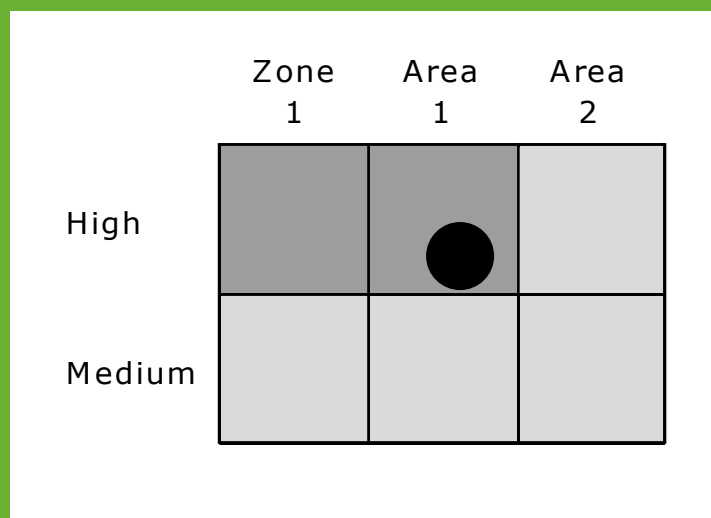




Toldbod 120 Pendant

**louis
poulsen**



Positioning

Background

Idea

Focus to bring less expensive products to the market.

Recession.

Balance in the portfolio.

Price level allows possibilities to play more.

Background

Idea

Toldbod - a small pendant suitable for colours.

Designed by Louis Poulsen.

We want to go elegant and delicate in the choice of colours – sophisticated with the combinations with the coloured cords.

We believe that our selection of choices will give inspiration to go more “stylish”.



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The concept

5 colours – 9 combinations

The range consist of 5 colours: High gloss Black (green cord), White (turquoise cord), yellow (white cord), ice blue (purple cord) and textured grey (yellow cord). All the shades will also be available with white cords ready in the box.

We will in the marketing material focus on the coloured versions – these will also be the ones shown in the shops. This is what we believe is “cool”.

Louis Poulsen launches a new Toldbod pendant series in the wonderful colours found in Scandinavia's nature. Profusion of flowers and berries, morning mist, mackerel skies and heavy cloudbursts. The series integrates all moods. The pendant is available with cords in bright colours, but also in white, if you are looking for a more discrete solution. Toldbod 120 lends a fresh, Scandinavian breath to any interior design.



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A selection of Scandinavian colours:

nordlys

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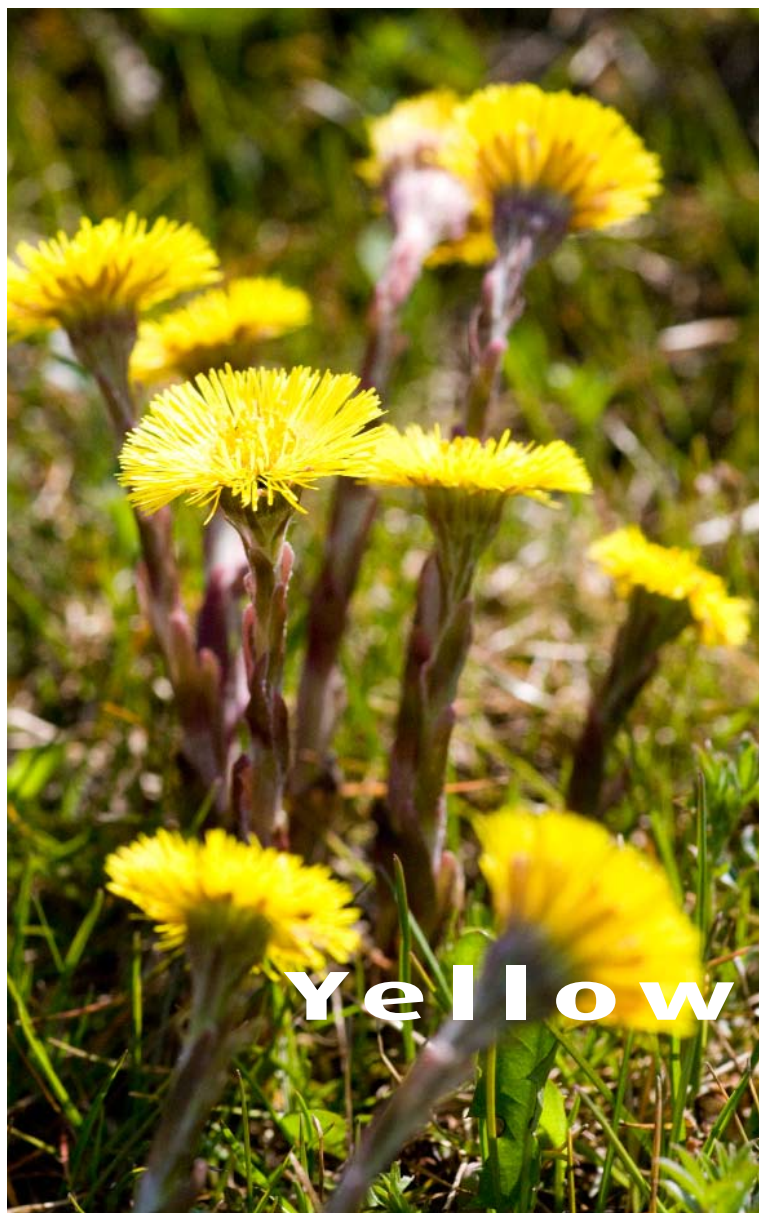
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Cloudy White

