ELFA BREAKING NEWS

2019

May 31, 2019

BIG NEWS 2019!

WHY ELFA

A strong brand with storage solutions for the entire home.

CREATING SPACE IN EVERY DAY LIFE

Elfa through life

An Elfa solution can last a lifetime and can be re-arranged or expanded when needs are changing.

Quality perception

Key words associated with Elfa are quality, flexibility, easy to expand and solutions that can hold a lot of things.

A well-known brand

The Elfa brand is well-known and is the strongest brand behind IKEA among the most well-known storage brands in our target group.

Source: Brand equity survey, Prognoscentret, dec 2018

ELFA –
ONE BRAND STRATEGY

Storage for the entire home

Elfa has a differentiated assortment with a high level of innovation – Ingenious Design.

The Elfa offer creates storage solutions for the entire home. We have many smart solutions for closets, hall, laundry, storage and garage.

Best-in-class sales tools

With one brand we can focus our resources to develop the appriceated and functional platform we already have today.

Unique offer

With the functionality of the Elfa system completed with the wooden looks and accessories of Elfa Décor we will get a unique offer on the market. We can offer all functions of a traditional melamine wardrobe, but with all the Elfa smartness.

MARKET INSIGHTS

People are frustrated

1 out of 2 Swedes are frustrated due to bad storage at home and wish that their possessions were better stored and organised than they are today.

Important when buying

Large capacity, functional design and that it is easy to assemble/install are most important for the Swedish target group when buying a storage solution..

Source: Brand survey,Yougov, oct 2018

Brand perception

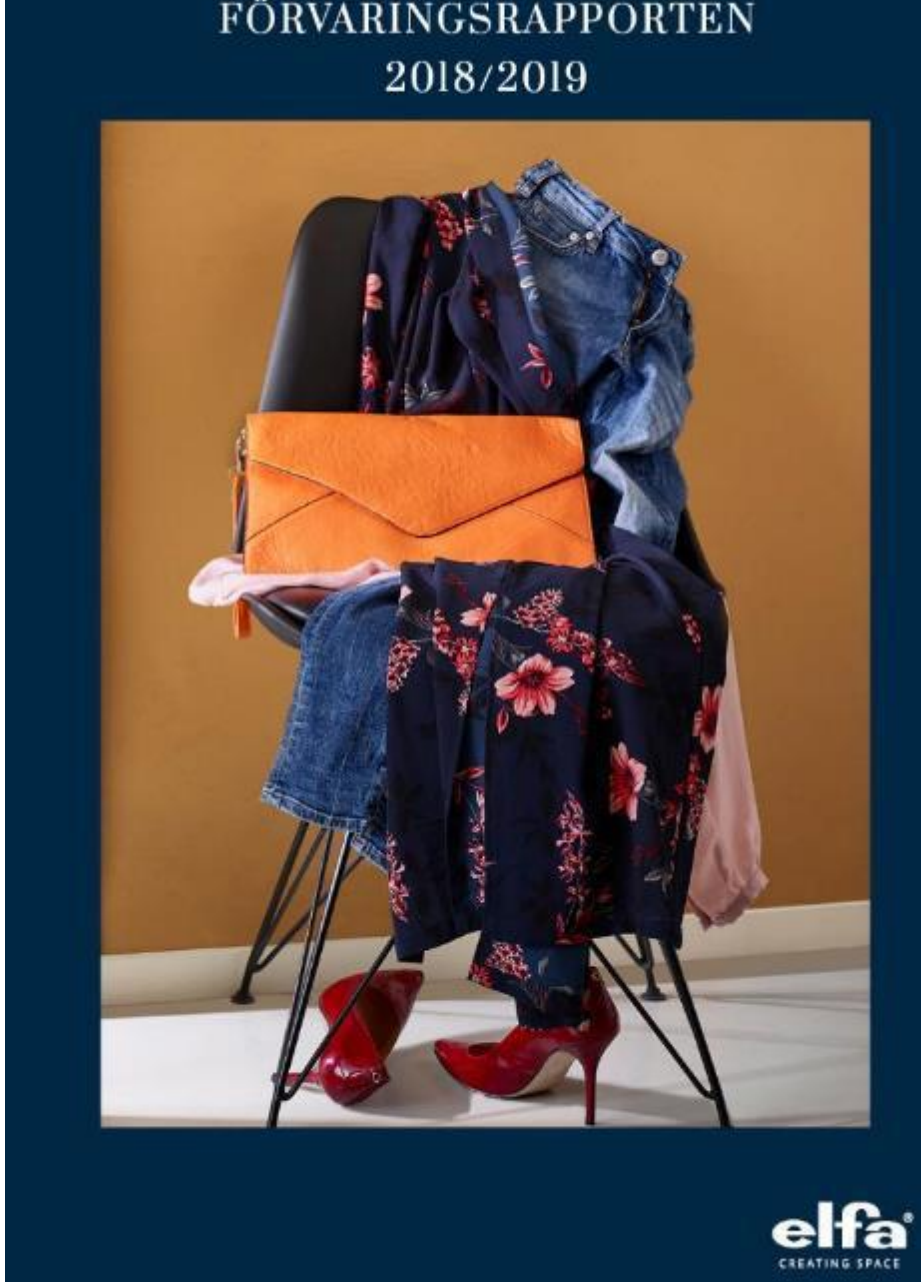
Elfa is mainly seen as one of the leading storage solution brands, with a clear focus and the brand for those who value quality.

Source: Brand survey,Yougov, oct 2018

Walk-in-closet

The Elfa brand is well-known and is the strongest brand behind IKEA among the most well-known storage brands in our target group.

Source: Brand equity survey, Prognoscentret, dec 2018



SPACE FOR
CREATING
MEMORIES.

CREATING SPACE IN EVERYDAY LIFE

Our guess is that clothes, shoes and things fill your home – they are everywhere and not always where you want them to be. With ingenious storage solutions things will find their place and you will find your things. We can inspire you to recover cubic metres you may have lost to temporary solutions. Storage that creates space will bring back and improve your living space.

CREATING SPACE – BRAND COMMUNICATION

Ingenious storage creates space for the most precious things in life. Maybe for having space for playing and family activities.

- The Elfa Mission ”Creating space in everyday life with ingenious storage solutions” is the base in all our communication.
- The new brand profile introduces pictures and communication that reflects everyday life. Our brand communcation includes storage knowledge and tips how to create the most space efficient and functional storage solutions. The colour palette has been updated to create a modern and soft impression.
- The tagline ”Creating space” is challenging us to create communication where we show living situations where the increased living space is used for memorable activites.

Security Level Internal

LAUNCHES

A year filled with space creating storage solutions

CONTENT
STORIES/THEMES
2019-20

DÉCOR LAUNCH
”Walk-in-closet special”
”Smart city closet”
”Hallway bliss”

UTILITY GARAGE
”Finding things”
”My passion”

STORAGE REPORT INSIHGTS
”Real storage problems – real solutions”

CONTENT CALENDAR 2019-20

This year's communication will focus on the Décor launch with a “Walk-in-closet special” and “City closet solutions”. During autumn we will re-activate our Garage assortment.

We will deliver content for all your digital media. Together we will maximize the living area in consumer homes.

BUILD UP INTEREST!

