

## OKT is to become keeper

from leading trade brand to emotional  
consumer brandbrand!

Stemwede, February 2016. Now that OKT has been able to establish itself in the branch and the trade as the market leaders in Germany, and as one of the top 3 in the branch within Europe, it is now time to send out a new signal: with a brand which also generates identification amongst end consumers in particular. And not just that: within the course of the brand launch at the Ambiente 2016, the entire company is to reinvent itself. OKT is to become keeper!

### keep on keeping, keeper!

The name reflects the company. Every "e" in the new brand name stands for one of the four brand promises: **everybody, everything, everywhere – enjoy living!** And for the four product categories **kitchen, home, kids and storage**. The signet of the new word-image brand depicts an equally emotional and symbolic motif of a true **keeper**: a squirrel, which embodies the characteristic of storing things, and which is popular with young and old. The brand claim – **keep on keeping** – acts as both an invitation and confirmation. It can be applied to all product categories and to every target group.

### identification and emotion

**keeper** is for everyone! For all those who love being tidy and who love their homes. For all family and home managers who know that it is often the little things which increase our quality of life. We arrange our clothing in wardrobes, sort our nail lacquers into colours, and store our screws according to type and size. We used to stuck photographs into photo albums; today we sort them into digital folders. Of course, sometimes we live in chaos – and yet it feels so much better when everything is tidy again. **keeper** represents a "way of life", and all those who share this concept are true **keepers**. The products and the use of these products are the logical result.

### product innovations

Not just the appearance and the name of the company are new. At the Ambiente 2016, **keeper** will be presenting a comprehensive portfolio of new products, decorations and colour worlds, all of which are the original true **keepers**: the robust and sturdy transport box "**luis**" with the matching lid "**luisa**", the rewritable food storage box "**mia memory**" in 17 different sizes, the innovative waste bin "**magne**", the lid of which is both a hinged and a swing lid, and "**bea**", the storage box with a unique air control system. All products are united not just through having their own personal name, which designates them as true **keepers** and fans of tidiness, but also through the fact that they are made in high-quality materials, in part using two components. Their area of application in households or when travelling is almost unlimited. For **everyone, for everything, everywhere**.

Discover more at our trade fair booth: **Hall 5.1, Booth B40**

### press contact

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## keep on keeping the group

**keeper** numbers amongst the largest European providers of innovative and high-quality plastic household products. As a trading partner, we fulfil not only product requirements to a reliable quality, but also delivery and service requirements. Over 500 employees work at our two production sites in Stenwende, Germany, and in Bydgoszcz in Poland. Furthermore, we also work with sales and distribution organisations in various other countries.

As a mid-size company, we take regional characteristics into account with a great deal of flexibility – and still adhere to all global standards. Our most important benchmark is customer use.

### more information

[keeper.com](http://keeper.com)

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