



# NEWSLETTER

NO 2. 2019

TABLETOP NORDICS



## Here comes our 2<sup>nd</sup> newsletter for 2019

The start of the year has been tough with all changes in the assortment - specially all the changes in Dunilin®. We need to see to that our premium products are represented in each and every C&C as well as listed at all our wholesalers.

**DUNILIN® EVOLIN® LED AND PROFILEPRINT** are the focus areas for 2019.

New Gamification has started – check the last page in the newsletter! Good luck

# RESULT 2019

Country	MTD Mar 2018 [LOC]	MTD Mar 2019 [LOC]	Growth MTD	YTD 2018 [LOC]	YTD 2019 [LOC]	Growth YTD
Danmark	946 770	952 874	0,64%	8 080 550	8 295 759	2,66%
Finland	73 003	148 260	103,09%	1 022 001	1 128 173	10,39%
Norge	2 151 461	2 820 752	31,11%	21 334 193	19 990 862	-6,30%
Sverige	1 756 621	1 821 423	3,69%	15 768 548	15 849 936	0,52%

## General information

### 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 - Helsinki

Joint fair with Mealservice colleagues with focus on eco from both sides. The new stand was appreciated by the customers popping by and a lot of leads were generated for our AM and KAM.



TALKING ABOUT FAIRS I SEND A REMINDER TO ALL OF YOU TO REMEMBER THE LEADTIME OF SAMPLE ORDER FOR OUR FAIRS – THE ORDER MUST BE IN THE INBOX TO THE SAMPLE ROOM 3 WEEKS BEFORE THEY NEED TO DELIVER - I KINDLY ASK YOU TO RESPECT THAT – YOU ARE PUTTING ONE OF YOUR COLLEAGUES DOWN ON THE LIST IF YOU ARE NOT KEEPING THE DEADLINES WE HAVE AGREED UPON

## DUNI TOOL

Duni tool – film part is updated with the latest Dunilin movie as well as an old Evolin. If you have problems with Duni tool – get in contact with me and I will take it further.

## W2P

I am curious about how you use the new W2P tool? I know there were some issues last week but it should be solved. Please let me know how it works.

We will bring it up on the sales meetings in April/May as well.



# SUCCESS STORIES

## Some news from the field

We are doing fine in Denmark – except from the new Dunilin® which makes the result less good than expected. But we have a lot of things going around that hopefully will give us some extra money on the bottom line when we close up the March result

Food Service Denmark has finally decided to go with us again more to come about that. We are also working on a new enduser price list that will distributed as soon as it is ready.

**Maria** - New customer taken from Linen to Dunilin (Restaurant Fregatten) and now I am working on getting them over to Evolin® as well. Dunilin® design sold to Nygårdsplats together with Dunisoft design, Café Hjertetraet is now setting the tables with Evolin®, Dunilin® and LED. Glostrup park hotel onverted from linen to Dunilin® 48

**Thomas** has got some new customers for Evolin and I really try to get some of my wholesaler sales reps to stop focusing on price an competition and work with our WOW products towards linen washeries. It will take some make but I believe if will work out.

**Anette** – a lot of business with Evolin® both reels and folded + Dunilin and LED – Torvehallerna in Sønderborg as well as Kirsten Kitchen. LED and holder business for approx 5.000€ in one restaurant. Compass has chosen Evolin®

**Dan** - Offers out to Multiline, Toprent and Stadsing for some PP and LED to DFDS. More info to come. Product traning with the sales reps in Clean care, Campaign with BC (all Denmark) for Dunicel®Dunisoft® and Dunilin® - result will come. I have also some campaigns going on with AB for Evolin® and Dunilin®

**Ulrik** – also a lot of LED is sold together with Evolin®, Dunisoft®, DUnilin® - new customer is Holstebro rental company. I have also been decoration tables for SOS children. One customer testing to through out the linen and replace with Dunilin® - I will come back on this one (Helnan Marselis Hotel in Århus), Reels Evolin® in Baekke Bears

Some pictures from the SOS gala where  
All the settings made from sponsor logos



**Martin** – working with bigger prospects Dunilin®and Evolin®we have Scandic with some hotels which we now are chosing, Arp Hansen testing from March 1<sup>st</sup> with Evolin® and DUnilin®, signed contract with Meyers contract catering, Copenhagen Event test with Evolin® and Dunilin® has been successful (thanks as well to Maria) and they are now working with only Duni “linen products, Been to a meeting with Fredriksborgs Center restaurants concerning Evolin® and Dunilin® and the stomach feeling is good. Test Trattoria Nouva (together with Maria) – 1 days with Evolin® and Dunilin® - below you see the pictures from Copenhagen Island – decorated with Evolin® and Dunilin