Walk-in-closet
(White Décor)

Walk-in-closet
(White Décor)

City closet
(Grey Décor)

Hallway bliss
(White Décor)

DECOR LAUNCH ACTIVITES

Walk-in-closet
(White Décor)

Storage challenges
+ solutions
(Recycle/temporary storage of clothes)

JUN JUL AUG SEP OCT NOV DEC JAN FEB MAR APR MAY

Storage challenges
+ solutions
(Temporary clothes storage solutions)

Finding my things
(Utility Garage)

Storage challenges
+ solutions
(Recycling)

My hobby
(Utility garage)

BIG RELAUNCH
DÉCOR

DÉCOR MIRROR

CLASSIFICATION:

ASSORTMENT:
Click-in system/Clothing accessories

PRODUCT FACTS:

- Solid birch frame
- Clear mirror glass with safety film
- Silicone fasten the mirror on backside
- Packed with care
- 4 fitting parts, chromed steel, one slot cover

UNIQUE SELLING POINTS

- A mirror into metal shelving unique for Elfa.
- Great solution in both hallway and bedroom applications
- Good combination with Décor Accessory Tray

ART. NO	PRODUCT NAME	COLOUR
600015	Décor Mirror	White
600020	Décor Mirror	Grey

ACCESSORY SHELF

CLASSIFICATION:

ASSORTMENT:
Click-in system/Clothing accesso

PRODUCT FACTS:

- Solid birch frame
- Bottom in birch veneer on mdf.
- 2 fitting parts, chromed steel, 2 slot cover
- 60 cm width

UNIQUE SELLING POINTS

Shelf gathering small things and accessories
Great solution in both hallway and bedroom applications
Good combination with Décor Mirror

ART. NO	PRODUCT NAME	COLOUR
607415	Décor Accessory shelf	White
607420	Décor Accessory shelf	Grey

UNIQUE SELLING POINTS

- Closed look with accessibility and overview
- Providing furniture feeling and solid wood beauty
- Great solution in both hallway and bedroom applications

DÉCOR DRAWER BOX

CLASSIFICATION:

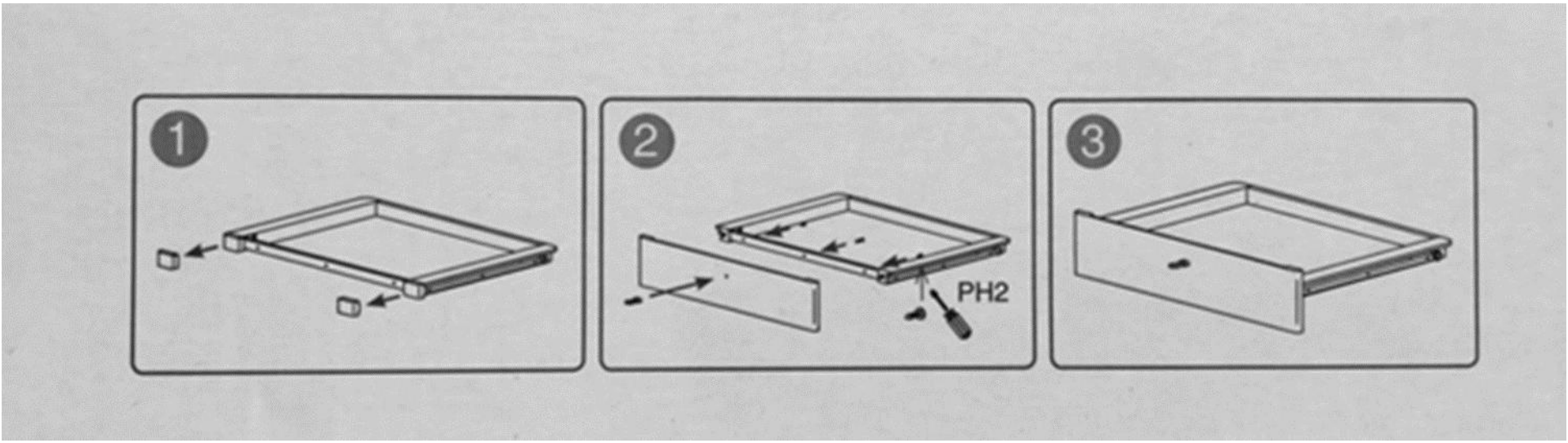
ASSORTMENT:
Click-in system/Clothing accessories

PRODUCT FACTS:

- Frame for Front with solid birch on 3 sides and one side in metal, to fasten the Front.
- Drawer Front in birch wood.
- Optional sets of knobs/leather pull sold separately.
- Width 60 cm and Depth 40 cm.
- Successful product in US market!

ART. NO	PRODUCT NAME	COLOUR
610915	Drawer frame for Box	White/White
610920	Drawer Frame for Box	Plat/Grey
611115	Box Front 1-runner	White
611120	Box Front 1-runner	Grey
611215	Box Front 2-runner	White
611220	Box Front 2-runner	Grey

INSTALLATION GUIDE OF A DÉCOR DRAWER BOX



UNIQUE SELLING POINTS

- Sold separately to provide customization in look and feel
- Variety of style and materials

DÉCOR KNOBS

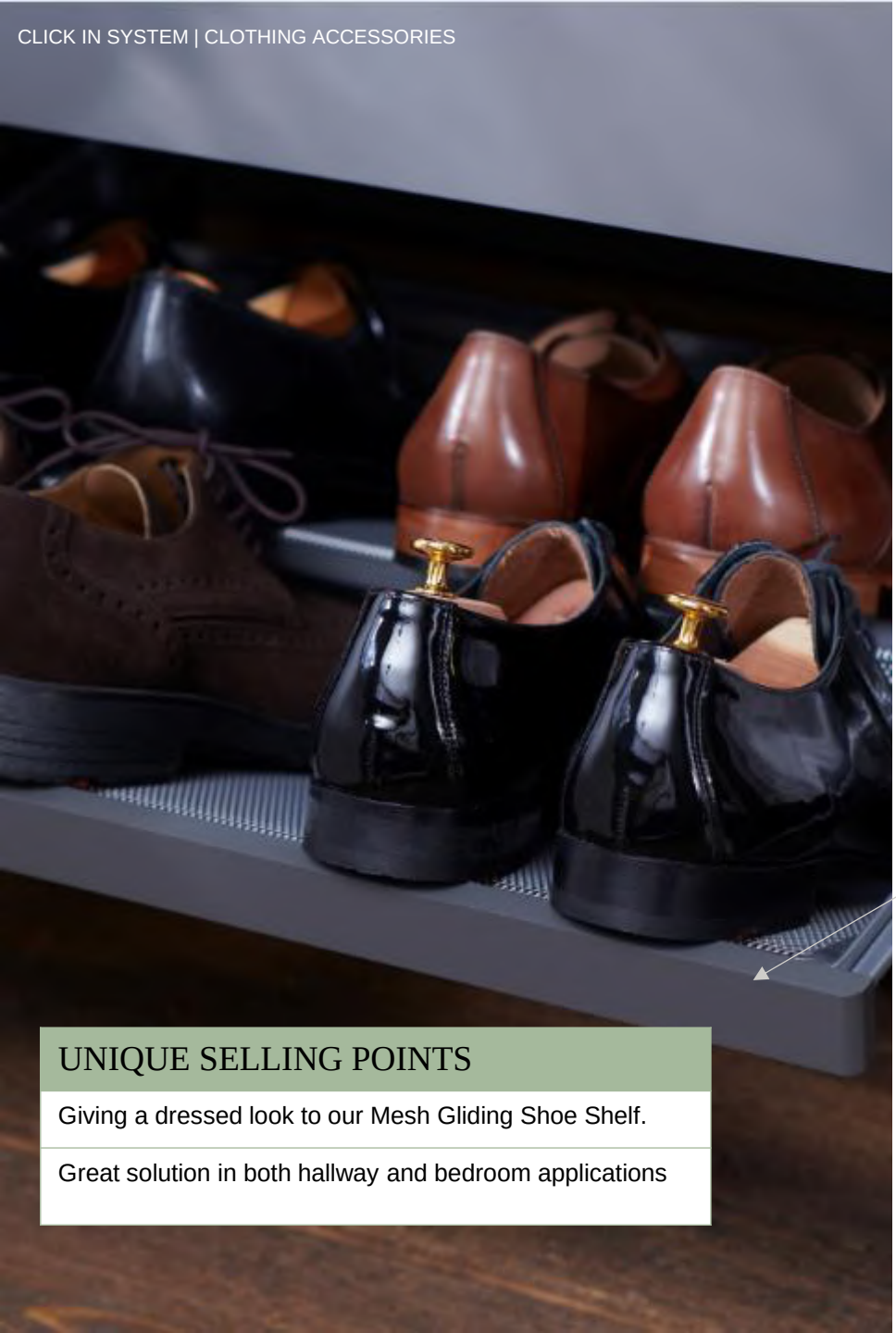
CLASSIFICATION:

