

# BOLTZE

Home Collections

*Shopping is a journey.*

BUT EVERY CUSTOMER'S JOURNEY IS DIFFERENT

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“

*A couple of decades ago. Male and Werner Boltze. Two people, a living room and a wooden cargo box full of beautiful little things from Asia.*

”

## ONE OF OUR CORE VALUES

We don't just listen; we try to imagine to be in your place.  
We don't just try to understand but we also look at the individual situations, backgrounds and contexts.  
Then we provide the best support possible according to your perspective.

***This way, retailers can focus on the most important part  
– the relationship with their customers!***



COMPANY  
BROSCHURE

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## THIS IS BOLTZE

Because running a company like a family is not a matter of size. ***It is a matter of attitude and of the heart.***

We are working together directly and trustingly, just like a family. Our objective is to create solutions that are ideal for everyone. Staff members, suppliers, partners and customers. With this in mind we would like to say:  
***Welcome to our family!***



For almost 60 years Boltze has been working for bestselling and trendy living room accessories. The family-run company is headed in the second generation by Adrian Boltze and maintains over 8.000 national and international customers.








## OUR PROMISES OF PERFORMANCE

Our promises of performance are based on the idea of an ideal retail trade – from the perspective of the customer:

- > **Variety of products.** An individually tailored variety of products offers seasonal inspiration and provides for high frequencies and solid turnovers due to professional product presentation at the point of sale.
- > **Trends and bestsellers.** The product ranges are based on current trends as well as on ,best of‘ articles and therefore, guarantee successful sales.
- > **High margin articles.** Under consideration of local preferences and high demands on quality, high margin articles are chosen which are combinable due to an intelligent module principle.
- > **Constant availability of goods.** With modern logistic systems goods can be delivered at preferred dates or also in prefigured delivery cycles according to individual customer needs.
- > **Simple order procedure.** Products can be ordered in various ways – either in a personal sales appointment or in our online shop.
- > **Transparent processes.** The products are supplied with detailed article descriptions and pictures. Of course, all data can be made available on customer’s own merchandise management system.



ABOUT € 120 MIO. ANNUAL TURNOVER 	About <b>260 employees</b> 	
Family company in second generation		<b>11.000</b> articles per year
<b>2 showrooms in Germany</b>	<b>300.000</b> box storage spaces	
Company back offices in China and India		
<i>Delivery deadlines met: over</i>  <b>98%</b>	 <i>Fully automated warehouse</i>	 <b>Member of BSCI initiative</b>
<b>40.000</b> pallet storage areas		
<b>70 retail professionals in Europe and a professional key account team</b>		
<i>Individual designing and procurement of product ranges</i>		





“

*We want to fully  
understand your needs,  
to grow together and  
become your personal  
troubleshooter.*

”

## THE SINGLE CUSTOMER IS BECOMING THE FOCUS.

- > We focus on the *particular demands* of each industry.
- > We adjust our thinking consistently according to the *various needs* of the respective industry.
- > We work out *ideas and solutions* which are specifically fitting to the industry concerned.

As regards content, we are thus an *ideal partner* for our customers to achieve more together.



## NEW THINKING ACCORDING TO TRADE SEGMENTS

The needs of the individual retail channels could not be more complex. So, it is not surprising that the development spreads in different directions. ***We have to exactly realize these differences.***





*Food retail*

*Food retail***TRADING-UP THROUGH BOLTZE HOME ACCESSORIES**

- > We offer you the opportunity to differentiate your articles from those of your competitors - for example through exclusive BOLTZE designs or own imports.
- > In the food retail sector expanding your range by including home accessories will lead to the acquisition of new target groups and customers.
- > Our sales professionals and decoration experts will gladly support you in designing the concept on site.