## Catering Nord fair – Gigantium Aalborg (Dan and Ulrik)

It was a great success as always and resultatet in 33 taken orders – a lot of leads to be handed with samples, customer visits. All in all a value of DKK 125.000 – from our focus areas we can report – 14 SKU's of LED, 11 SKU's of minilamp, 32 SKU of reels Evolin® and 40 folded SKU's of Evolin®, Dunilin® 40 and 48 = 53 Sku's





# SUCCESS STORIES



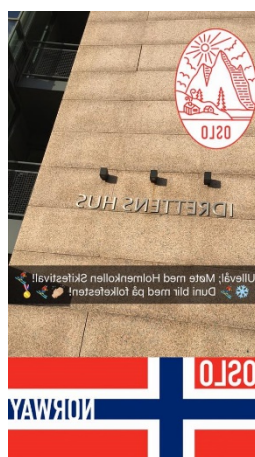
New Evolin® customer Sanden hotel in Hokksund. To expensive cost for the linen (NOK 40 + transport) – and the choice became easy. (Agnes)



New Evolin® customer Engø gard will start using Evolin for smaller events now and then for summer occasions. New people in the staff lead to this. (Agnes)



New Evolin® customer Clarion Collection tollboden i Drammen. From a trial of 240 cm round black – they decided to use it for bigger events/parties. In addition – squared white as well (Agnes)



☆ Duni will be supplier of Holmenkollen Ski arrangement 2019! They will change to Evolin black (earlier expensive fabric). On top of the Evolin – a slipcover to save the tablecover. The reason for changing is – customer satisfaction and economy. (Mari)



Good cooperation with «coffe company»(Agnes) Always nice to see designs from Duni!



Nina has led some customer events together with Norengros Brusdal. Customers got a goody bag from Duni when they left!



Yearly fair in Vrådal with Duni as one of 44 suppliers



# SUCCESS STORIES

Sweden starts all months really good and seems to be a bit tired when we write the last day – we are – like Denmark and Norway having challenges with new Dunilin®

## Close the Loop

We have two customers who wants to be in the test “Close the loop” in Stockholm where we help them to pick up waste from Evolin and Dunilin with an electric bike. More information to come about this.

## Richard

**New Dunilin®** - good respons from the wholesalers I have been out visiting – but you need to get them as focused as we are. Like working with the IPAD – specially now when the Duni tool as well is working. Simple to show our films and presentations. Still new in the team but have been doing a few news presentations both at wholesalers and endusers. Converted 2 customers from Dunisoft® to Dunilin® - I succeeded after showing and setting some tables with different designs and products in the different qualities. I have 3 prospects now testing Evolin and I can't wait until they make their decision.

## Isabel

Spring its on its way and you can see that as customers are asking for lighter colors and more design on napkins and TAT's. My focus is still hotel and the conference part but also starting actively to find the right customers also in Stockholm City. Most interesting has been the meeting and a trial with Evolin® with Stockholm conference center who can take up to 4000 people at the same time. To be continued.

## Daniel

I have closed the business with Tyresö Slottskrog with Dunilin®, Dunisoft® design, TAT, antique candles (!) and slipcovers. Skepparholmen has ordered two pallets of Duniletto slim – they have got samples of 48x48 Dunilin® to the new restaurant and I am waiting for feed back here – could also be a lot of LED. To be continued....

The restaurangts in Svenska riksdagen – driven by Fazer, will start with our LED and in addition Dunisoft® and some slipcovers. Round Evolin® will appear in Nynäshamn “Skärgårdshotellet” and Evolin will also be found in Myntkrogen. Trial in restaurant Patricia – hopefully with a positive result. As a result of good cooperation with a wholesaler (REKAL) we sold DUnisoft® for breakfast, Duniletto slim and Towel napkin for lunch and 20x20 as the bar napkin – all to the same customer “Pernilla Wiberg hotel” in Idre.

## Peter

I showed Evolin® to Karlstad congress center – it is a big linen customer with a lot of round tables. Liked the 240 cm but the price was a bit to high and they are now thinking about Evolin® reel as a complement to their linen – still a start.... and this is really to be continued.

SelmaSpa upgraded from tissue to Dunisoft® 1/8 folded for breakfast – standing in our nice bamboo boxes. Looks impressive – extra sales here I need to mention – 5.000€ only for breakfast.

## Ann-Louise

Some more weeks has passed and now I feel really confident using the arguments we have to convince and convert. As I said when we met in Poznan it helps to be a bit more “tough”. I have chased one customer in Malmö for a year now only having linen – 9 restaurants in the same group. I called and got hold of her and asked of it was not time to test Evolin® - I said I only need 15 minutes to dress a table. Our new colleague Johan Bandling was travelling and was there when we “wowed” her – she though it looked nice and very strict and when we came into the arguments about handling she was sold!! Their agreement with Berendsen will soon go out and if it will be a go it is huge amounts of money when you convert – for this business – Dunilin® and Evolin® = 450.000 SEK a year. I have another trial – part of the Glasklart restaurant (close to the office) - also with Dunilin® and Evolin®. Can't wait until the trial is over.

