



NEWSLETTER

NO 3. 2019

TABLETOP NORDICS



Here comes our 3rd newsletter for 2019

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

It is so important to have full control of our sales – mainly Dunilin® at the moment. Better to check one extra time if the customer got their articles than not knowing.

LIFE IS HARD,
BUT GIVING UP
IS NOT A
SOLUTION.

@CTATER

RESULT 2019 – until April 11th

Country	MTD Apr 2018 [SEK]	MTD Apr 2019 [SEK]	Growth MTD	YTD 2018 [SEK]	YTD 2019 [SEK]	Growth YTD
Danmark	3 027 266	2 949 916	-2,56%	19 384 026	19 591 600	1,07%
Finland	1 564 357	2 501 261	59,89%	16 245 828	18 234 573	12,24%
Norge	3 578 168	6 784 774	89,62%	33 752 612	36 911 450	9,36%
Sverige	3 236 764	3 644 530	12,60%	25 850 527	25 170 612	-2,63%
Total	11 406 556	15 880 481	39,22%	95 232 993	99 908 235	4,91%

General information

Conferences

We will have all sales conferences during April and May and a short report will come in the next Newsletter.

Christmas samples will be sent out to Sweden and Denmark this week and to Finland during Easter week. Norway is also on its way and you will have them after the sales conference – right after Easter.

Stefan is still on sick leave – we don't know when he is back so I kindly ask you to be very clear when you make a request for something and as well – plan good in advance. That concerns all ads – banners – flyers. When it comes to pictures you should address those to sales support.

SAMPLE ROOM

Pontus and Eva have a wish that you have an extra look when you write the address to the customer – should be in the delivery address field – and as well if possible add the telephone number. This will make it easier for the chauffeur if the customer is not in place – and we save some money as it does not have to be returned and sent again. WIN WIN.

CUSTOMER SERVICE/CUSTOMER SUPPORT

New phone system

The currently phone system Nfon will be kicked out and a New Cloud Telephony system from 8 x 8 (an American Company) will be implemented in Malmö, Skåpafors and Helsinki between 10-14th of May (in total 275 users). Testing are running by EFF in Poznan and the implementation will be done for all Business units in 2019/2020. More information will follow.



SUCCESS STORIES

Some news from the field

We had together with our Wholesalers and customers a really tough March. It seems that the Horeca market all over Denmark has been black – though I have a good feeling for April (only some days has gone) but there is a lot going on out there with activities – campaigns and I count on and know that you will fight to get back what we have lost – Money talks!!

- **Thomas** has been out driving with Patrik and Jan. Scandic Copenhagen – test with Evolin in different sizes, Scandic Weber is testing Dunisoft 20x20, Scandic Front maybe a deal with Dunilin darkblue & LED for their terrass, Grand Hotel will test Evolin Ø240 and Jægerhytten is testing Evolin. Hotel Lautrup is testing both Evolin and Dunilin. Also one new customer Il Terzo Nuova Italia buying Evolin for DKK 10.000 as a start.

- **Martin** has been to a meeting with Frederiksborg Center restaurang – and they are testing Evolin – report for next newsletter. Copenhagen Marriott will start testing Evolin/Dunilin. Test has started and more info will come. Dunilin 48 and both reels and folded TC's. Crowne Plaza has also started with testing Evolin round and folded, Duniletto for room service and Duniletto slim for breakfast. Event company Aamans is at the moment testing folded Evolin and Dunilin 48 in ¼ fdold and 1/8 fold. Meeting with Dalle Valle Haci concerning delivering napkins to the restaurants within Dalle Valle.

- **Dan** has spent his time with meeting the big WS and talking about new Dunilin[®]. Multiline has got the presentation of A&W and for the first time the took all 3 Autumn designs and 8 Christmas = ALL TIME HIGH. Campaigns on Evolin[®] and Dunilin[®] at INCO. Catering fair Midt with a lot ot WOW products sold and finally we got the PP dead with Danske Hoteller – Dunisoft and 24 cm tissue – DKK 200.000.

- **Maria** new Evolin[®] and Dunilin[®] customers and as well LED – restaurants – café's, amusement park and elderly homes.

- **Anette** new Evolin, Dunilin and LED – event companies, restaurants and bigger cafés. Challenge with our prices of round Evolin[®] compared to linen.



SUCCESS STORIES



Kysten Rundt»-fair. ☀️ A lot of interesting customers have given Bente and Mari a really good day. Increase on the chain!! 👍 ⭐

LED candles – both the old and the new mini were finally sold to Hospitals in Telemark – Prosgrunn, Skien and Notudden. A good reference to other similar customers to get the business. New holders to be found in all cantines (Agnes)



Nina and Monica – joint fair TT&MS – ASKO in Førde!