*Food retail***NEW PRODUCT GROUPS - CURRENT TRENDS - HIP LIFESTYLES**

- › Decline in sales of food articles → new product groups represent an attractive sales market
- › In addition to low price ranges, (trend) articles in higher price ranges are particularly promising
- › Greater demand for trendy individual items and large-volume articles
- › Above-average margins for home accessories → increased location productivity
- › Popular trends such as baking/cooking and wellness/spa
  - › storage containers, baking dishes, Buddha figurines, ...
- › Great success with trend theme BBQ also in food retail
  - › Many suitable BBQ articles in combination with table setting



*Food retail***SHOPFITTING: REFRAMING OF NON-FOOD DEPARTMENTS**

- › Competitive battles and strong comparability of food retail assortments make constant expansion of the product portfolio through non-food a necessity
- › High-quality product presentation through modern shop concepts
- › Shop design and product presentation create new incentives to buy, and a tangible added value
- › Regular product image changes provide new impressions and generate buying impulses
- › Emotional presentation of sales themes
- › Increasing demands for regular assortment changes and creative merchandising - individual accents are made possible
- › End consumers combine grocery shopping with a search regarding ideas for furnishings and gifts





“




*A wide assortment rich  
in variety with fitting  
products for every  
occasion, every season  
and every situation.  
And the best:  
all is combinable!*

”



## THIS IS AS GOOD AS IT GETS WHEN IT COMES TO VARIETY

Our Everyday collections cover – as the name already says – products for every day. These are normally independent of seasons. The major part of this range is immediately available for delivery.



ABOUT <b>8</b> COLLECTIONS PER SEASON	<i>about <b>3.500</b> articles per season*</i>	
<i>Great compatibility</i>		<b>Bestsellers</b> 
<i><b>Different price ranges</b></i>		
<i>Immediate availability</i>		<b>Articles as goods carrier (for example fruit boxes)</b>

\*exclusive special imports.



## ALWAYS THE BEST FITTING OFFER

When we talk about seasons we are not only thinking of Christmas and Easter but also of the spring and garden season or our autumn themes. Seasonal articles have to be ordered with us in advance of the season. Advance orders until up to one year are possible.

ABOUT <b>15</b> COLLECTIONS PER SEASON	<i>About <b>3.500</b>          articles per season*</i> 
TRENDS AND MUST-HAVES	
<i><b>Great compatability</b></i>	Colour trends (for example colour of the year) 
<i><b>Different price ranges</b></i>	
<i>Unique articles</i>	<b>PRE-ORDER GOODS</b>


\*exclusive special imports.





## OUR BESTSELLERS

Our core collections are basic and standard ranges. These sales areas can always be made into inspiring and promotional spaces individually. For enhancement just colours and trend articles do the trick. This way novelties are simply integrated into existing collections, triggering additional impulses to buy.

ABOUT <b>10%</b> OF PRODUCT RANGE	
<b>BASIC ARTICLES</b>	<i>Strong revenue contributors</i> 
ALL-TIME BESTSELLERS	
<i>Great compatability</i>	Must-Haves




## OUR ALL-TIME FAVORITES

Our core ranges are never 'out of stock'. That is why we here talk about our so-called NOS articles.

<i>ca. <b>10%</b> of the assortment</i>	<b><i>Our bestsellers</i></b> 
S A L E S   D R I V E R	
<i><b>Important product groups</b></i>  <i><b>Particularly suitable for promotions etc.</b></i> 	V E R Y   H I G H availability 
<i>Available at short notice</i>	<b>Basic items</b>




## FOR ONLINE SHOP OPERATORS

Items that can be shipped individually are already securely packed that you can ship them to your customers by parcel service without additional packaging effort.

<i>About</i> <b>10%</b> <i>of articles are single  dispatchable</i>	<i>Competitive  prices</i> 
RANGES SUITABLE FOR B2C-CUSTOMERS	
<b><i>Shippable  packaging</i></b> 	<b>HIGH AVAILABILTY  OF GOODS</b> 
<i>B2C relevant set sizes</i>	<b>No sorts</b>

**GIFT ESSENTIALS**

With our articles you will have the suitable gift for every occasion. We offer perfectly adjusted gift products for relevant themes - like love, happiness etc.



<i>For every occasion</i> 	<i>Suitable gifts</i> 
<b>SPECIAL PLACEMENT OPTION</b>	
<i>Additional revenue due to new product area</i>	Relevant themes 
<b><i>Flexible goods carriers with optimal article placement</i></b>	



## ATTRACTIVE SPECIAL PLACEMENTS

We offer a wide range of articles in sales-promoting single packagings or gift boxes.