ASSORTMENT:
Click-in system/Clothing accessories

PRODUCT FACTS:

- Leather pull/knob in brown color. Same as on the Accessory Tray Lid.
- Brushed nickel or oil rubbed bronze

ART. NO	PRODUCT NAME	COLOUR
611360	Leather Knob	Brown
611420	Flat Knob	Brushed nickel
611450	Flat Knob	Oil rubbed bronze
611520	Modern Knob	Brushed nickel
611550	Modern Knob	Oil rubbed bronze



DÉCOR FASCIA FOR MESH GLIDING SHOE SHELF

CLASSIFICATION:

ASSORTMENT:
Click-in system/Clothing accessories

PRODUCT FACTS:

- Solid birch
- Plastic clips on the backside
- 60 and 45 cm width.

ART. NO	PRODUCT NAME	COLOUR
609115	Fascia for Mesh Gliding Shelf	White
609120	Fascia for Mesh Gliding Shelf	Grey
609215	Fascia for Mesh Gliding Shelf	White
609220	Fascia for Mesh Gliding Shelf	Grey

UNIQUE SELLING POINTS

Giving a dressed look to our Mesh Gliding Shoe Shelf.

Great solution in both hallway and bedroom applications

BRACKET HOOK RACK

PRODUCT NOTE:

- New in Grey color. White already in assortment
- For one depth, 40 cm.
- Décor hook rack white price change from 1/6

UNIQUE SELLING POINTS

- Makes a stylish end to the solution – utilize wall<->wall
- Great solution in both hallway and bedroom applications
- Solution for long hang and accessories

ART. NO	PRODUCT NAME	COLOUR
602820	Bracket Hook Rack	Grey

DÉCOR SHELF

UNIQUE SELLING POINTS

Creating solid surfaces for things and displays
Providing horizontal lines in a solution

PRODUCT NOTE:

- New in Grey color. White already in assortment.
- One depth: 40 cm. Widhts: 45/60/90 cm
- 30 and 50 depths removed

ART. NO	PRODUCT NAME	COLOUR
604220	Décor shelf 40	Grey
605220	Décor shelf 40	Grey
607620	Décor shelf 40	Grey

PANT RACK

PRODUCT NOTES:

- New in Grey color. White already in assortment
- Width 60 cm and Depth 40 cm.

ART. NO	PRODUCT NAME	COLOUR
600720	Gliding Pant Rack	Plat/Grey

UNIQUE SELLING POINTS

- A stylish storage for pants
- Creating great overview
- Expandable for easy access

UNIQUE SELLING POINTS

Used with Wire or Mesh Drawers and Accessory Tray

DRAWER FRAME

PRODUCT NOTES:

- New in Grey color. White already in assortment
- Width 60 cm and Depth 40 cm.

ART. NO	PRODUCT NAME	COLOUR
600220	Drawer Frame	Plat/Grey

FASCIA

PRODUCT NOTES:

- New in Grey color. White already in assortment
- Width 45/60 cm

UNIQUE SELLING POINTS

Giving a dressed look to the system
Great solution in both hallway and bedroom applications
Good value for money product - pimp your Classic solution…

ART. NO	PRODUCT NAME	COLOUR
605920	Fascia 45 cm	Grey
604920	Fascia 60 cm	Grey

ACCESSORY TRAY, DIVIDERS AND LID

PRODUCT NOTE:

- Existing product. Will come only in white color
- Will be excluded from assortment approximately during year 2020.
- Evalutaion will be done regarding replacement product.

ART. NO	PRODUCT NAME	COLOUR
603315	Décor accessory tray	White
603415	Décor 8 section accessory tray divider	White
603515	Décor 24 section accessory tray divider	White
603615	Décor accessory tray lid	White

UNIQUE SELLING POINTS

Great for storing accessories or other small things
Unique feature in the Décor range.

ANGLED SHELF

CLASSIFICATION:

ASSORTMENT:
Click-in system/Clothing accessories

PRODUCT FACTS:

- Slanted metal shelf, with front edge and integrated brackets. Suitable to put shoes, books, and magazines on display.

UNIQUE SELLING POINTS

Elegant shoe storage – displays the shoes
Compatible with Décor (if new Fascia added)
Adding to Décor concept

ART. NO	PRODUCT NAME	COLOUR
454510	Angled shelf	White
454580	Angled shelf	Platinum

FASCIA CLIPS FOR ANGLED SHELF

CLASSIFICATION:

ASSORTMENT:
Click-in system/Clothing accessories

PRODUCT FACTS:

- 2 plastic clips to be used with Fascia for wire shelf.
- Click in to Fascia milled cut before mounting onto the Angled Shelf.

UNIQUE SELLING POINTS

- Makes a stylish end to the solution
- Great solution in both hallway and bedroom applications
- Giving a dressed look to our Angled Shelf

ART. NO	PRODUCT NAME	COLOUR
608630	Clips for Angled Shelf	Transl.

UNIQUE SELLING POINTS

- Improved flexibility and maximized usage of space
- Works for both Classic and Décor
- Tighter placement and better looking solutions

CLOSET ROD HOLDER + BRACKET COVER

CLASSIFICATION:

ASSORTMENT:
Click-in system/Clothing accessories

PRODUCT FACTS:

- Combined bracket cover and closet rod holder for click-in bracket 420mm

ART. NO	PRODUCT NAME	COLOUR
480610	Holder and bracket cover left	White
480680	Holder and bracket cover left	Platinum
480710	Holder and bracket cover right	White
480780	Holder and bracket cover right	Platinum

UNIQUE SELLING POINTS

- Creating order and overview in mesh drawers
- Answering to big trends in the market

MESH
DRAWER DIVIDER

CLASSIFICATION:

ASSORTMENT:
Click-in system/Clothing accessories

PRODUCT FACTS:

- Available in several sizes. Combines with Mesh drawer for Drawer system at 85/185 mm heights.
- Clicks into place in any position.
- Comes in a 2-pack.

ART. NO	PRODUCT NAME	COLOUR
223490	Mesh drawer divider low	White
223488	Mesh drawer divider low	Platinum
223590	Mesh drawer divider high	White
223588	Mesh drawer divider high	Platinum

THEME 1

”WALK-IN-CLOSET SPECIAL”

WHAT?

We will give tips and inspiration on to how to create a personal and stylish walk-in-closet with Décor.

WHO?

Women with family, clothes interest, owned house or apartment, spare room or part of room, looks for inspiration on the Internet and in magazines.

