



NEWSLETTER

NO 1. 2019

TABLETOP NORDICS



Welcome to the first newsletter 2019!

Thanks for all positive feed back we got from the sales conference in Poznan. Most of the comments are really positive and the few things that were a bit negative we will have closer look into. Communication is always difficult that is why we have the **Newsletter** and now also the **Duni App**. These tools are made to reach all of us with the same information. If we can improve something – just let us know and we will look into it.

The handout of IPADS seems to be good – reports of not carrying a heavy computer, professional and fast to find presentations and films.

As a reminder **DUNILIN® EVOLIN® LED AND PROFILEPRINT** are the focus areas for 2019. Wish you all good luck!!

RESULT 2019

Country	MTD Feb 2018 [LOC]	MTD Feb 2019 [LOC]	Growth MTD	YTD 2018 [LOC]	YTD 2019 [LOC]	Growth YTD
Danmark	863 632	1 094 248	26,70%	4 352 725	4 903 605	12,66%
Finland	118 244	121 667	2,90%	637 912	615 604	-3,50%
Norge	2 266 960	2 931 694	29,32%	11 413 469	10 320 796	-9,57%
Sverige	1 977 853	2 123 289	7,35%	8 407 745	8 978 869	6,79%

General information

Pilot in Choice/Compass - SWEDEN

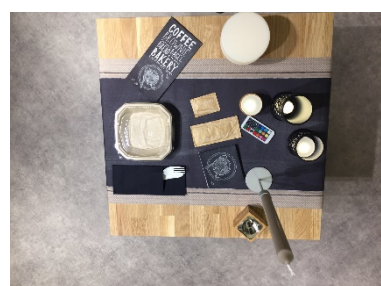
We have had a meeting with Choice/Compass to convince them to make a pilot with Evolin&Dunilin like Scandic. This meeting ended up in that they are now evaluating the units/hotels to be part of the pilot and of course anchor this to their own organizations. Next step is to meet the F&B's and the trial will hopefully start with the beginning of March.

New fair stand

There is a new company set up for our fairs – you can see below the stand from Fast Food & Café in Stockholm. This means that also the local wholesaler fairs should have the same look – what I mean with this is that we will have some walls with "brick print" for the fairs that have walls – we will also hand out roll ups designed as brick walls so that you put those as the "wall" and then of course you should use the Dunilin as well. So to be able to make the right format of the walls I will separately send out some questions regarding measurement of your local fair stands as well as the dates.