Through emotional product presentation and special placements additional sales are easily generated.

<b><i>Wide range of promotional articles</i></b>		<i>Emotional product presentation</i>	
<b>ADDITIONAL SALES DUE TO SPECIAL PLACEMENTS</b>			
<i>Additional sales due to new product area</i>		<b><i>Presentation in shelves or in quantity build-ups</i></b>	

## DIVERSE MATERIAL FOR SALES SUPPORT

Even before the start of the season you get a first impression of our new collections with our seasonal brochure.

Detailed information with all relevant article data is to be found in our product catalogues.



## INSPIRING AND SALES PROMOTING DECORATIONS

Our successful category ,Shop the Look' regularly presents conclusive article combinations for your business with all relevant articles in order to easily create this look in your own shop.

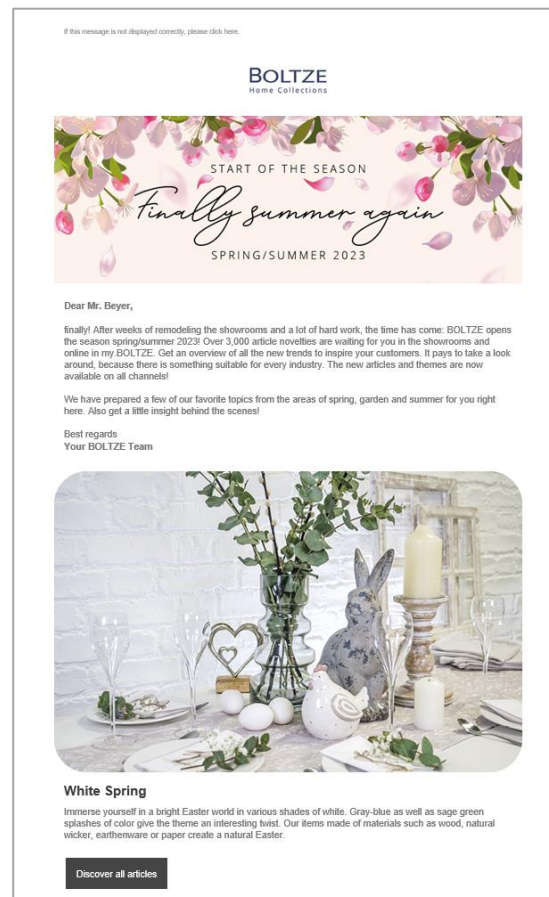


SHOP THE  
LOOK  
[Click here](#)



## WEEKLY NEWSLETTERS

To make sure that the latest trends are available in your shelves we provide inspiring newsletters weekly. Here you will regularly find interesting industry insights as well as informative figures, data and facts from the market. This way you are always one step ahead of your customers.





“

*Our 70-person sales team is constantly on duty for you. With this we have already convinced over 8.000 customers of our capabilities.*

”

## WE HAVE A WORLDWIDE DISTRIBUTION NETWORK

### *Our highest-turnover retail markets are:*

- > Germany
- > Austria
- > Switzerland
- > Benelux Countries
- > France

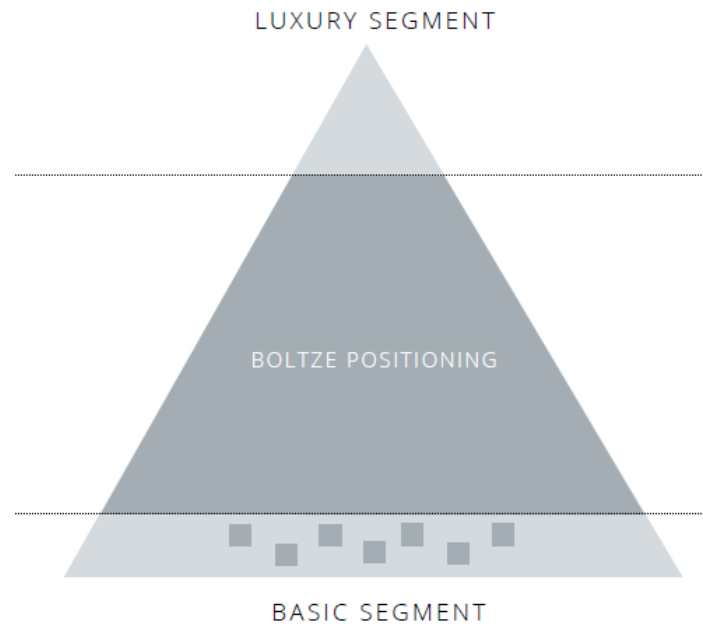
### *We provide suitable ranges for every industry*

