



## keep on keeping

one year after the launch of the new brand

### keepper makes its mark (in innovation)

Stemwede, February 2017. It's been a year since the market-leading plastics specialist OKT became keepper, marking the transition from a retail brand to an emotional end-consumer brand. Last year's Ambiente 2016 marked the start of the brand launch. During the course of the year, a lot of energy was spent developing the brand and, exactly one year later, at Ambiente 2017, keepper presents the first results. Visitors to the keepper stand (Hall 5.1, stand B 40) can look forward to experiencing many product innovations and interactive elements.

As the world's most important consumer goods fair, Ambiente means a lot to **keepper**. That's why the timing of the new brand presentation was consciously chosen to coincide with Ambiente 2016. With this year's appearance at the fair, the specialist for plastic storage solutions, as well as kitchen and children's items will continue where it left off: as part of Ambiente 2017, **keepper** will be presenting exclusively new and innovative product concepts; creating excitement through new forms, modern and stylish colours and individual product details. These always offer end-consumers additional uses and diversify from other products on the market. Of course, all **keepper** items have one thing in common: they love to help out around the house.

### everything is just a question of organisation

Presenting **jonas**, a brand new addition to the **keepper** family, who turns every desk into a real highlight. This stackable basket can take care of all your (notepaper) chaos with its anti-slip function, making access to paper child's play. Of course, whatever **jonas** can do, so can **mirko**, who is distinguished by the lack of soft components (elastomers). This doesn't make him any less functional, the only differences are visual, as well as their anti-slip parts.

### soft shopping pleasure

Let's be honest: it's really no fun to lug uncomfortably heavy shopping bags around during the weekly shopping run. Enough of painful bag handles that cut into hands and pinch fingers. That was the past. Presenting **lea**, the novel and charming solution from **keepper**. **lea** is a strong, but soft lady shopper. The stable folding box features comfortable soft touch handles, allowing you to easily carry over 40 kilogram. The folding sides feature exquisite floral decoration and, together with the contemporary **white/berry** or **aquamarine/taupe** colour schemes, give the box a feminine touch. In case even more strength is required, **ben** will be ready at your side with a carrying capacity of up to 50 kilogram. Both products come with a unique patented handle solution.

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## keeeper flair

In the kitchen, keeeper presents the next generation of kitchen accessories, such as mario the measuring jug and massimo his smaller brother, both of which are tailored in a stylish black and raise the bar yet again. Just like the classic matteo with his integrated citrus press, antisplash protection ring and antislip function.

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"The Ambiente fair is one of our most important platforms for meeting our international customers. We are already very excited about presenting **keeeper's** latest developments to our retail partners", says Mike Carlos Wolf, CEO of the **keeeper** group. Other steps, which bring the new brand closer to the end-consumer, such as active communication on social media or PoS campaigns, are worked out in terms of concept and strategy and then implemented productively. "We do everything, technically as well as in terms of communication and information, to increase the awareness of our brand and products amongst end-consumers, amongst other things using catalogues, attractive PoS elements that grab attention, as well as online and via social media. We believe that, in the long-term, everyone will profit from the new **keeeper** brand: that includes retail, end-consumers and the **keeeper** brand", predicts Wolf.

## keeeper: emotional end-consumer brand

The new brand architecture and promises from **keeeper** are both expressed in the brand name. Each of the four "e's" stands for one of the brand promises: **everybody, everything, everywhere – enjoy living!** **keeeper** products are for **everyone, everything and everywhere** and they are intended to be useful to those who use them; to simplify the day-to-day life and make it more enjoyable! **keeeper** is a "way of life" and everyone who shares this philosophy, is a true **keeeper**. The extensive product portfolio has been divided into the four product categories **home, kitchen, storage** and **kids**, each with its own colour, key visual and claim providing an easy-to-understand structure and clarity. The signet of the new word-image brand depicts an equally emotional and symbolic motif of a true **keeeper**: a squirrel, which embodies the characteristic of storing things, and which is popular with young and old.

Neugierig? Kommt uns besuchen und erfahrt mehr an unserem Messestand **B 40**, in der **Halle 5.1**.



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## keep on keeping the group

**keeeper** 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 Stemwende, 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**

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

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