CONTENT THEME

WALK-IN-CLOSET SPECIAL

YOU DESERVE YOUR OWN SPACE

HOW TO GET
A GOOD OVERVIEW

HOW TO PLAN
A WALK-IN-CLOSET

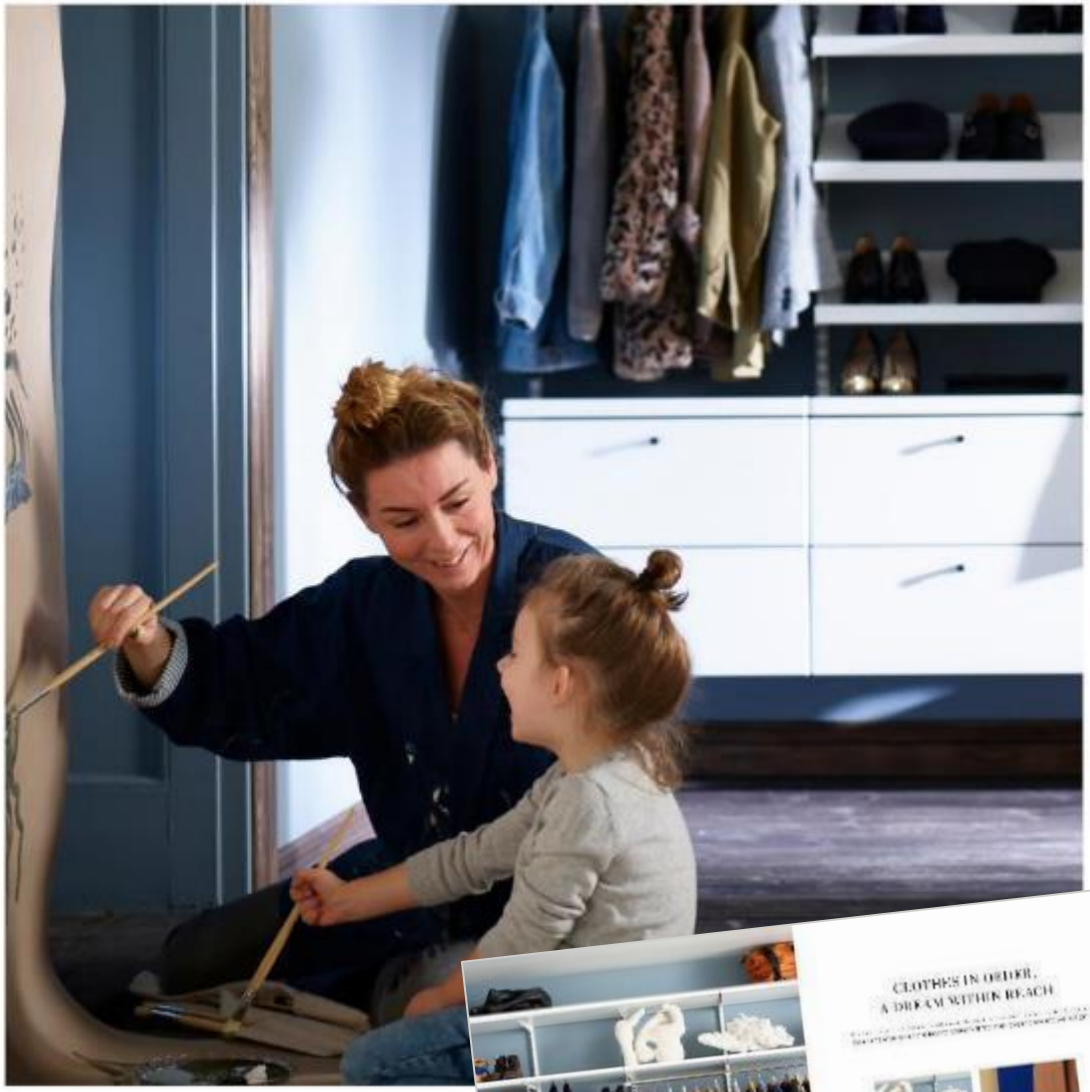
HOW TO STORE ACCESSORIES

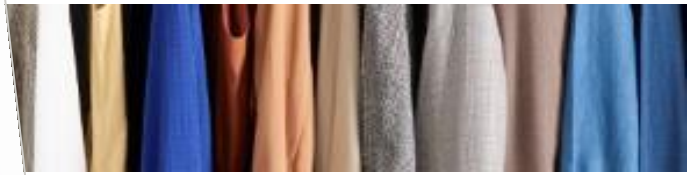
MAKE IT LIGHT & AIRY

MAKE THE BEST USE OF ANY SPACE

MAKE
SPACE FOR
PERSONALITY

CREATE
SPACE FOR
MEMORIES





elfa

MAIN SUPPORT MATERIAL

VIDEOS

Mounting instruction, wall hang system with Décor

Social media videos

WALK-IN-CLOSET CONTENT

Tips and inspiration
for articles on retailer web site,
social media etc

NEW! Décor
inspirational brochure

MAIN MARKETING ACTIVITIES

PR

Make over stories, before and after

Ads in
major interior
magazines

SOCIAL MEDIA

UTILITY GARAGE REACTIVATION & NEWS

HORIZONTAL BIKE HOOK

CLASSIFICATION:

ASSORTMENT:
Click-in system/Garage

PRODUCT FACTS:

- Fits into a Utility track/Top track or can be assembled directly onto wall.

UNIQUE SELLING POINTS

- Suitable for all types of bikes.
- Frees up floor space

ART. NO	PRODUCT NAME	COLOUR
477070	Horizontal bike hook	Grey

UNIQUE SELLING POINTS

- Work surface in functional storage – robust and practical.
- Suitable for gardening tasks

UTILITY WORK SURFACE

CLASSIFICATION:

ASSORTMENT:
Click-in system/Garage

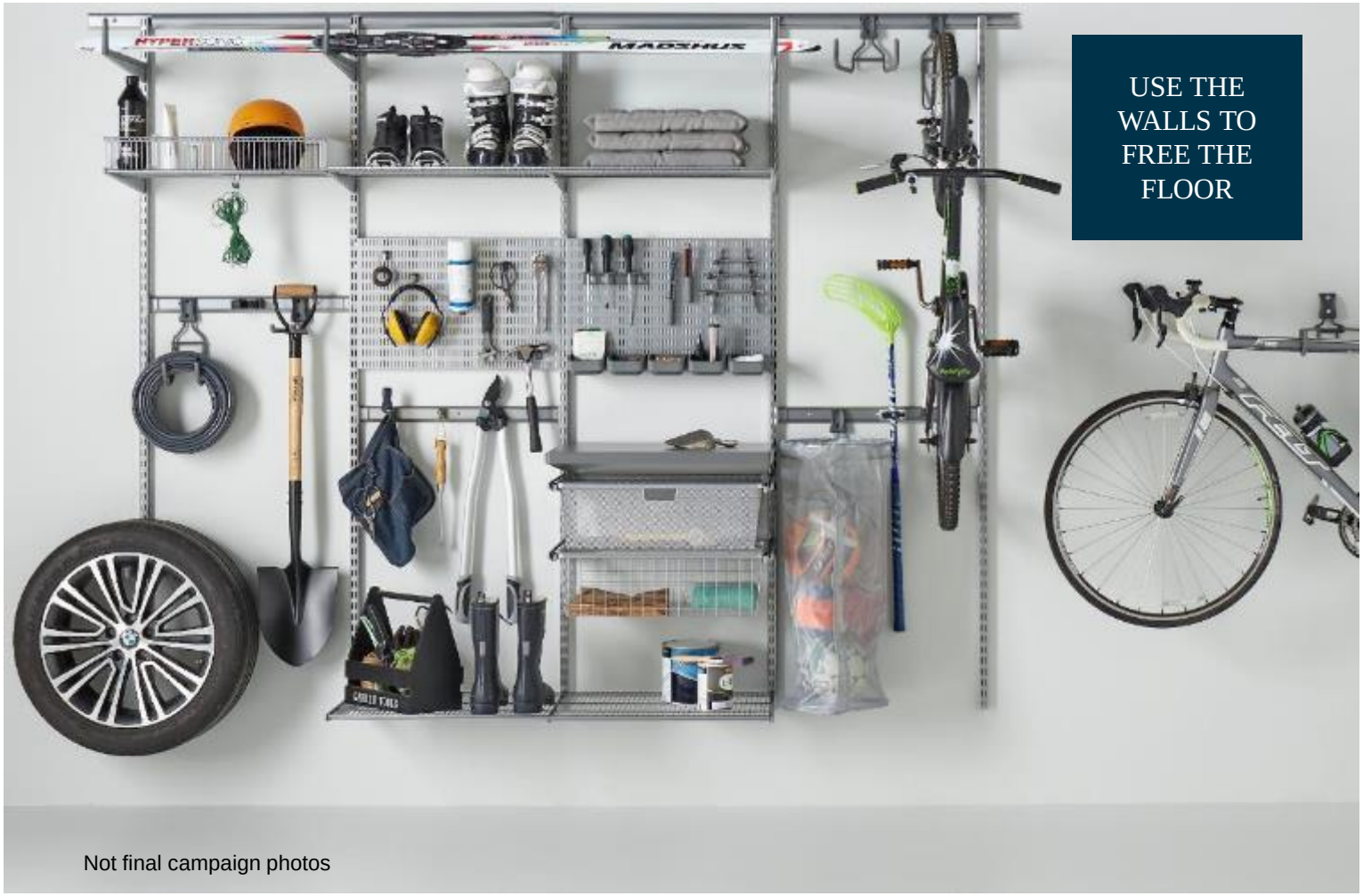
PRODUCT FACTS:

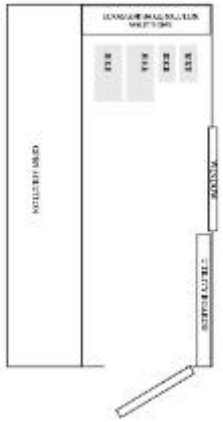
- 515mm depth – clicks with 50 depth bracket

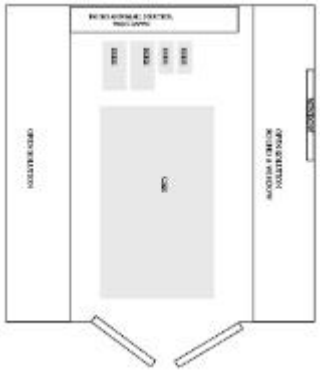
ART. NO	PRODUCT NAME	COLOUR
455570	Utility work surface	Grey

CONTENT THEME

FINDING THINGS





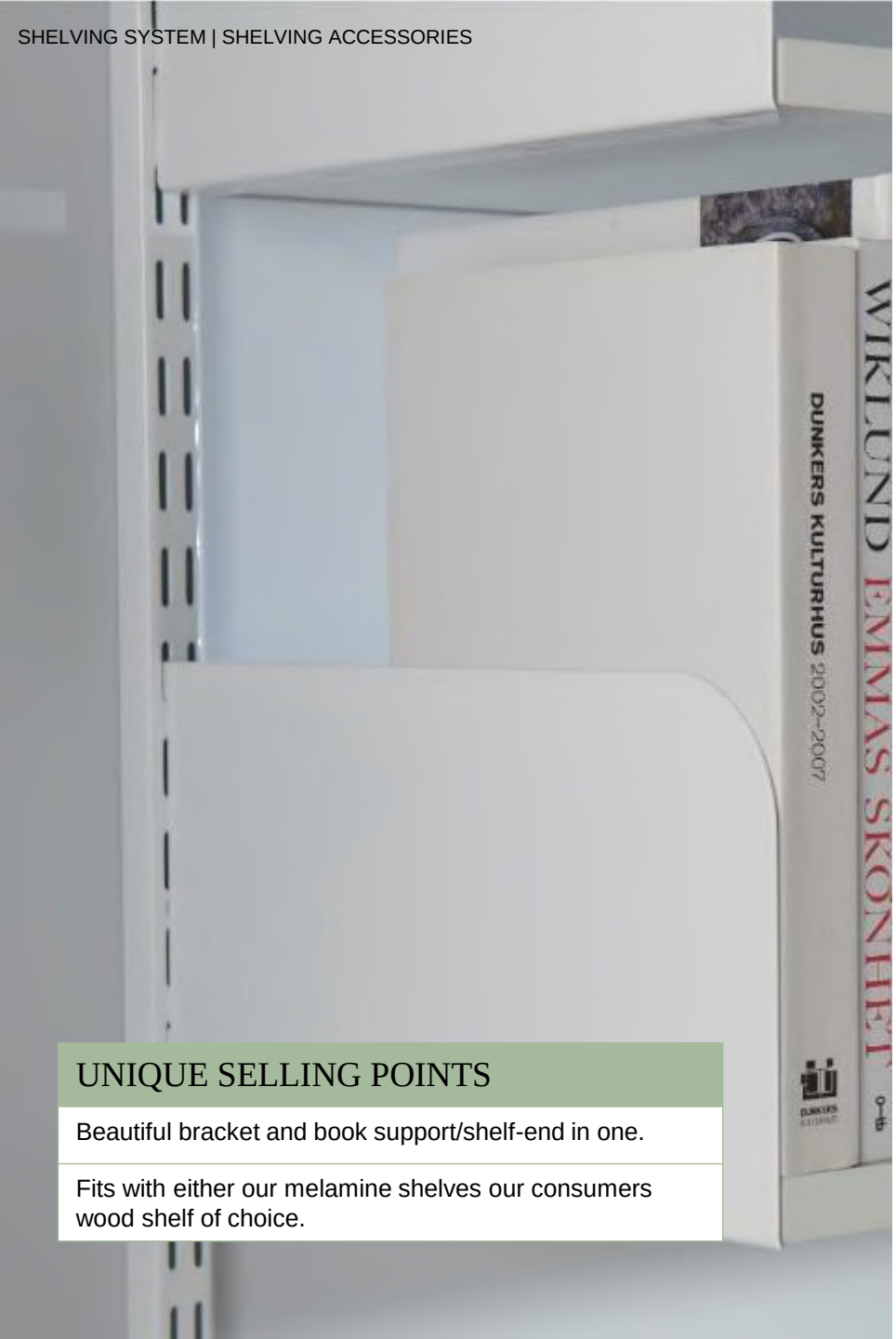


Not final campaign photos

CONTENT THEME

MY PASSION - GARDENING

OTHER PRODUCTS



UNIQUE SELLING POINTS

- Beautiful bracket and book support/shelf-end in one.
- Fits with either our melamine shelves our consumers wood shelf of choice.