- > Furniture trade
- > Garten centre, DIY
- > Specialist dealers, gift articles
- > Shippers, E-commerce
- > Discounter
- > Drugstores
- > Food Retail Trade

Our customers are as diverse as our ranges.



## OUR POSITIONING OFFERS PLENTY OF SCOPE



*We have already established our brands for different product lines successfully in the market.*







“

*Our 70-person sales team is constantly on duty for you. With this we have already convinced over 8.000 customers of our capabilities.*

”



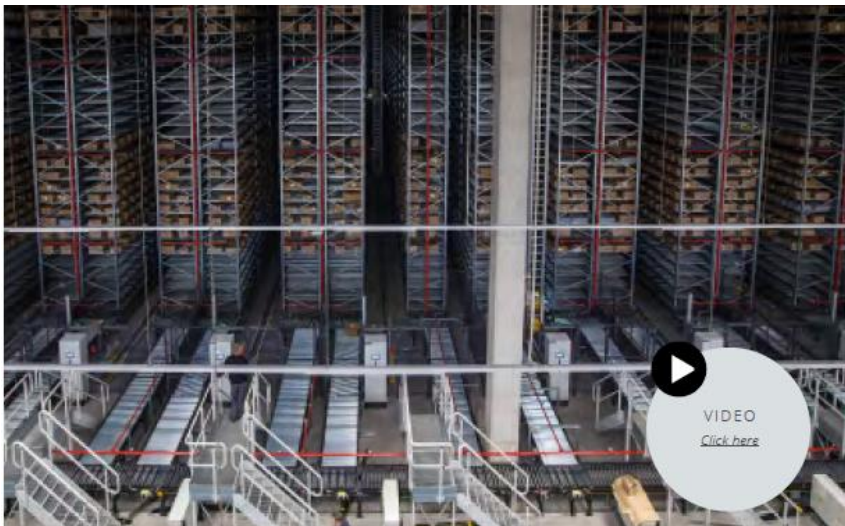
*This distinguishes our logistics*

<b>40.000 pallet places</b> 	
Fully automated carton warehouse with space for <b>300.000 cartons</b>	Thousands of articles in stock
<i>Daily unloading of about 40 containers each 20 foot</i> Delivery in Germany possible within 3 days	<b>1.000</b> pallets goods dispatch daily
<i>On time delivery rate of over</i> <b>98%</b>	 Short retention period of incoming containers, quick availability of articles
	 <b>2 shifts operation during season</b>
Commissioning according to customer's orders: <ul style="list-style-type: none"> <li>• Individual delivery note</li> <li>• Additional labelling</li> <li>• Packing specifications</li> <li>• Pallet grades</li> </ul>	<b>COMPREHENSIVE CUSTOMS EXPERTISE</b>  Processing of small deliveries (parcel shipping) and very large deliveries (truck/container)

## FULLY AUTOMATED CARTON WAREHOUSE

Thanks to the fully automated carton warehouse goods will always be available and delivery times will become shorter considerably.

The extended storage area creates about 300,000 new carton slots and provides for a significantly higher number of articles. This way, customers are assisted in ordering just in time because they often do not have a warehouse of their own available.



## OUR SUPPLY CHAIN

In order to provide truly trouble-free deliveries, we instruct various forwarding agencies with worldwide logistic networks and longstanding experience.