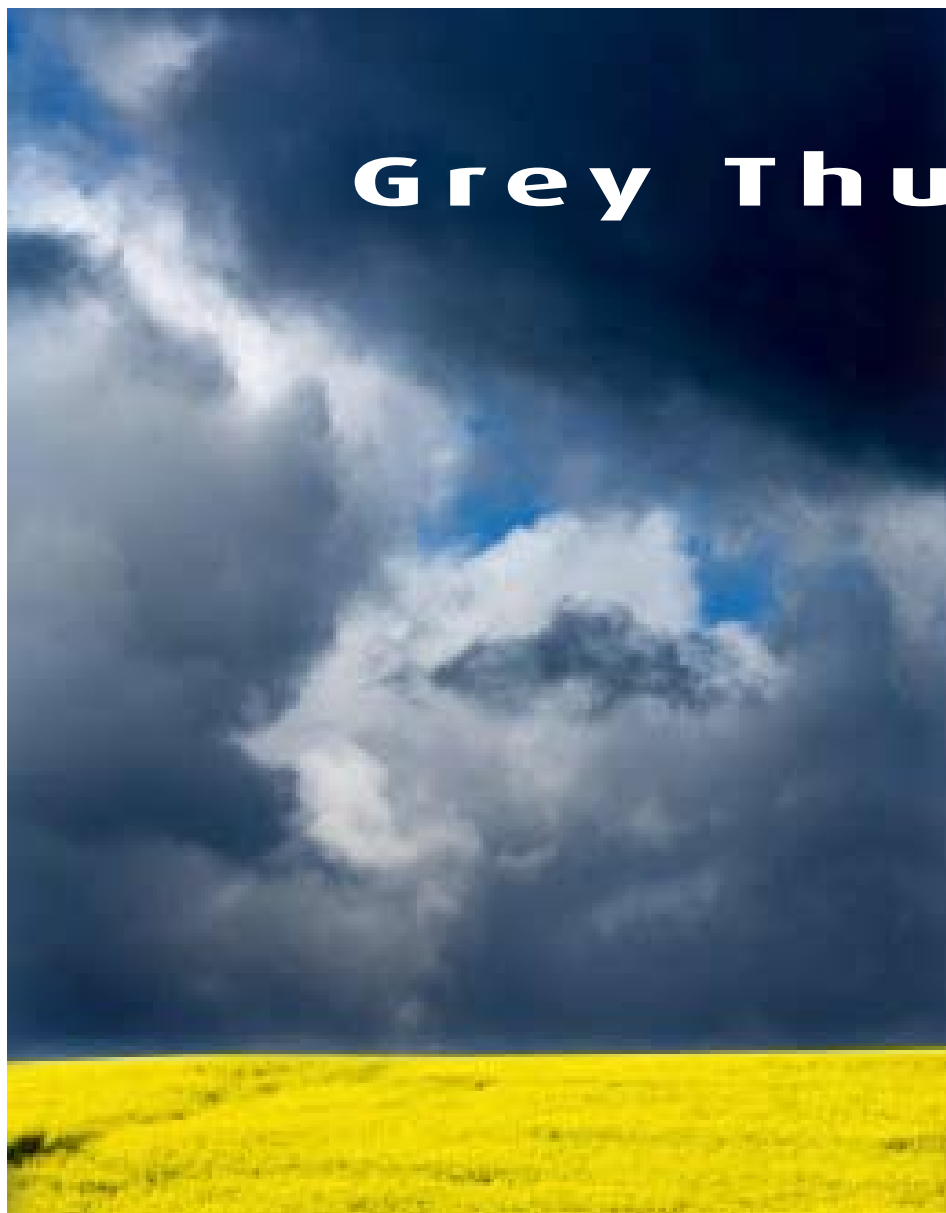


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Grey Thunder



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The concept

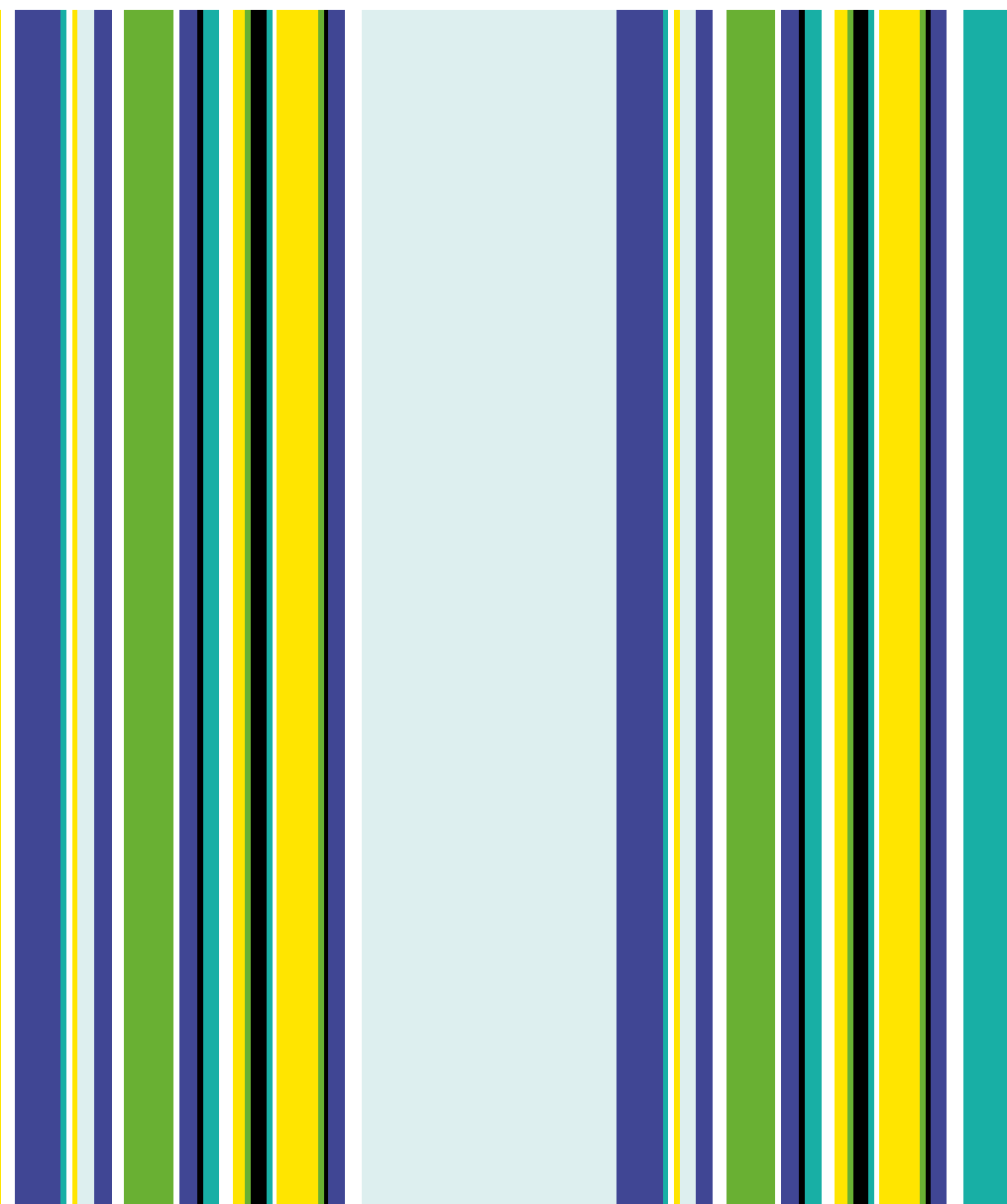
Packaging

Underlines the colours concept.

Can be used in the shop for attention!

Presentable as a gift.

So elegant that you want to keep it for storage afterwards!!



