

PRESS RELEASE



LEIFHEIT

So geht Haushalt heute.

Bright colours combined with the modern anthracite are IN

Leifheit's Anniversary Edition increases momentum to the POS

Nassau, 23.11.2018. Leifheit is launching a special edition with the top sellers in 2019 especially for the 60th anniversary.

For its 60th anniversary, Leifheit is launching its Special Edition with the top sellers for 2019. Bright colours combined with modern anthracite are designed to increase sales at the POS. The Anniversary Campaign is supported with second-placement promotional materials for the selected products. It involves a selection of various products in floor cleaning such as the Spinning Disc Mop, Classic Mop set and the Classic XL microfibre floor wiper. Other product categories include a selection of standing floor dryers and ironing boards, which are represented by a range of Air Boards as well as the Classic M Basic Range.

The focus of the Anniversary campaign is a new concept by Leifheit, which brings freshness and colour to household chores. For the first time, Leifheit combines bright colours with a different product-base colour - anthracite - rather than its known white. Market research results by the Monheim Institute confirm that the new anniversary edition has increased the willingness to buy by 20%. The range is very popular among younger buyers, as well as women. This is especially true for the colour combination anthracite/pink.

For the entire anniversary edition, Leifheit offers its trading partners attractive and eye-catching secondary placements. In this way, the product heroes are set in the spotlight and ensure more revenue. At the same time, Leifheit is also demonstrating its 60-

year success story with the anniversary campaign under the motto: "Innovative products that make life easier".

The logo for Leifheit, featuring the word "LEIFHEIT" in a bold, red, sans-serif font. The text is enclosed within a white rectangular border with rounded corners, which is itself set against a dark blue background.

About Leifheit:

For decades, millions of people have relied on the Leifheit brand for domestic work. In Germany, 25 million households use at least one product from the Leifheit brand and a Leifheit product is purchased every 1.5 seconds somewhere in the world. The high-quality and reliable products for a clean home, fresh laundry and smart kitchen stand for functionality and time savings.

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