

A man with a beard, wearing a blue denim shirt over a pink t-shirt and green cargo pants, is sitting on a white surface. He is holding a white mug with both hands and smiling at the camera. In the background, a silver Hailo step ladder with red accents is leaning against a yellow wall. To the left of the man, there is a yellow bucket, a sponge, and a red-handled tool.

Hailo

HAILO – such comfort
can be a plus for sales. ●



Your
Top brand
For over
70 years

Hailo

HAILO: Your innovative partner – as it always has been and always will be.

Our competencies

- Innovative products, clever product solutions
- Responsible family business
- 100% focus on the needs and wishes of our consumers and trade partners

Empirical market research

- Our study in 2018 showed that HAILO buyers are willing to spend more money on household products*

Brand-conscious target group

- The HAILO target group consciously chooses the best product
- HAILO buyers pay attention to **safety, quality** and **service**

HAILO stands for products that are **easy to use**

Safety, high quality and **excellent service** are properties of all of our products and services



* Source: Market research from 16.08.2018, carried out by Logibrand



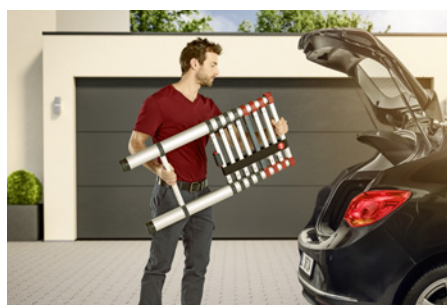
A new look for new business – on all channels.

Changeover to a modern, new appearance

- The new design and the new HAILO image language focus the brand values that are relevant to the shopper
- The ease of use and the associated „relax effect“ of HAILO products is brought to life
- The new look corresponds to the needs of the shopper

More focus on social media

- HAILO is investing in developing the business with younger target groups





The most valuable product range ever:
newly introduced to generate profit.

Product lines with the highest sales potential

- New and clearly structured, goal-orientated range
- The shopper gets the best possible and clearest selection especially for their needs

Reinforcement of the brand's added value

- Highest brand strength in comparison to the competition
- Low risk of migration to competitors on the part of the shoppers

HAILO – added value to the power of 3:

Easy-to-understand feature levels thanks to arrangement into 3 levels of added value

The new system is so simple for customers:

Quality level „Good“

Meets all basic expectations while also providing excellent value for money

Quality level „Better“

An additional, customer-orientated value at a manageable added price

Quality level „Best“

Top product properties and a maximum in added value and the highest guarantee promise

GOOD



BETTER



BEST





New brand presence at the POS – very strong sales.

New packaging is gradually being implemented. Old, existing packaging is being discontinued.

New packaging design

- Realistic, authentic and high quality appearance – strengthens the claim of having the best product on the market
- Ladder customers show a significantly higher propensity to buy HAILO products
- Prominently calls upon well-known and learned purchase drivers („guarantee“, „Made in Germany“, etc.)

Interactive Shopper Guide

- Icons with QR Codes – product info retrieval possible online
- QR Codes lead to hailo.de or to the trading partner website





Your
1st
choice*

HAILO safety stepladders: your success – with security.

Top 5 advantages

- Simple handling*
- Safety*
- HAILO products have status as trendsetters*
- Excellent service*
- Innovative products*

HAILO advantages

- HAILO ladders offer safety* and top quality*
- HAILO ladders are so easy to use that shoppers can't resist them

Well-known brand

81%

41%

5%

HAILO

COMPETITORS

**Brand awareness in
the ladder market***

Highest confidence

98%

of those who consider
buying a ladder,
preferring HAILO*





HAILO waste bins: known and sought after – the number one.

Top 5 advantages

- Using the products is self-explanatory*
- The status of a responsible family company*
- The manufacturer reacts quickly to the shoppers*
- The manufacturer is highly reliable*
- The products are easy to use*

HAILO advantages

- High quality*
- Safety*

Trust in the brand

80 %

of those who consider buying a waste bin, preferring HAILO*

GOOD



BETTER



BEST



High level of awareness





HAILO is excellent –
not only in terms of its service.

We are proud to offer you excellent service

- 6 experienced sales teams, each of which specialises in an area of responsibility
- We offer trade partners the most competent and effective care
- HAILO remains faithful to its standards – we will be glad to be measured by our claim of a clear customer focus and shopper orientation



HAILO products:

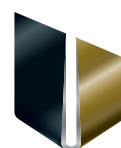
We are no stranger to „Awards“

- In 2004, HAILO was included in the encyclopaedia „Deutsche Standards – Marken des Jahrhunderts“ [„German Standards – Brands of the Century“]
- Awards for design and functionality

Please do not hesitate to contact us!



reddot award 2018
winner



german
brand
award
19
winner



GERMAN
INNO
VATION
AWARD '19
WINNER



DESIGN
AWARD
2018