## Glenn

Started a work to review the WS assortment – remove all the not active article numbers that has not been removed the last years. More important to have our WOW assortment in place – both for them and us

The Pilot Choice/Compass has started up with a meeting on Karolinska congress hall – the aim was to sell in Evolin reels but leaving the meeting there was also interest round LED, folded Evolin. Next in the group is Tele 2 Arena and Umeå University – Universeum Restaurant.

## GOLD MEDAL TO THE SWEDISH GIRLS







# SUCCESS STORIES

February was a really good month in Finland, especially the new Dunisoft designs sold huge amounts; both unicolors and the design. Also really good sales for Evolin, especially the t-a-t. We are now well in budget figures which is great! Here are some of the highlights:

## **Kaija**

New business both for Duniletto and Dunisoft, both PP and unicolor. One Monday even 70SKUs of Dunisoft!

## **Ninni**

Candles for Gastropub, worth of 5000€. Turnaround at Restaurant Pollos (see the photos): Bambuboxes, Dunisoft, tissue, candle concepts. Figaro: new test for Dare to Compare.



## **Jonny**

Dare to Compare presentation for Dunilin/evolin at Sunborn chain. New PP deals also during Feb.

## **Pete**

Really good Dare to Compare meetings at customers, eg. Hartwall arena, Sokotel, Helsinki Stadium (Restel). Restaurant Messenius: test for Dunilin to replace linen agreed.

## **KAM**

Pia has been working on large tenders to ABC chain and Kespro. Several Dare to Compare cases going : eg. Sokotel on chain level. Tommi working on Fazer and visited The Castle of Turku for Dare to Compare.

## **Easy Fair - Helsinki**

6-7<sup>th</sup> of March we attended FastFood&Café with Mealservice in our new stand. We had a lot of visitors and there were many prospects – hopefully many of them will come to real business



# AM statistics

## February 1st – February 28th

Follow up - Dunilin® Evolin® LED and PP

	Nr of New Accounts Dunilin		Nr of New Accounts LED		Nr of New Accounts PP		Nr of New Accounts Dunisoft Design		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.	Nr of new wallet	Estimated value in local curr.	Nr of new wallet	Estimated value in local curr.	Nr of new wallet	Estimated value in local curr.	Dunilin	Evolin
AM												
Anette												
Maria	8		8		3		2		4		2	1
Thomas	2		1		2				2		1	1
Ulrik	6		21		1		2		5		1	1
Ann-Louise	3		2		1				2		1	1
Rickard			1									
Peter	1		7				1		2		2	2
Isabell												
Daniel	4		1				3		4		5	5
Johan												
Kaija	7		5		3		15		4		5	5
Minnamari	7		1		1		10		4		16	15
Jonny	6		3		5		7		4		1	2
Nina	15		4		6		9		13		2	2
Petri	6		12				2		3		6	6
Agnes	3						22		5			
Mari	9								2			
Hege	2		4									
Nina	7		8				5		6			
Robert							1					
Dag	6		4				5		3			
Total	92		82		22		84		63		42	41

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



# GAMIFICATION

## FIRST UPDATE


Jan 1<sup>st</sup> - Feb 28<sup>th</sup> Hunting for new business for Dunilin, Evolin, LED, Dunisoft Design

## GAMIFICATION PRIZE

A two day taste of London

4-6<sup>th</sup> September 2019

- Tower of London tour
- Tour of London's latest food concepts
- Wow eating and drinking experiences
- Free time to explore London



Country	Rank	Player	Score - Jan	Score - Feb	Score - Total
NO	1	Agnes Stolsvik Stokka	8	58	66
NO	2	Nina Oliann Røssnes	11	44	55
NO	3	Dag Pettersen	0	41	41
NO	4	Mari Holm Nilsen	0	34	34
NO	5	Hege Sande	8	2	10
NO	6	Robert Winther	0	0	0
SE	1	Daniel Borjesson	1	31	32
SE	2	Peter Pergenius	4	14	18
SE	3	Ann-Louise Hojing	0	17	17
SE	4	Isabell Sifalera-Jakobsson	0	0	0
SE	4	Johan Bandling	0	0	0
DK	1	Ulrik Hauge	25	36	61
DK	2	Maria Garcia Kristensen	11	40	51
DK	3	Anette Poulsen	44	0	44
DK	4	Thomas Nielsen	13	6	19
FI	1	Nina Sippola	3	117	120
FI	2	Kaija Väisänen	36	44	80
FI	3	Minnamari Eskelinen	41	9	50
FI	4	Jonny Stolt	28	20	48
FI	5	Petri Känkänen	0	44	44