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The concept

Cord

The cords incl. socket are available as accessories.



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The concept

Lighting concept

“Toldbod 120 creates uniform lighting - 100% downward directed. Toldbod 120 is perfect in applications where you need downward directed light.



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Product

Materials

Material: Painted aluminium. Anodised reflector.

Logo: No logo.

Mounting: Cable type: Colour-braided silicone cord.
Cable length: 2.6 m.

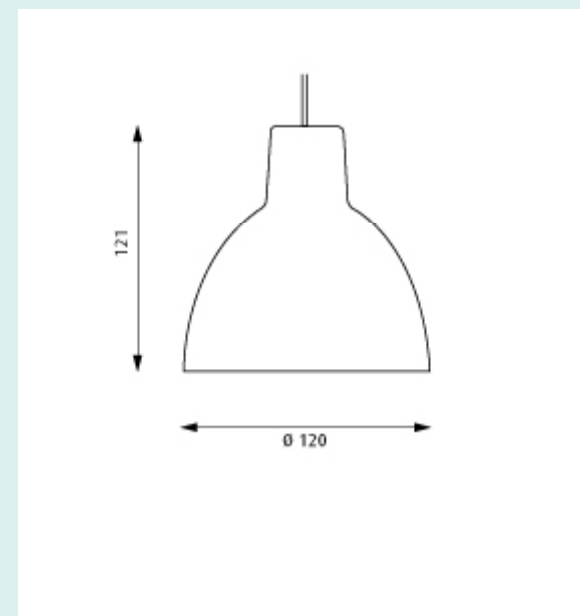
Weight: Max. 0,5 kg.

Light source/Socket: 40W QT G9
Enclosed Energy Saving halopin 33W QT G9.

Canopy: No

Dimensions: Diameter 120mm, height 121mm.

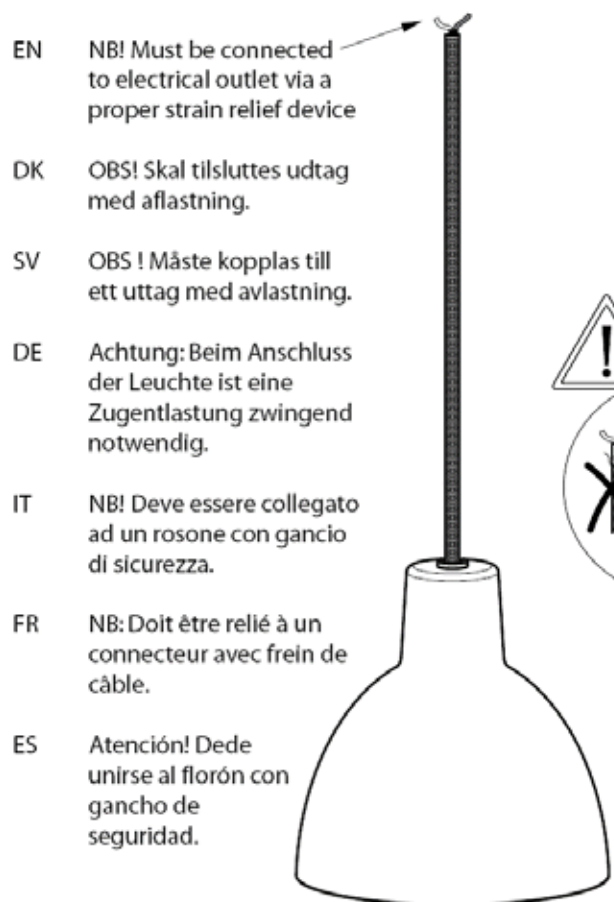
Numbered.



