



Hailo at Ambiente 2018

## Looking to the future

Exciting ideas, inspiring concepts – Hailo will be presenting its vision for the household of tomorrow at Ambiente, the world's largest consumer goods trade fair. The inventor of the first aluminium household ladder and manufacturer of ladders, waste bins and accessories for kitchens and bathrooms repeatedly sets new standards with ground-breaking innovations.

58 per cent recognition\*– Hailo is the first choice when it comes to buying ladders. Consumers and retail partners associate the brand with "Made in Germany" quality, safety and outstanding design, as shown by a high level of brand loyalty: 94 per cent are repeat buyers\*.

There is a similar emphasis on multifunctionality and ease of handling: the market leader in ladders proves to be far-sighted here too. "Our world first, the TP1 Stairs Platform, is a brilliant problem solver and unrivalled in the market. The revolutionary ladder with an all-round work radius should cause quite a stir," announces managing director, Jörg Lindemann.

The brand pioneer gives a glimpse into the product worlds of the future on its 350m<sup>2</sup> exhibition stand. What requirements will the ladders of the future have to meet? How will the design be developed? How might recycling and waste disposal work in ten, twenty or thirty years? Where can waste bins be used in the networked, intelligent smart home?



Color your life! Hailo is picking up on the increasing trend towards customisation with an unusual promotion. Two waste bin models, over 1800 colors: retailers are free to choose any shade, giving them the option of encouraging impulse purchases of a Limited Edition. The company is opening up new dimensions when it comes to recycling in the future: Hailo is introducing its American-style all-in-one solution in an XXL size – with sensor technology and three removable inner bins – to reflect the international trend towards high-capacity waste bins.

As well as conveying information, entertainment will also capture maximum attention and provide additional emotional appeal. A photo booth, which showcases Hailo products in a kitchen, turns the world on its head: the brand experience created by Hailo, which allows every visitor to take away or post a souvenir photo with special effects, is a viral success.

The case for "Made in Germany" continues to exert powers of persuasion in today's global markets: more than 80 per cent of the products are manufactured in Haiger using cutting-edge production technology. The Hailo plant currently employs over 400 people. The company's business units include Consumer Goods, Built-In Technology, Commercial and Professional.

The consolidation of the site marks a milestone in 2017: the World of Hailo has a museum, outlet and showroom and was opened on the company premises to celebrate its 70th anniversary. The investment sends out a signal and helps to ensure that the company stays on course for growth and remains competitive.

\* Source: Monheim Study 2017