Competition in food and serving – Norwegian school championship in Greveskogen Tønsberg . Duni is the sponsor for these future restaurant owners or chefs (agnes)



Another nice day at work – photoshooting at Norengros for building up summer and environment. (Mari and Agnes)



SUCCESS STORIES

Sweden during March

We have had a tough March where we have been behind most of the month – and we will not reach the full budget. Positive is that Dunilin® is moving a bit better but still far from what we have expected -30% compared to last year – adding the Dunisoft designs we are a bit better - -6%. Evolin® is moving on though we have some deliveries that are not in line. Beginning of April we will make a summarize in the Swedish sales conference.

Close the Loop

Paul Svensson (swedish chef) och **Fotografiska restaurant** has said YES to be in the test and Scandic Downtown camper will come back with a decision.

Richard - still working to get the full picture of my district. I had two cases with Evolin® which didn't work out as I though. They will continue with linen but will keep on using candles, Dunisoft and PP. I will not give up - Dunilin® will be there some day. KOKS & ODD Fellow banquet hall will after my presentation of Evolin® have it for evaluation. We made a minifair with Liseberg (amusement park with a lot of different units) which gave us the possibiity of meeting the responsibe people all over the par. Rondo will make a test with Evolin®. IPAD is a really good tool to work with. Just an idea to all of you is to mail the PDF's to yourself and save in the iBooks app – easy to mail further to customers.

Isabel - more active with my IPAD – still have the PC as a back up. Trial at Scandic Ariadne with folded Evolin® and Dunilin® - a hotel with a lot of conferences. Trial with Quality Friends (by the arena) turned out to be positive and I will meet their concept developer to show and propose some tablesetting packages that they can offer their guests. Aronsborg Conference hotel was also very happ with the Evolin® and with the saving of 40 minutes just for a setting for 350 persons with the reels and the "wheels" I hope they will send me the order. Next Newsletter I knowmore.

Johan – will have more to tell in next newsletter when he has at better overview over the district – I feel proud of being with Duni and present the really good assortment we have. I have visited Compass Group with Glenn, good meeting where we got the order of Evolin and the "wheel". I have also met Sodexo who has a lot of restaurnats and hotel in the Norrland area and it will result in Dunilin® and Silicon holders.

Daniel – suddenly it happens – PP for Fjäderholmarna with Dunsoft 20x20 and change from Elegance to Dunilin®48. Wheels on reels out with Evolin on tests Tele 2 Arena, Stockholm Fair and Quality Hotel Nacka. Coming back to that. New restaurant customer within Martin&Servera – TAT Evolin® and Dunilin®. Restaurants within "Svenska Riksdagen" is now upgraded from tissue to Dunisoft and has also LED. Scandic Norrköping will change from tissue to Dunisoft and next challenge there is to replace the oil lamps.

Peter – new Dunilin® feels good. Spring summer season is here and I have booked some bigger restaurants at golf clubs for the season. All outdoor restaurants seems to have opened their eyes and are calling and want to have some visit and help. Continue to work and keep track if Scandic – Choice and Elite so that they don't forget who is the best!!

Ann-Louise – really busy weeks and the best is Rusthållargården which has got a new restaurant responsible with an open mind and they bought the proposal of being the place to offer an environmentally friendly wedding – with **Dunilin®** instead of linen and as well offer Dunilin® for the conference guests who wants to have the "cheapest". They will have the articles in stock for all the occasions. PP is important now and I have followed up 1/3 from last years customers to see that they are still buying and inform about the new Dunilin®

Glenn – met the Head of F&B of Choice Quality to come further with linen conversions in Choice. She is positive and will talk to other colleagues when we can start with the hotels to be in the pilot – more info to come. **We are free to visit all Choice hotels** to present Evolin/Dunilin. An article books is made with PAC.

As usual at last we remember the football came – Norway-Sweden two weeks ago. Norway in the lead with 2-0 when Sweden put themselves together and made 3 goals - NEVER GIVE UP – better to have 1 point than 0 – reminds a bit about Dunilin® sales within TT





SUCCESS STORIES

March was really good – we made it over the budget figures again 😊 Dunisoft is driving the growth but also the table coverings: finally we see growth there as well, both for Evolin and for the Dunisoft. Dare to Compare is the name of the game, and we have many interesting cases on going. Here are some of the best high lights of the month:

Kaija

Restaurant Captain Makasiini: 70 SKUs of PP 48cm Dunisoft instead of 1/8 tissue. A real upgrade!

Ylläs Humina Restaurant & Hotel: 48cm PP Dunilin Saaga + 20 cm black dunisoft , again with the Saaga design.

Kaija has got a lot of good feedback for the new Dunilin!

Ninni

Working on contracts for some of the local restaurant chains together with Pia: Nina's Kitchen and Aleksí's Restaurants.