Product Mounting



10000080269



EN NB! Must be connected to electrical outlet via a proper strain relief device

DK OBS! Skal tilsluttes udtag med aflastning.

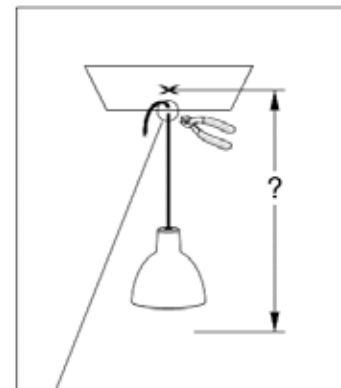
SV OBS! Måste kopplas till ett uttag med avlastning.

DE Achtung: Beim Anschluss der Leuchte ist eine Zugentlastung zwingend notwendig.

IT NB! Deve essere collegato ad un rosone con gancio di sicurezza.

FR NB: Doit être relié à un connecteur avec frein de câble.

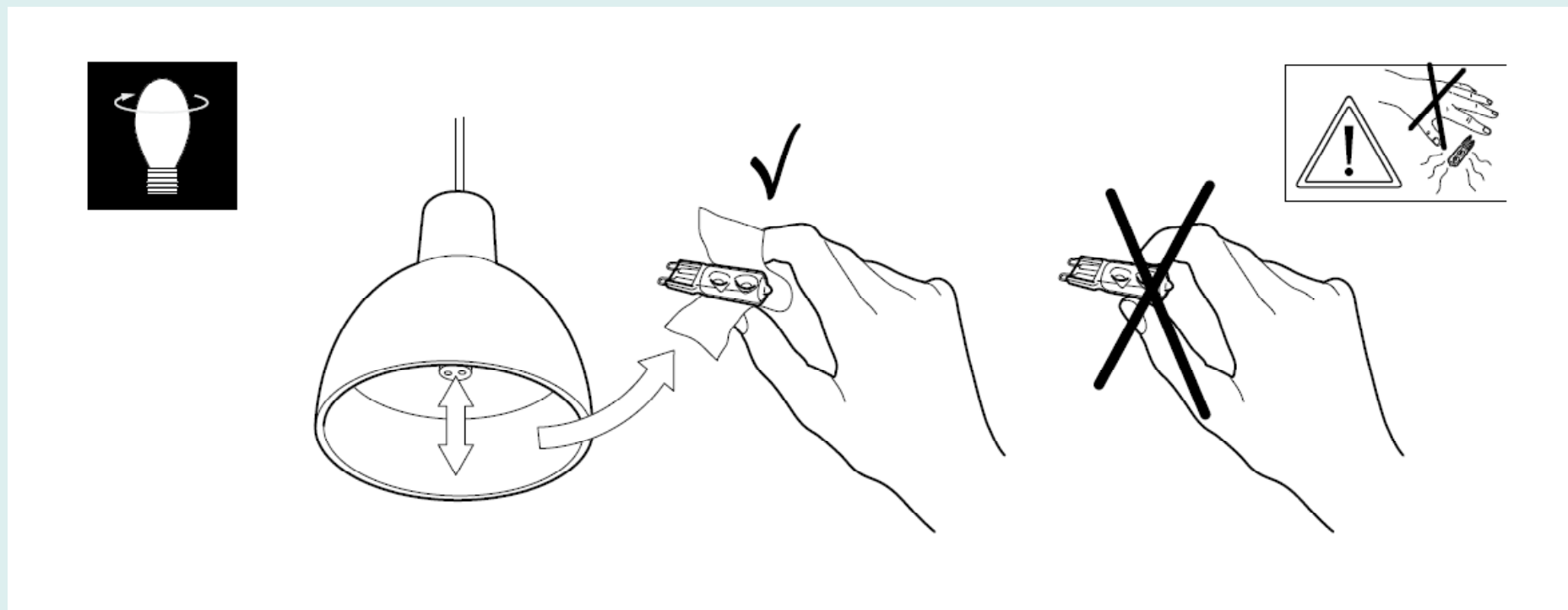
ES Atención! Dede unirse al florón con gancho de seguridad.