SHELF END BRACKETS

CLASSIFICATION:

ASSORTMENT:
Shelving system/Shelving accessories

PRODUCT FACTS:

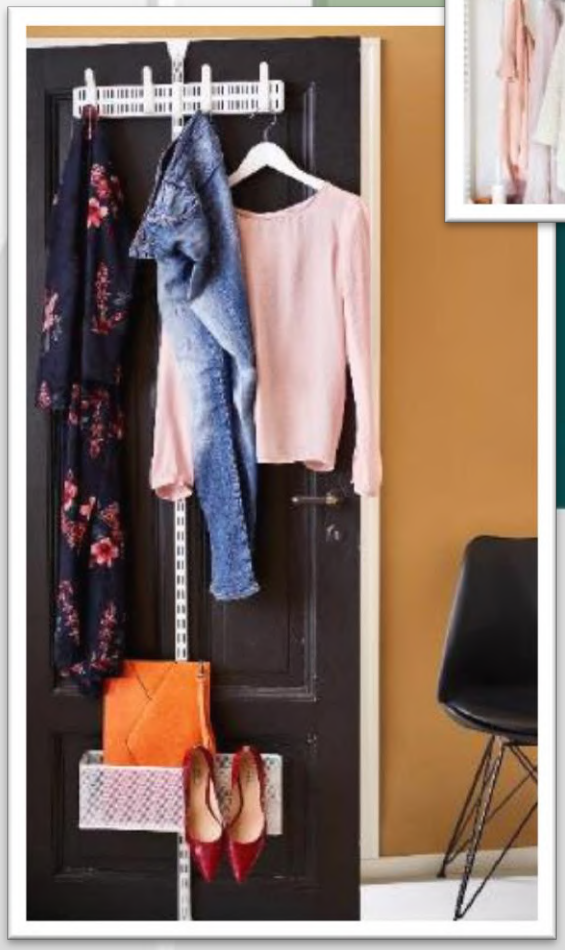
- 2-pack. Screws included.

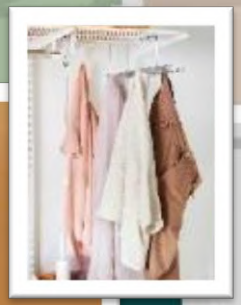
ART. NO	PRODUCT NAME	COLOUR
466910	Shelf end bracket 25	White
467010	Shelf end bracket 30	White
467110	Shelf end bracket 40	White

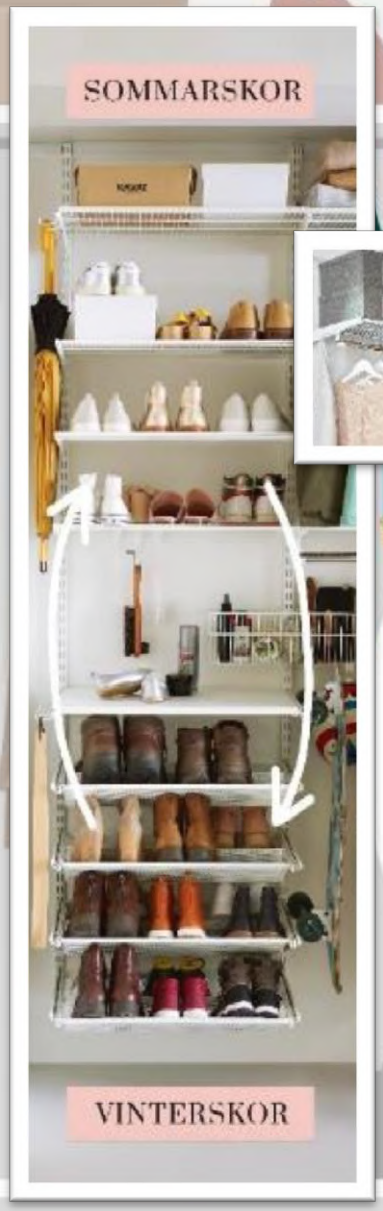
FINDINGS FROM CONSUMER RESEARCH

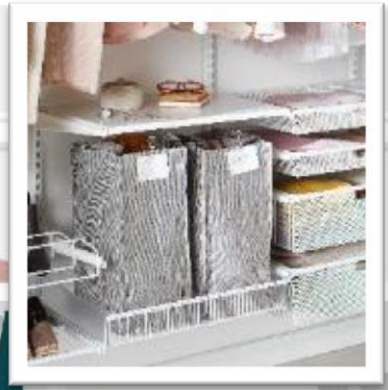
Too many things

Eight out of ten people **(78%)** say they have too many clothes and things at home, and over half **(52%)** report having more clothes and things than they can fit into their home









Unused clothes

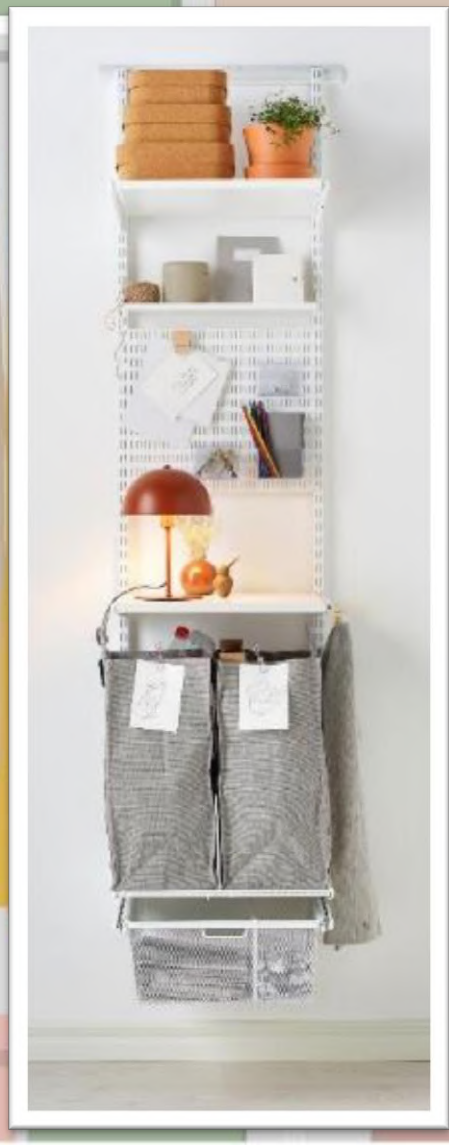
The wardrobe is the place in the home where most people **(76%)** have storage problems. The biggest problem is *unused* clothes, followed by *unused* shoes

Top 3
Storage challenges

Wardrobe
76%
1. *Unused* clothes
2. Shoes that are *not* in use

Kitchen
75%
1. Kitchen appliances/utensils
2. Waste separation bins

Hallway
70%
1. Shoes that are in use
2. Shoes that are *not* in use



OTHER CHALLENGES

Small gadgets
in the bedroom

Technology gadgets and small items that are spread out in the living room

Motivating factors

Factors that encourage people to embark on a storage project

1. Good mood
2. Bad weather
3. Being alone at home
4. Background music
5. Getting help from others

Music for your storage project

Preferred types of background music for storage projects

1. Pop
2. Rock
3. House/electro

Expecting guests?

Four out of ten respondents **(43%)** said they are more likely to tackle storage problems when they are expecting guests

NEW SALES TOOLS

1

EPO MIGRATION

We will move Elfa Professional Online to a more modern platform. There will be a new log-in function and you will see only the tools you have access to. The tool will be easier to develop and adapt. Ready during spring.

2

ELFA TOOLS

All support tools, like the Claims support tool will be gathered in one place, open 24/7.

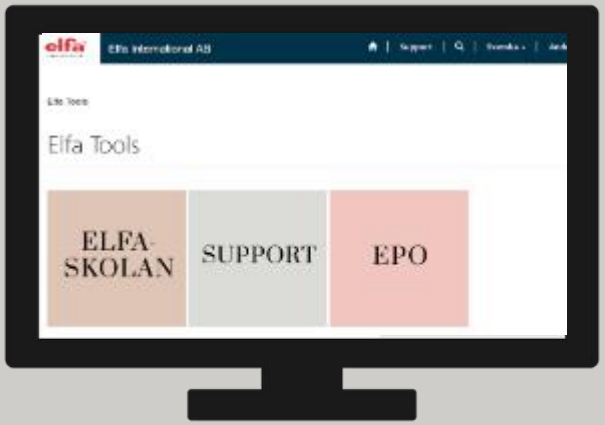
3

ELFA SCHOOL

We are launching a digital training tool during spring. There you will find training on how to sell Elfa as well as product knowledge. The tool is easily accessible on all platforms including mobile. It is easy to see which courses a co-workers have completed.