Ninni already got through the dispenser napkin to Nina's – worth 10 000€ annually. Ninni is also woking on a larger order for a summer festival in Kuopio: worth 8000€. SOK Joensuu will open up event premises to the center of Joensuu and they will use Evolin and Dunilins Saphira and Royal. Ähtäri has choses the Leaf serie to the Panda house. Highlight of the month was visit from Helene and the Dare to Comare made at Järvikylän Sydän resort together. Cocina slipcovers and the t-a-t were chosen but the next is to work more on replacing the linen with Evolin /Dunilin.

Jonny

Several D-to-C testings during the month and some positive results as well already. One customer had contacted Jonny because of seeing Evolin at an event that he had attended. Before this customer was not interested but now after seeing it used by someone else in the area he suddenly wanted to start ordering. It's good to see the positive circle effect when we get Evolin out more and more!

Pete

D-to-C with Pia for Sokotel -chain: first dinner in the evening and the next morning the evaluation. Best was when one of the restaurant managers yelled that she had been "*cheated*" by Duni with Evolin – she had thought it to be linen! Pete already has got this hotel to use the Evolin reels and they wanted the reels on wheels as well. Same also to the Helsinki Ice Hockey -Stadium for testing. Reels seem to work out and the wheels as well. Also D-to-C testing agreed for the Finlandia House.

Pia

We got the bread basket -napkin from Fiblon: 12 000€ for Dunisoft 48cm! This can be bigger if also other part of the S-chain will take it. 18000€ deal with Palmia: S&S design t-a-t and 33cm tissue napkins for their spring theme. D-to-C to Sokotel – see above – together with Pete. This was a great factory for us already to be able to make a presentation on this level – we have never been able to do this before! Now everyone is keeping their fingers crosses how this will go forward for the entire chain. Contract negotiation at local chains together with Ninni: Nina's kitchen and Aleksí's Restaurants. Many other good cases "in the air" : hoping to conclude soon 😊

Tommi

Restamax / Noho group candle deal 19 000€ annually. Scandic -assortment also finally concluded and implemented. Next step is to have the D-to-C to start there as well. Finnairin napkins tender done 320 000€ - we are keeping the fingers crossed here as well!

Järvikylän Sydän – before



Järvikylän Sydän – after



Before



After



AM statistics

March 1st – March 31st

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	2		13				8		8		2	2
Maria	13		15				8		9		9	6
Thomas	3		3		1		1		2		1	1
Ulrik	13		28		3		5		6		2	2
Ann-Louise	8		6		3		11		2		1	4
Rickard			1									
Peter	3		7				10		3		8	10
Isabell	10		2		1				6		4	4
Daniel	7		4				6		4		6	5
Johan												
Kaija	15		6		2		15		5		6	6
Minnamari	6		1				9		2		16	15
Jonny	7		5		3		11		10		1	4
Nina	20		10		4		11		13		4	4
Petri	10		11				6		4		10	10
Agnes	3		4				30		3			
Mari	12		1						4			
Hege	14		16				19		5			
Nina	12		15		1		5		8			
Robert	2		7				8		3			
Dag	8		5				11		2			
Total	168		160		18		174		99		70	73

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

Jan 1st –March 31st. Hunting for new business for Dunilin, Evolin, LED, Dunisoft Design

GAMIFICATION PRIZE

A two day taste of London

4-6th September 2019

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

Game	Rank	Player	KPI #1 No of new wallet lines Dunilin	KPI #2 No of new wallet lines Evolin	KPI #3 No of new wallet lines LED	KPI #4 No of new wallet lines Dunisoft design	Points
			3	3	1	2	
DK	1	Ulrik Hauge	17	11	41	5	135
DK	2	Maria Garcia Kristensen	15	17	20	8	132
DK	3	Anette Poulsen	2	12	59	8	117
DK	4	Thomas Nielsen	3	4	7	1	30
FI	1	Nina Sippola	23	21	11	10	163
FI	2	Kaija Väisänen	15	5	6	16	98
FI	3	Petri Kähkönen	12	10	15	5	91
FI	4	Jonny Stolt	9	11	5	10	85
FI	5	Minnamari Eskelinen	9	4	1	5	50
NO	1	Hege Sande	14	6	16	17	110
NO	2	Agnes Stolsvik Stokka	3	5	4	30	88
NO	3	Nina Oliann Røssnes	11	9	16	5	86
NO	4	Dag Pettersen	9	4	7	10	66
NO	5	Mari Holm Nilsen	12	3	2		47
NO	6	Robert Winther	2	3	7	7	36
SE	1	Ann-Louise Hojning	13	8	9	6	84
SE	2	Daniel Borjesson	9	8	6	5	67
SE	3	Isabell Sifalera-Jakobsson	16	5	2		65
SE	4	Peter Pergenius	3	4	8	10	49
SE	5	Richard Barkstrand	1	2	2		11
SE	6	Micha Roxenberger		1		1	5
SE	7	Johan Bandling					0