- EN TAPE
- DK TAPE
- SV Tejp
- DE Tesafilm
- IT Nastro adesivo
- FR Ruban adhésif
- ES Cinta adhesiva

Maintenance

Changing the light source



Business

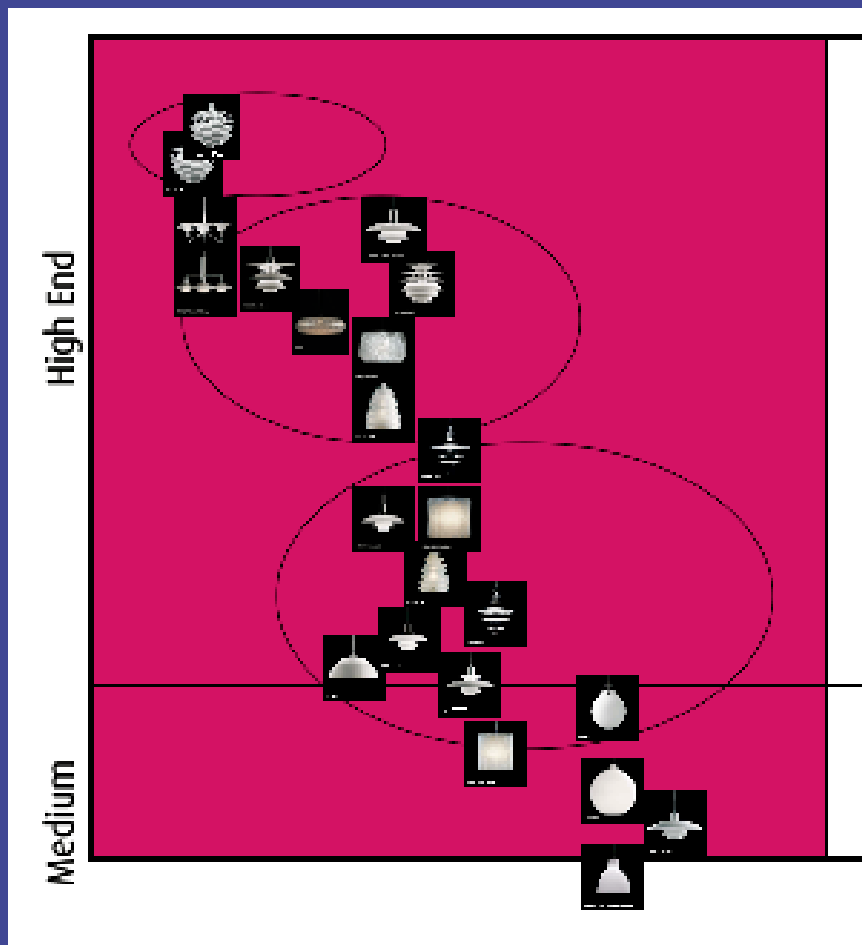
Applications



Application Areas:

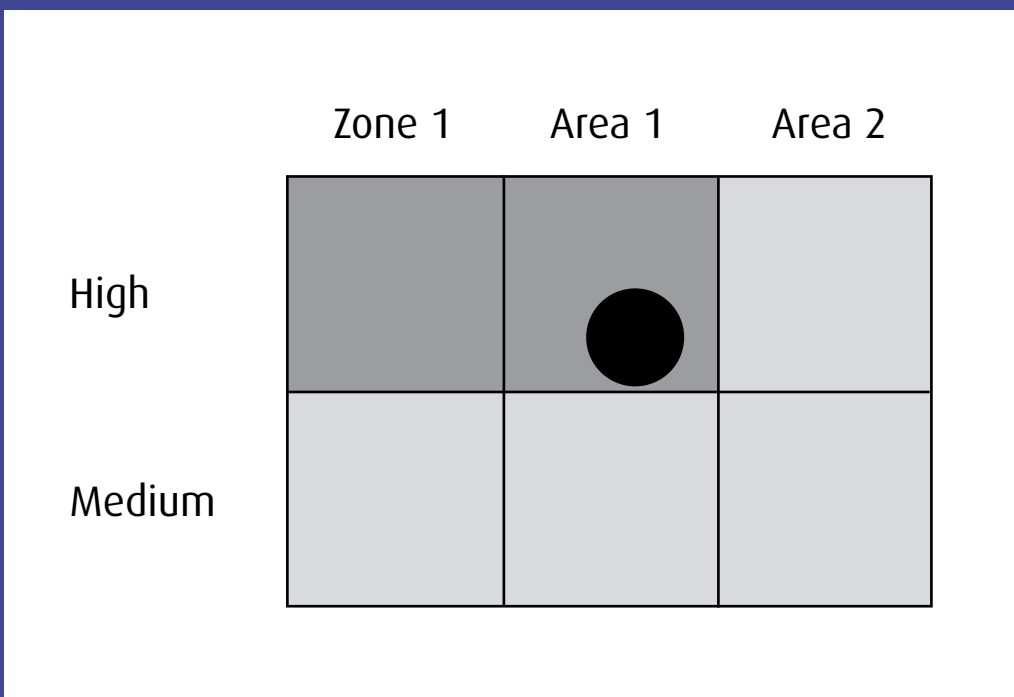
Kitchens, childrens rooms etc. - family houses as well as summer residences.
Bars and receptions