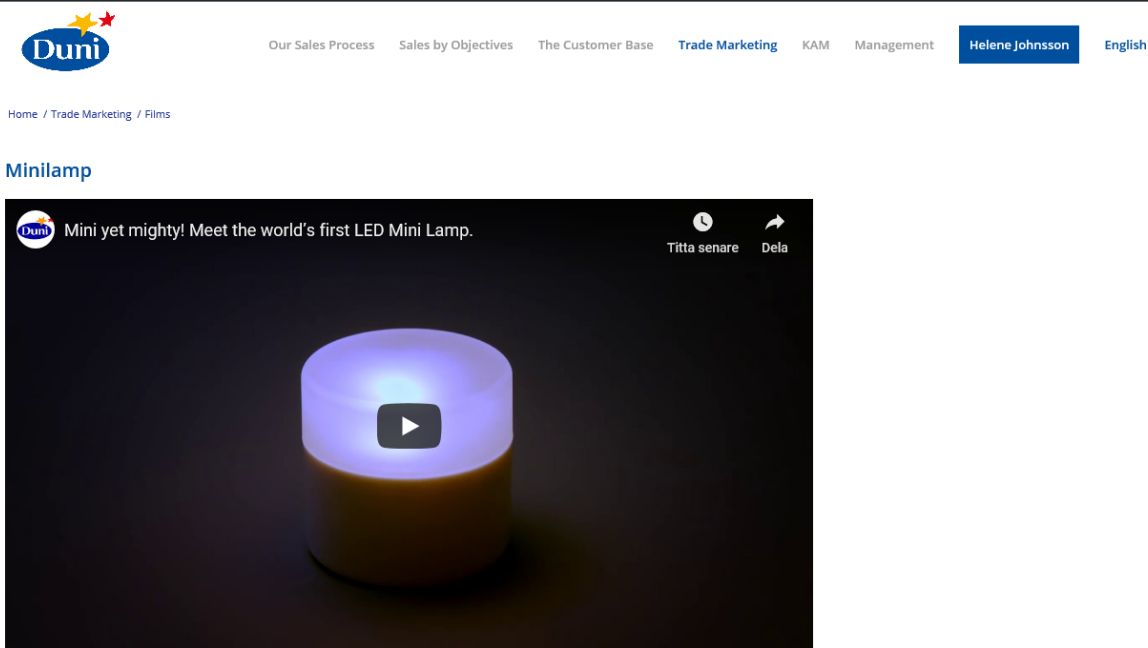
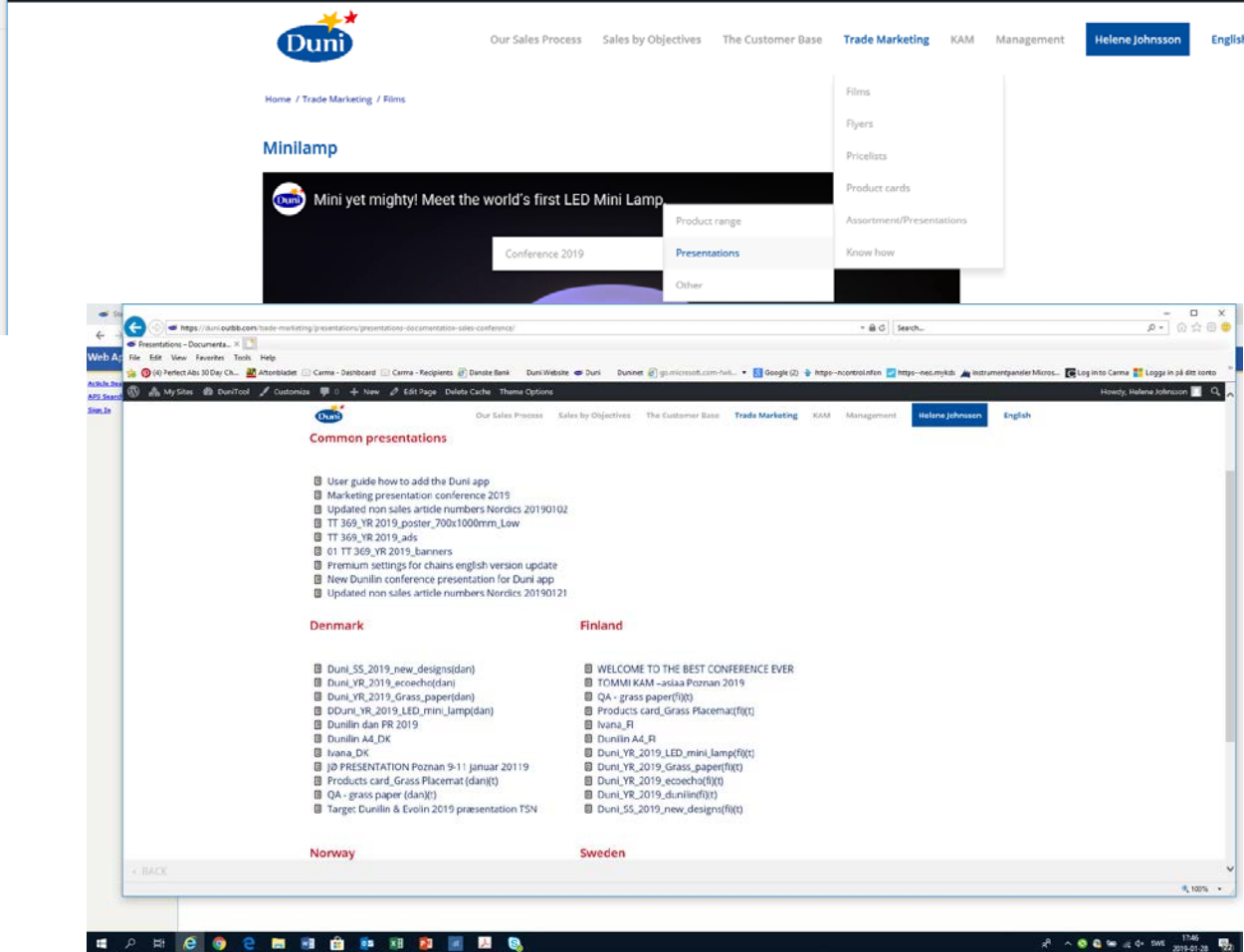
Easy Fair - Fast Food & Café

First Nordic fair with the new "stand look. Please find the stand from last week in Stockholm where we attended together with Mealservice. Focus was of course to show new Dunilin® (Duniletto) as well as the new mini lamps. Echo is growing – a lot of customers were asking for both napkins and food packaging in this area. A lot of different customers were visiting. Next Easy fair is in early March in Helsinki – as well with Mealservice.