1

2



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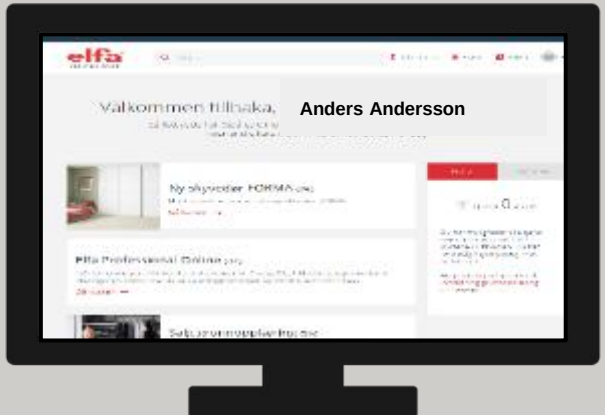


MARKETING TOOLS

1

REDESIGN EXTERNAL WEB

We are redesigning the Elfa web to increase buyability, incorporate the assortment strategy and helping the consumer with ready solutions.

2

CONSUMER PLANNER

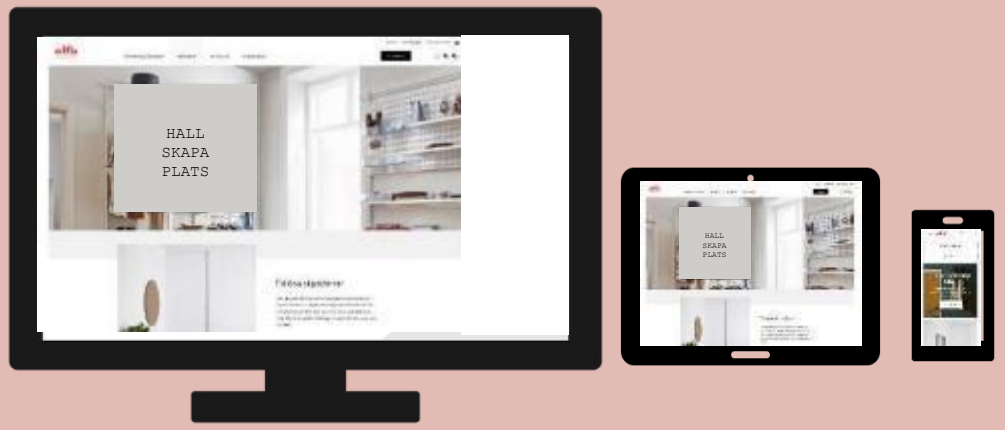
The consumer planner will be continously updated. Next launch will include mobile functionality and planning on three walls.

3

ELFA MEDIA BANK

We continue to develop the Elfa media bank. You will be able to download digital content packages for web as well as social media.

1



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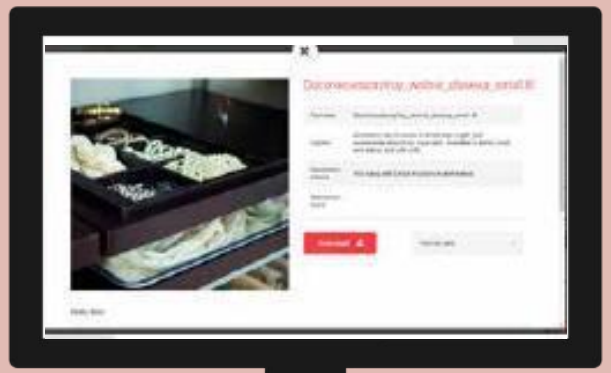


ASSORTMENT STRATEGY

Focus and sales steering

ELFA ASSORTMENT STRATEGY MAPPING

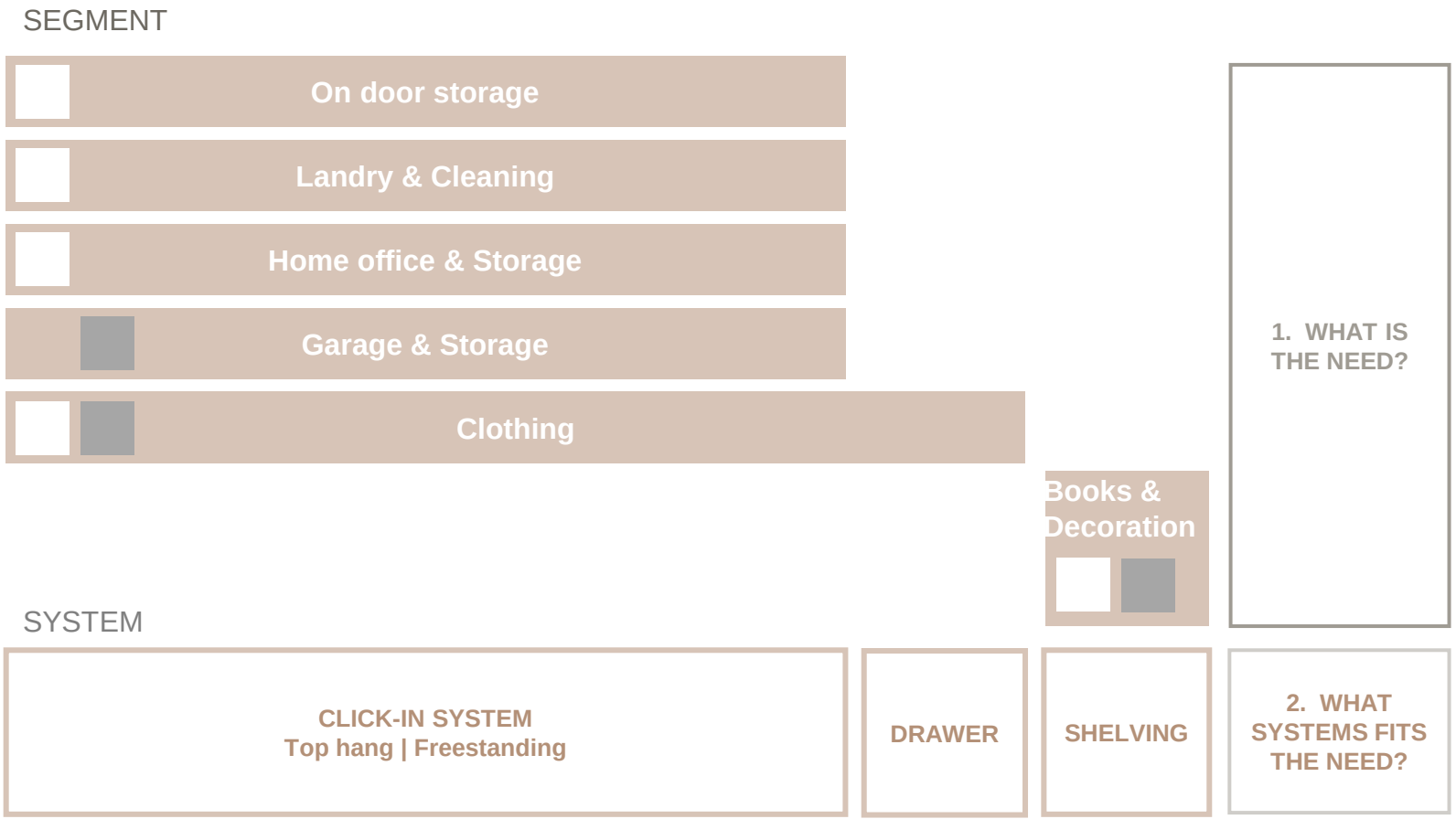
Defined key consumer segments based on Elfa Business strategy and assortment fit