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Business

Positioning



Business

Competitors



Flower pot
Unique Copenhagen
Verner Panton



Caravaggio
LightYears
Cecilie Manz



BL-9
BestLite
Robert Dudley Best



Hang on honey
OiOi
Niels Bak Rasmussen



Toldbod 120
Louis Poulsen Lighting

Business

Launch

Products available from 1st September 2009.



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Colour samples



Item number:
1000081031

Business

Marketing

New Toldbod family brochure, September 2009

Item number: 5701026621

Old brochure enclosed in the packaging until stock has been used up afterwards the new will be enclosed.

Toldbod 120 brochure, August 2009, 16 pages

Item number: 5701026508

Press material incl. photos for download on website available no later than 1st September 2009.

Colour samples.

Business

Banners

Item number:

5701026537 Yellow Blossom

5701026540 Misty Blue

5701026511 Grey Thunder

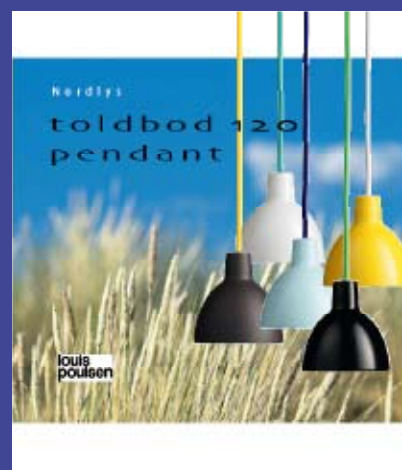
5701026553 Black Berries

5701026524 Cloudy White



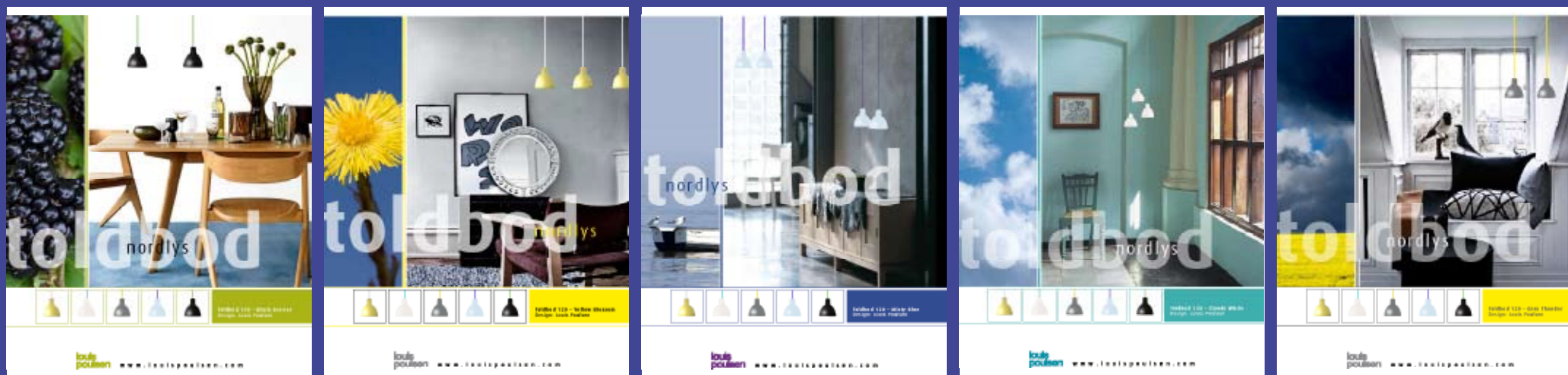
Business

Pages from the new Toldbod family brochure



Business

Drafts Adverts concept



Adverts concept

Adverts have to be ordered in specific size and format for media.

