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PRESS RELEASE



Christmas-Box wika keeper presents a seasonal storage solution

Hille, September 2026 – Christmas is the season for giving, crafting and decorating – and also the time when practical storage solutions are particularly useful. With the Christmas Box **wika**, **keeper** presents a practical and festively designed storage solution for Christmas baubles and smaller decorations.

I. KEEPING FAVORITES SAFE

After Christmas, baubles and tree decorations often disappear into the attic or basement for many months. The Christmas Box **wika** from **keeper** keeps smaller favorite decorations neatly organized and ready for their next big appearance.

The practical dividers keep Christmas baubles and delicate decorations separate, helping to protect them from scratches and damage. Several levels allow for particularly space-saving organization, while the flexible dividers accommodate baubles of different sizes as well as smaller decorative items.

Thanks to the transparent box, the contents are visible at a glance, while the lid protects them from dust.

After the festive season, **wika** can be stacked and stored away efficiently – ready for next Christmas.

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II. A SEASONAL SALES OPPORTUNITY FOR RETAILERS

The Christmas Box **wika** also offers retailers an attractive seasonal sales opportunity. Around Christmas, demand increases not only for decorations but also for practical storage solutions. **wika** combines this seasonal demand with practical functionality and a festive design.

The box creates an additional purchase incentive that extends beyond Christmas itself. After the festive season, consumers need a safe and space-saving way to store baubles and decorations until they are needed again. As a reusable and durable storage solution, **wika** keeps Christmas decorations organized for many festive seasons to come.



wika

- Sizes and capacities
 - 30 L-box** suitable for 32 baubles
 - 45 L-box** suitable for 45 baubles
- Material: PP / cardboard insert
- Integrated dividers with several levels
- Suitable for Christmas baubles of different sizes and smaller decorations
- Transparent box with protective lid
- Space-saving, stackable storage
- 10-year commercial guarantee / warranty

About keeper

The **keeper Group**, headquartered in Hille, Germany, with its own production and logistics in Europe, is one of the leading European suppliers of innovative, high-quality and sustainable household products. With four product categories for home, kitchen, storage and kids, the Group serves well-known customers from the D.I.Y., food retail, wholesale and furniture retail sectors in over 55 countries under the German Brand Award-winning **keeper** brand. Each product stands for at least one of the four brand promises: **ecological, efficient, essential – enjoy living!**