SEGMENT

						1. WHAT IS THE NEED?
Clothing	**Garage & Storage**	**Home office & Storage**	**Laundry & Cleaning**	**On door storage**	**Books and Decoration**	

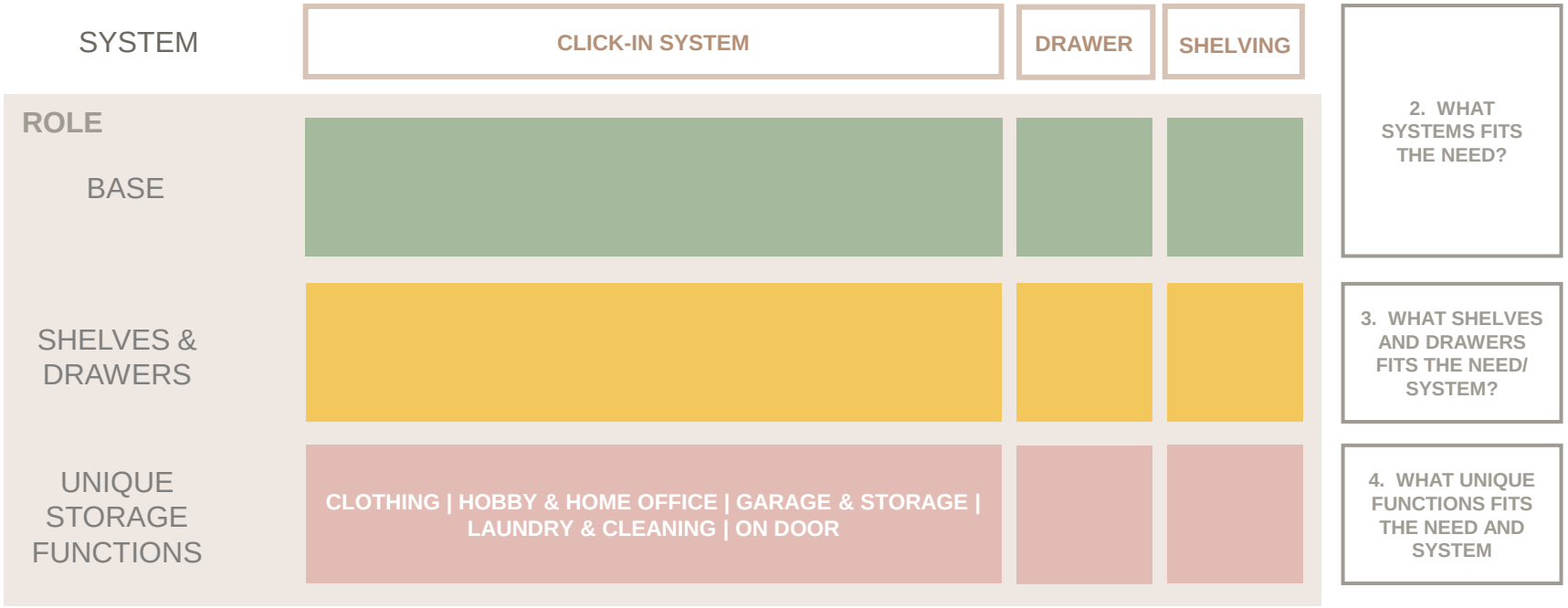
ELFA ASSORTMENT STRATEGY MAPPING

Defined our key storage systems and matched with consumer segments
Matched each consumer segment with a system colour



ELFA ASSORTMENT STRATEGY MAPPING

Grouped all items into 3 levels, depending on their role in the system



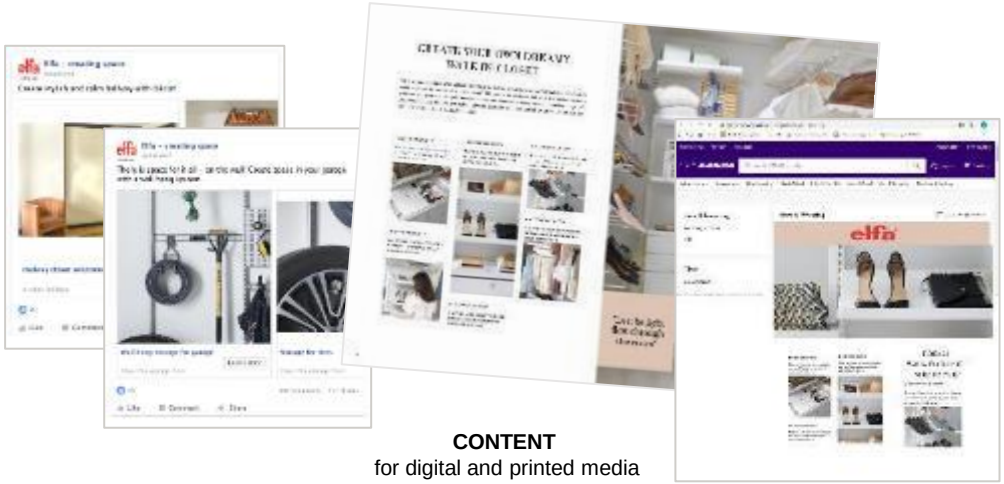
MARKETING MATERIAL

VIDEOS

Décor launch video,
inspirational + USPs

Mounting instruction, wall
hang system with Décor

Social media
video clips Décor,
3 different target groups



CONTENT
for digital and printed media
and advertorials
(see content calendar)

Poster

Inspirational brochure,
+ price list

Décor brochure, new!
Includes products and prices.

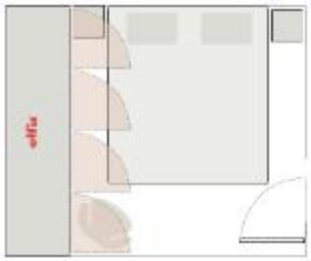
Wall papers, Store concept (examples)

IMAGES WILL BE AVAILABLE ON IMAGE BANK

PROJECT SALES

We make it easy to choose the right storage for your residential project.

OPTIMIZED STORAGE INCREASES PROFITABILITY



Think m^3 not m^2

Good storage should be flexible, expandable and with a timeless look, which means that the storage solution will function as well 20-30 years into the future.

Total cost installed

Efficient use of space can save large sums in the end. But deliveries splitted per apartment or room and the short assembly time will also give results on the bottom line.

Together all the way

Elfa has the highest perception when it comes to quaility among storage brands. Together we can give the customers a total offer that will give them a good feeling in heart and in their head. We are a supplier that will be right by your side all the way until the project is assembled and finished.

BUILDING FOR THE FUTURE

Elfa lasts a lifetime

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High quality

An Elfa system is durable and with great strength. Each bracket holds up to 40 kg, making a solution with brackets and hang standards holds almost anything. .

Sustainability

Elfa constantly works to make conscious material choices easier and to support sustainable development within the residential development and construction industry. We want the choice of an Elfa product or a storage solution to be a safe choice.

Each bracket holds up to 40 kg

CUSTOMER SATISFACTION

More living space

Smart storage is space efficient and holds everything that is needed. Sliding doors saves valuable space that otherwise would be needed for traditional wardorbe doors. .

Smart functions

Through special features like a sliding shoe rack or a tie and belt rack everything will get a dedicated place and a good overview of stored things. . .

Flexible and expandable

When life situations changes so will the storage needs. Storage solutions that can be re-arranged and expanded can easily be adapted to the new needs.