



WINTER 2019

*The read thread for the ultimate
sales visit*

Christmas sales 2019

PREPARATIONS

- What did they buy last year?
- Visit their web page to check new interior
- New owner or are they part of a chain
- Advertising for having Christmas tables
- Are they having events and as well catering



Christmas sales 2019

PREPARATIONS

- Pack your bags with our premium WOW products – good to have 3 different color combinations (unicolor)
- Plan to show 3 different designs with uni (Christmas)
- Back up plan is to have as well a YR design (Saphira or Royal)
- Presentation of the reels on wheels with Evolin (event and catering companies)



Christmas sales

MEETING

- If possible – set one or two tables before the meeting starts – both LED and living candles if possible – start with heroes – Star stories red and Linen snow. In addition “Brilliance” in all three colors - just put them on the table with Linen snow as “extra” – greige and white is perfect match and black will be the eye catcher
- Always start with asking about the present table covering and napkins – talking out from the tables decorated
- If Christmas tables – sitting or buffé – additional sales for the buffé – “glögg” before = additional sales of napkins as well if the dessert is at a separate table – Dunitex for the buffé table
- If event / catering customer – always show the table skirt as well as the reels on wheels concept



Christmas sales

CLOSE / AFTER THE MEETING

- Take the order – offer to bring the order to the wholesaler – secure it is Duni products
- Check with WS so they have the ordered products in stock
- Follow up with the customer that they have got what they ordered
- If samples – send the order immediately to the sample room and follow up that they have got the samples and if they are satisfied and want to make an order



Christmas sales

WHY DUNILIN®

- Good to fold - either unicolor or design Dunilin® napkins with a more elegant touch
- Perfect match between Dunilin® and Evolin® as well as Dunilin® and Dunicel®
- A lot of colors to choose from – now including red in 40x40 cm
- Different formats for different occasions
- Hygiene aspect
 - Always a fresh napkin – no stains or holes
 - Use the napkin to put the cutlery on
- Financial aspect
 - Only order the number of napkins you need
 - Cost control – no agreements
- Environmental aspect
 - Ecoecho®-umbrella – both uni and design
 - 100% compostable and the best choice for the WOW tablesettings



Christmas sales

WHY EVOLIN®

- Always the same format as you have a new tablecover each time
- Straight lines following the table
- Perfect match between Evolin® and Dunilin®
- Always a format for your table – reels, round, square and rectangular in different sizes
- WOW colors – white, black, greige, granite grey, bordeaux and cream
- Hygiene aspect
 - Always a fresh tablecover – no stains or holes
 - Protects the cutlery and plates from lying directly on the table
 - Packed in a cardboard box
- Financial aspect
 - Only order the number of tablecovers you need
 - Cost control – no agreements
 - No extra freight costs
- Environmental aspect
 - FSC® certified



Christmas sales

DUNICEL® V/S EVOLIN®

- **What is common?**

- Environmental
 - FSC® certified
- Material
 - Water repellent
- Hygiene
 - Cover tables
- Assortment
 - Reels, placemats, slipcovers
- Usage
 - Reels, placemats, slipcovers



Christmas sales

DUNICEL® V/S EVOLIN®

- **What is the difference**
- **Material&Structure**
 - Dunicel® Flat - thin
 - Evolin® Embossed - thicker
- **Occasions**
 - Dunicel® – JOY
 - Contemporary and Friendly – different kind of more „simple“ parties – garden, company, crayfish etc
 - Colors bright
 - Evolin® - WOW
 - Luxurious and spectacular – weddings, anniversary, chefs dinner etc
 - Colors clean/stylish
- **Different assortment**
 - Folded tablecovers in Evolin® - match linen