DUNI TOOL

All the presentations and films (except for Dunilin Dare to compare) are available on the Duni tool app. You find the presentations under Trade marketing / Assortment/Presentations/Presentations/Conference 2019. All local presentations are there to be found as well. If something is unclear – please get in contact with Heléne.



The Sail – Napkin Folding

SAMPLE ROOM

Sample room

Eva is on sick leave at the moment. We expect her back at the end of February. As we are fully booked during the first quarter we have a back-up in Stella who will be helping out in the sample room until mid of March. We are grateful to HR who made this fast handling possible.

From sample room we are not able to do any "haste" if it is not really urgent – you should be able to plan and know about your fairs or bigger events 3 weeks before it happens. Orders for fairs need to be in the hand of sample room at least 3 weeks before the fair starts.

Labelling articles with article numbers is time consuming and we can help out if it is needed for procurement (upphandlingar) . Please write that on the order as well as think of that you need to give sample room some extra time for these kind of orders

CONTROLLING

Alexander will be on parental leave between March and July, and during this time Eric Olsson will be my stand in. Eric has worked at central controlling for Table Top since March 2018, and has now got the chance to work with us in the Nordics TT/MS during my absence.

We will work parallel in January and February, and when I leave, Eric will be your main contact when it comes to questions regarding controlling.



CUSTOMER SUPPORT

New team members on board:

Marie-Louise Cruz joined us on January 14. Marie-Louise is from Denmark but lives in Sweden since a couple of years. Marie-Louise has only worked with customer service over the years and used Danish and English as her main language but understands Swedish and Norwegian in speech and writing. Her latest position was at FedEx.

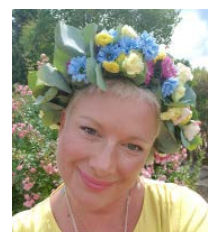
I am also happy to announce two new team members who will join us in Malmö on March 4:

Miia Gråsten has worked with customer service for 20 years. Miia is born in Finland and she is fluent in Finnish and Swedish, and she has also worked in roles where she spoke both Danish and Norwegian so she feels comfortable with these languages as well. Today, Miia works as a marketing coordinator. In Miia I see a fearless and a structure person.

Miia will replace Monica Sørensen who will start as KAM Norway for Meal Service.



Lone Johansson Bauder works today as secretary at a reception in Denmark where she has daily patient contact via telephone and ongoing administration work. In her role today she speaks both Swedish, Norwegian and Danish and master all these languages. Lone has previously worked with various professions (hotel / restaurant) aimed at both service and administration so she has a good computer experience and system habits. In Lone I see a happy, sincere, stressful and careful person. Lone will replace Ingunn Bardh.





SUCCESS STORIES

CON GRATULATIONS TO THE GOLD MEDAL IN HANDBOLL WORLD CHAMPIONSHIP



Some news from the field

The start in Denmark is really good and already by the end of January we are almost 5% ahead

Maria - new wallets with Dunilin®, Dunisoft® and LED at several places.

Thomas also some WOW customers of Dunilin® - Scandic is one of them – maybe Evolin® next time? Discussion with DBU concerning FIFA 2020 in Copenhagen. Joint visits with Martin at some exciting new KAM customers. Some time spent with mapping customers in Dynamics.

Anette – Hotel Alsig has bought LED and holders for DKK 36000, some new PP orders and a new agreement with hostel Skanderborg. LED In Vingsted center, conversion of Dunilin and Evolin in Café fic, Hörkram fair and sales meeting with Multiline sales representatives.

Dan - Woods has got the news presentation, Yearly negotiation with Multiline = 2 year agreement signed, Campaigns decided with AB Aalborg, Proposal sent to Abena and Toprent regarding Food Service Denmark. To be continued.

Fair at Dansk Cater as well as campaigns prepared for 2019. Participated in Multiline sales conference – Horeca and public sales reps.

Offer to DFDS for minilamp as well as PP tissue – waiting for response

Ulrik – Cocina black new Dunilin is sold to Radisson Aalborg, Fox and hounds with Evolin and LED (exchanged the oil lamps in some parts of the restaurant). Participated in mini fair Dansk Cater departments. Some PP orders in Dunisoft. LED and holders (new silicon) at Barrys pub in Randers.

Martin Lyreco Convention together with Mealservice, Signed agreements with Madklubben, Greendal and Madkastellet including first order with Evolin in black for the first event Hörkram fair together with Mealservice – see some pictures.

Test with Dunilin/Evolin agreed with Copenhagen Island Hotel, huge order of LED and holders – value of DKK 40.000.

