&Feel
  - Fresh new look every day
  - A hygienic choice for each guest
  - Stable quality





# WHAT DO WE OFFER

- A napkin that has the ultimate linen look & feel... plus some great attributes of its own
- All compostable
- Softer and thicker than ever
- Embossed for the linen haptic
- Sober colors and designs



# Our claims

Dunilin®

*“The ultimate linen look & feel”*



Dunisoft®

*“Delightfully soft. For colourful moments”*





**We are creating a new universe for our  
premium napkins**



- To reflect usage/needs of linen-users or “want-to-be linenlike”
  - Texture
  - Neutral tones
  - Calmer designs
- New Dunilin® 2.0 in unicolors: 12 colors
- New Dunilin® 2.0 in designs: tone-on-tone, 1 color print design, YR/Seasonal Christmas, compostable
- New Dunilin® 2.0 in Duniletto
- New Dunilin® 2.0 in 1/8 48 cm white
- New Dunilin® 2.0 in premium sizes 40 cm, 48 cm from January 1<sup>st</sup> 2019
- New Dunilin® 2.0 in new size from Q2 2019 38x54 cm – **check med Laurence**







- To provide mass consumption within lower part of premium market
  - Softness
  - Doesn't feel/look like tissue
  - Colourful
- Dunisoft® in unicolors: 21 colors
- Dunisoft® in designs: 4 color designs, YR/Seasonal
- Dunisoft® in high consumption/standard sizes: 20cm, 40 cm, towel napkin



DARE TO COMPARE  
Marketing material Dunilin 2.0



**PREPARE**

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**READY.**

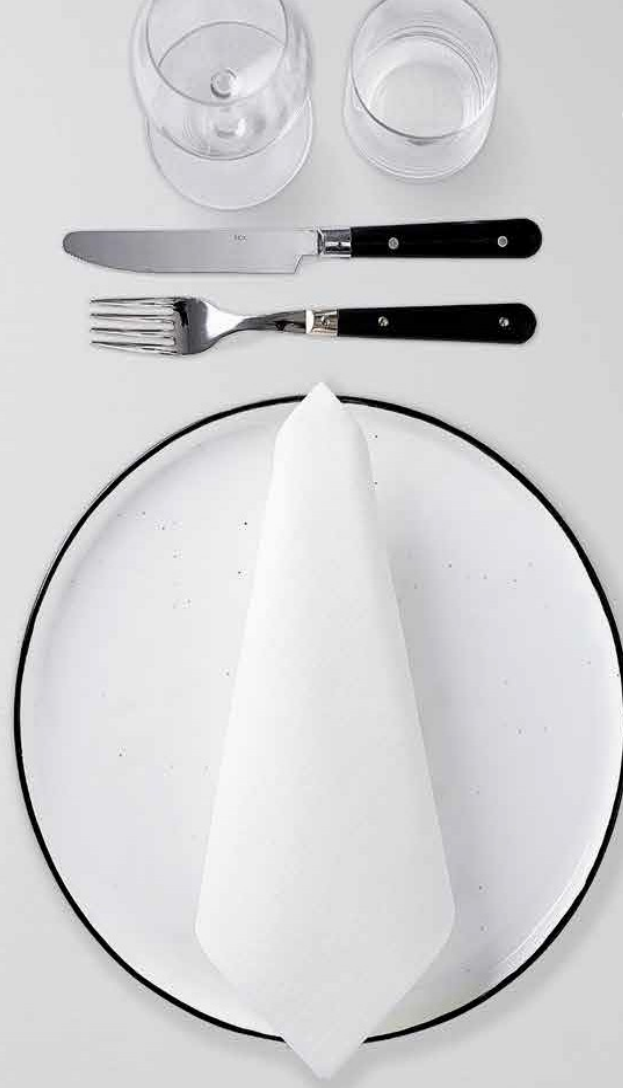


New softer, richer Dünilin® gives you the exclusive look and feel of linen – but unlike linen – always comes crisply folded in just the right colour. That means freedom from time-consuming checking for flaws, laundry and ironing. Instead, you simply put your used napkins out for composting. To top it all, you get a rich choice of colours and designs that let you refresh your look, whenever you want.  
Discover more at [duni.com](http://duni.com)



FLAWED

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FLAWLESS.



New softer, richer Dunilin® gives you the exclusive look and feel of linen – but unlike linen – flawless colours and folds. That way, you never need to spend time checking for imperfections. And after use, you just put the napkins out for composting, avoiding laundry hassles. Even better, you get a palette of designs, unicolours and new formats that Discover more at [duni.com](https://www.duni.com)



IMPERFECT



PERFECT.