Net cost: € 130,00 each

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Business

USP's

- Elegant and delicate choice of colours - extract of colours in the North.
- Sophisticated combinations with coloured cords.
- Trendy packaging

Underlines the colours concept.

Can be used in the shop for attention!

Presentable as a gift.

So elegant that you want to keep it for storage afterwards!!



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Business

USP's

- It provides concentrated downward & glare free illumination.
- Equipped with a small reflector to ensure high light output and good reflection.
- Suitable for hanging over tables, desks eg. kitchens, childrens room, bars and receptions.
- The pricelevel allows you to experiment.

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Item numbers

5741087617 TOLDBOD 120 PENDANT 40W QT BLACK BERRIES - GREEN CORD
5741087620 TOLDBOD 120 PENDANT 40W QT CLOUDY WHITE - TURQUOISE CORD
5741087633 TOLDBOD 120 PENDANT 40W QT MISTY BLUE - PURPLE CORD
5741087646 TOLDBOD 120 PENDANT 40W QT GREY THUNDER - YELLOW CORD

5741087565 TOLDBOD 120 PENDANT 40W QT BLACK BERRIES - WHITE CORD
5741087578 TOLDBOD 120 PENDANT 40W QT CLOUDY WHITE - WHITE CORD
5741087581 TOLDBOD 120 PENDANT 40W QT YELLOW BLOSSOM - WHITE CORD
5741087594 TOLDBOD 120 PENDANT 40W QT MISTY BLUE - WHITE CORD
5741087604 TOLDBOD 120 PENDANT 40W QT GREY THUNDER - WHITE CORD

5741087659 TOLDBOD 120 PENDANT CORD SET WHITE
5741087662 TOLDBOD 120 PENDANT CORD SET PURPLE
5741087675 TOLDBOD 120 PENDANT CORD SET TURQUISE
5741087688 TOLDBOD 120 PENDANT CORD SET YELLOW
5741087701 TOLDBOD 120 PENDANT CORD SET GREEN

10000080271 TOLDBOD 40W SALES KIT

10000081031 TOLDBOD COLOUR SAMPLES

Prices

RUS

€

Toldbod 120 metal 200

Cord incl. Socket 57

Colour sample set Toldbod 120 - Net: 10

Toldbod Sales Kit: (5 sales samples in a box) - set price - Net: 225

Notes

Page

1

2 To ensure a balance in the introductions of 2009 - where 2 very high-end products (Aeros and Snow) (and a smaller version of the Collage p) will be introduced - we would like also to be able to offer a product which is positioned lower in the portfolio. As the product is more affordable - this also gives us an opportunity to play a little more with colour combinations (paint and cord). The present economical recession also contributes to the decision of finding less expensive offerings. We miss out on smaller pendants which makes the Tolbod 120 a good choice. We also bear in mind the success of the coloured introduction of the PH50. The price around DKK 1.295 is also attractive on the market of presents/gifts.

3 Over the last year we have seen a number of products being introduced on the market in "fresh colours" - often covering a number of "rainbow"-colours. We want to do colours but we also want to distinguish from the very "Fresh" lines - and go more elegant and delicate in the choice of colours - still offering sophisticated colour combinations with coloured cords. We believe that our selection of choices will give inspiration to go more "stylish"

4

5 The concept is built over the theme: the Nordic light - an extract of the colours in the North

6

7

8

9 "To attract the customer in the shop, and to be presentable when sold as a gift - we have decided to work on a very Residential packaging. The packaging should be a box which you would like to keep for storage afterwards. This will be combined with a trendy rubber band.

"

10

11

12 Powder painted on a spun aluminum shade (3,5 mm thick)