LYRECO



HÖRKRAM





SUCCESS STORIES



Jarle reports of new business with Egon – taken from competition – they have bought our new compostable wet wipe 186992 – yearly 350-400.000 pcs to a value of NOK 400.000.

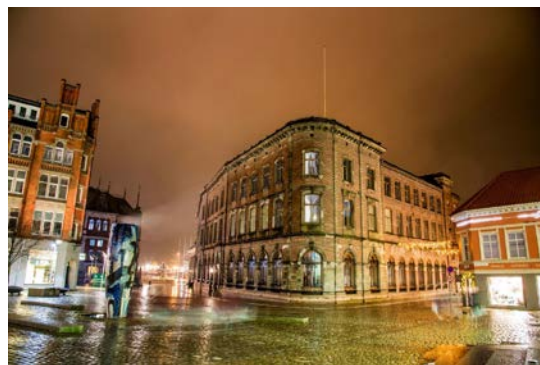


Dag reports a huge order to Hurtigruten Svalbard – new Cocina Dunilin 20 boxes among other articles as well.

(HEGE) Milepelen hotell og vertshus used textile but after the visit of Hege and her WS colleague (set up some tables with Evolin in different color they changed to greige and black Evolin!! – So the picture will look



MARI - Louise Restaurant, Aker Brygge Oslo is a big and nice restaurant using textile/linen for 25 years. They have not decided to change (got a new restaurant chef) due to the hygienic aspects «total guest satisfaction» – as well she wanted to have a total supplier from a logistic point of view This time she picked the Dunisoft .



NINA – a new hotel in Bergen has used textile/linen for all occasions. After a visit from me they will move over to Dunisoft for breakfast. Good start to work for upgrade the rest. Trial of Evolin which will be evaluated later.

AGNES –held the Duni school to Gustav Pedersens sales reps – what is the difference between Dunilin and Dunisoft. So important to understand to be able to sell our premium best products!!



SUCCESS STORIES

We have started positive with Evolin and worth pointing out is that we have a better index on Dunilin&Evolin than Denmark!!😊

Peter

Nya Dunilin seems to work presenting to new users – this is what we want. New customers are Odd Fellow Örebro – removing linen and will as well test Evolin. Lanna Lodge new design Dunilin, **Hotell Gustaf Fröding and Bishop arms in Karlstad** converts the whole hotel into LED and our holders, Scandic Klarälven replaces pillar candle with our LED pillar. It seems that the usage of LED is increasing and people are talking to each other what is best. Black Duniletto slim taken from Mank

Richard

As a new AM my impression is that our customers are on their toes and that they like our products. Have done some new customer visits and signed a new wholesaler who will work with our LED and not sell oil lamps anymore. Trial in Brasserier Lipp with Evolin – more info to come from me.

Isabell

Good respons for new Dunilin – softer and nicer structure. New prospects are doing well – Aronsborg starting with Evolin this (last) weekend – they have borrowed "reels on wheels", Scandic Upplands Väsby will make a startorder this week for both Evolin and Dunilin. Prospect Skogshem&Wiik will try the round Evolin to convince their CEO.

Daniel

Feed back regarding new Dunilin really positive – important that you like it yourself to convince the customers. Two big enduers are reordering – Restaurant J and Sandhamns Vårdshus – all in all 10 pallets. Are at the moment working on some prospects – will come back on that. Order with Evolin at Choice Quality Nacka will come and I will strengthen our cooperation with Arrangörsservice by join visits at their biggest linen customers.

Ann-Louise

New customer Hypoteket has switched from linen to Evolin and I will continue to convince them as well with the Dunilin. Prospect Köpmansgården i Höganäs is booked for a discussion of converting linen to Evolin as well as Hotell Kullaberg – all linen for Evolin. One really exciting customer in Växjö who would like to have Duni as the total supplier – this thanks to a good cooperation with our wholesaler Helmer Nilsson.

Mattias

New Dunilin is positive due to the new softer quality. I think that we will reach new customers due to this. Biggest business for me since is an order of 100 SKU's S&S to Copperhill in Åre and LED and holders to Kiruna – Scandic Ferrum.