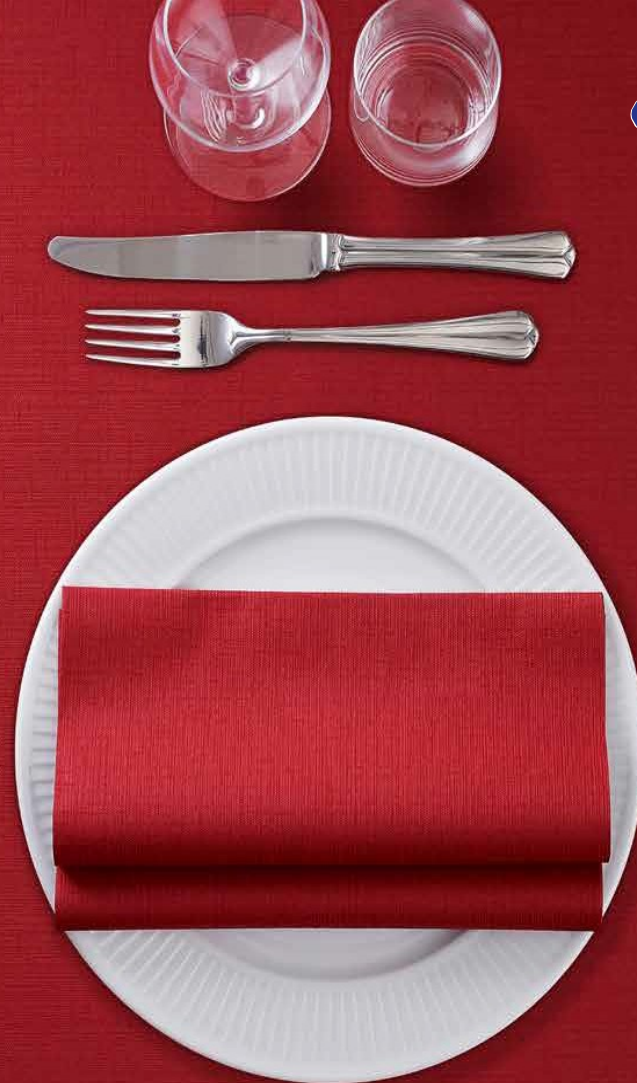
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WASH



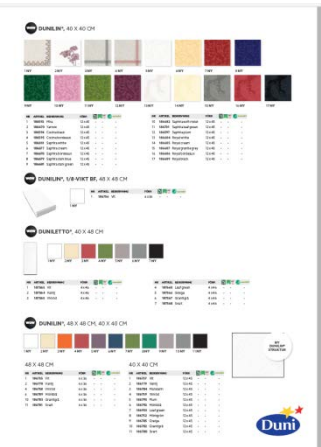
COMPOST



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Dunilin® sample box



Dunilin® PR (translated)





## Lägg på Duni tool Översättas?

- Why did you change Dunilin?
  - We listened to our customers and their wish of having a napkin even closer to linen. Meaning a napkin that is soft therefore nice to the mouth, a napkin that has a look of linen therefore has an embossing, a napkin that has volume therefore that is thick when having it in hands. It's a napkin that don't suffer any damages.
  - You can still fold the napkin and the guest will value the haptic and the heptic.
  - We wanted to answer the concern for the environment with a fully compostable choice. Now all unicolours and designs are compostable and comply to european standards.
  - In addition to the feeling the napkin is absorbent and lasts up to 3 courses meal.
- I don't feel a huge difference with the actual Dunilin
  - We have not changed the grammage of the napkin itself because adding more raw material would mean that it could be harmful to the environment. Instead we have adapted the recipe to fit the market demand.
  - Main differences are: in the look, there is now an embossing that has a linen look. It also fits with our Evolin tablecovers. Also you feel more volumes in your hand, because it is thicker. In addition it is softer to your mouth.
- Why can't I find all designs/colours in Dunilin?
  - Dunilin is the ultimate linen look & feel napkin. In order to adapt to the linen-like users demand we have developed a range of designs that is calmer, have neutral tones and suits better an exclusive mood. The design is not stealing the show, it is a part of the whole experience for the guests.
  - In addition, with the launch of Joy/Dunisoft napkin, we made a clearer offer to our customers. It is easier to select a premium napkin based on the wished mood.
- I have ordered an old dunilin design but the quality seems different? Why?
  - We have built a new universe for our premium napkins. WOW designs are printed on the new dunilin: embossed, softer and thicker and compostable. This new Dunilin carries only linen-like designs: calmer, tone-on-tone, neutral colors.
  - All the colourful designs are now part of Joy mood and therefore on Dunisoft. Your design is printed on a softer material that is appreciated by your guests.





Lägg på Duni tool  
Översättas?

- For ordering a Dunilin design, I have received a Dunisoft but price has not been lowered, why?
  - We have introduced a price increase in 2019 on our Dunilin designs. Therefore your design is less expensive than if you have bought a new Dunilin design.
- Why did you change the packaging?
  - Still trying to listen our end-users we want to offer flexibility. Then van exchange for a different colour or design more often.
  - Dunisoft has a higher packaging because it is related to more mass consumption market.

## Lägg på Duni tool Översättas?

Advantages	Linen	New Dunilin
Heavy	X	X
Stays on your lap	X	X
Large size	X	X
Fulfil guest expectations	X	X
Special touch/feeling	X	X
Foldable	X	X
Keeps looking nice throughout the evening	X	X
OK compost		X
Planning safety	X	
Flexibility (color, sizes)		X
Stable quality		X
Hygienic		X
Losses	X	
Handling	X	
Economy of space		X
Maintenance costs	X	
Variable costs		X
Ability to respond faster to changes		X
Clearer accounting		X
Specialized system/infrastructure	X	
Always same number		X



# Premium – Only need one