Glenn

Our WS understand the focus of new Dunilin and that we can give the linen napkins a fair fight. This gives as well money in the pocket for them. It is really important to have close dialogues with our WS with the huge change of articles numbers – if we don't the risk is that we loose sales. I made a small calculation as the new article numbers are giving higher turnover – which is important

	<u>2019</u>	<u>2018</u>
Dunilin white	(art.no 186757)	(art. no 230308)
Turnover in SEK	122094	91481
Dunilin granite grey	(art.no 186782)	(art. no 156929)
Turnover in SEK	66656	33126

At the end – from november 2015 a nice memory when Sweden bet Denmark in the qualityfication to European Championship – 2-1 at Friends. Zlatan is celebrating





SUCCESS STORIES

Beginning of the year was quite a challenge for us in Finland: as the temperate dropped to freezing degrees, so did the sales. The reason for this was more the logistics of our products – luckily not that our customers would have stopped using Duni. Because of the major changes in the assortment, many were not activated yet at the wholesalers or the customers did not find them. One of our large wholesalers – Wihuri Metro - also moved to new logistic terminal, which did not go very well. On top of all, our warehouse moved, which meant that we were “closed” for several days. Now, fortunately things look brighter again and we have many interesting cases going on, especially when it come to the “Dare to Compare” sales. Here are some of the highlights of the month:

Minnamari

Signed deal with Långvik Congress wellness hotel: this will bring us a lot of new sales for our WOW/JOY -products, incl. Dunilin. Other new business for Dunilin at Saimaa Stadium, Hotels: Krapihovi, Kyyhkylän Kartano, as well as Mikkelin Upseerikerho (“officers club”).

Ninni

JV-Tukku, local distributor: now larger assortment. New PP tissue Restaurant Timantti. TTT: Dunilin, Dunisot and tissue - napkins & Bambu boxes. Restaurant Figaro is a new Evolin and LED customer! Peurunka now also buys: Dunicel, Dunisoft, tissue.

Kaija

Fists Xmas order in: 25 SKUs of red Dunitex!

Glass Resort: had decided to go for linen but then took DL Brilliance black and Kuru DS design.

Isokenkäisten Klubiin (club for the “wealthy people”), 14 boxes of Dunilini. I guess price was not an issue 😊

Jonny

Turun Vuokrakaluste (rental company) expanded their Evolin -assortment, now also the round, tableskirt and the reel. In the future they will also start renting our LEDs.

Pete

Kassiopeia /KF-Restaurants -contract. PP napkin to Restaurant Vesseliin. Factory Kamppi took Dunilin Cocina black for dinner napkin.

Pia

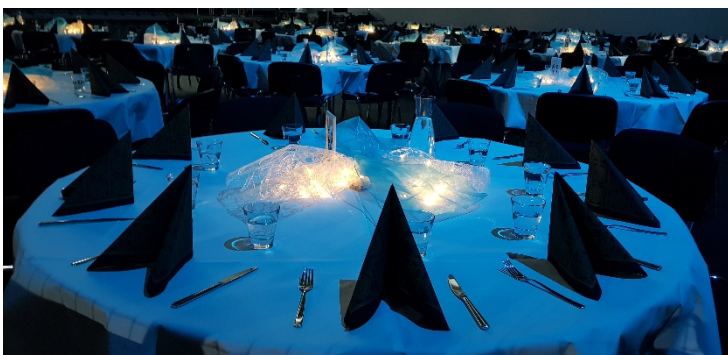
Korv-Göran PP dispenser napkin 10 000€. “Dare to Compare” – presentation at Sokotel. HUUUUGE potential for Dunilin & Evolin!

Tommi

Restamax /NOHO group has said OK to our premium byt we still need to sign the contract. Here we also have huuuuge potential!

“Dare to Compare” presentation at Fazer successfully and pilots agreed.

In February we continue to boost the new assortment and also sell in to summer events and seasonal restaurants & resorts. I see a lot of potential to our new Dunilin & Evolin “Combo”. There is a lot of work to be done but it’s FUN work because we are now on much higher level in helping our customers to be more successful – by doing that we will succeed ourselves as well.



Picture from Saima Stadium

AM statistics

January 1st – January 31st

Follow up - Dunilin® Evolin®

	Nr of New Accounts Dunilin		Nr of New Accounts Evolin		Reference group (40 marked in CRM)	Reference group (40 marked in CRM)
	Nr of new wallet	Estimated value in local curr.	Nr of new wallet	Estimated value in local curr.	Dunilin	Evolin
AM						
Anette						
Maria			1	361		
Thomas			1	4748		
Ulrik	2	21660	2	17408		
Ann-Louise						
Rickard						
Peter			1	17450		1
Isabell						
Daniel						
Mattias						
Kaija	3	3570	2	609		2
Minnamari	4	5890	2	2462	4	2
Jonny	3	1310	2	1479		
Nina	2	6550			1	
Petri						
Agnes						
Mari						
Hege	2	11130				
Nina						
Robert						
Dag						
Total	16	11	5	5		

This is the new set up for following up our focus areas 2019. This is how Patrik, Alex&Erik will present how we are working with our focus areas when the have the monthly comments together with Linus.