- › Worldwide active service providers for importing
- › Comprehensive customs expertise
- › Short retention period for incoming containers, quick availability of goods
- › Cooperation with the largest general cargo networks in Germany and throughout Europe
- › Up to 50 distribution forwarding agents in Germany for ‚the last mile‘
- › Processing of small deliveries (parcel shipping) and very large deliveries (truck/container)





*Achievement of more success with data analysis – profit from our large data pool for your range planning.*



## WE KEEP THE PERSPECTIVE

- > Profit from our large data pool when planning your range.
- > We give transparent information and continually analyze sales relevant data, including most successful collections, best selling articles or article groups.
- > On these information we establish extensive trend analysis for you.
- > We are happy to compare your data when requested.
- > Our focus at data analysis is always on your specific needs and your special economic framework conditions.





“  
*Our well-proven  
quality is more  
than a promise.  
We will gladly  
convince you.*

”

## TRUST IS GOOD, CONTROL IS BETTER

### *Successful quality management = satisfied customer*

On this simple equation our actions are based. When the customer's quality demands are satisfied no matter what efforts were necessary - we know we have done the job right.

### *The quality management – monitoring in several steps:*

Before an article goes into sale it goes through a monitoring system of 4 steps.

This ensures a high-quality product with a readable EAN code, and which follows the legal guidelines.



*Only after assessment of the goods according to our quality standards they are signed off for delivery.*

## **THE EXPERT TEAM: REGULARLY TRAINED AND EDUCATED.**

- All BOLTZE quality managers and also those of our suppliers are up to date with the latest quality regulations.
- We permanently visit and inspect our production facilities professionally.
- Compliance with the usual market standards and regulations as well as contact with associations and authorities are just as much a matter for us as cooperation with independent testing institutes and test laboratories.
- Quality is also important to us in the social sector. Therefore, Boltze takes social responsibility seriously and supports among others the social-fair initiative of VFI and the Business Social Compliance Initiative (BSCI).







“

*We offer many special services and are able to fulfill almost every of your article requests. From procurement to sales.*

”

## OUR EXTRA SERVICE

We offer our customers ***carefree packaging*** and this distinguishes us:

- > ***Specific know how*** in various markets
- > Knowledge about the ***specifics and requirements of each customer*** according to his individual business model
- > ***Individually*** compiled products and themes, namely:
  - Exclusive articles
  - Private label articles
  - Special packaging requirements
  - Individual article concepts
  - Purchase of annual quantities / price advantages

We are happy to develop a briefing with you,  
look worldwide for suitable products and subsequently  
present the results to you.



## **SPECIAL IMPORTS – FOR YOUR PERSONAL CHOICE OF PRODUCTS**

*Individual realization of article modifications from the Boltze range, for example:*

- > Changes of colour
- > Changes of sorting
- > Changes of order units
- > Consideration of special change requirements

*Creation of individual packaging solutions, for example*

- > Gift box
- > Packaging suitable for postal delivery
- > Different display types



## SOURCING – ARTICLE PROCUREMENT À LA CARTE

*Sourcing means the procurement of specific products according to specific demands. We offer:*

- > Sourcing complimentary to the Boltze range or also for non assortment product groups
- > Sourcing for single articles or entire theme worlds
- > Differentiation from the competition through individual products and ranges
  
- > Sourcing processes are possible throughout the year – independent from Asian fairs and they can take place without the customer travelling
- > Sourcing also for problematic product groups with
  - complicated legal regulations
  - strongly varying qualities
  - highly volatile prices



## **AGENCY BUSINESS – FOR THE SPECIAL DEMAND**

Here we offer all-in-one solutions – from preparation and support at mutual purchase trips up to delivery:

- > Entire order processing
- > Individual process chain
- > Utmost commitment and partnership at full transparency
- > Improved purchase conditions by pooling purchasing volumes and using BOLTZE's best suppliers
- > Optimization of logistic processes, for example through consolidation of sea freight consignments and logistic costs (for example with favorable sea freight rates)





“

*A professional sales area planning is a significant component for optimum selling. We've got many possible solutions for your POS.*

”

## **WE PLAN – YOU BENEFIT**

For an optimal sales area planning and best possible sales we offer complete floor and space planning as well as some goods carrier concepts. Apart from that we have our own deco team available for you and additionally various goods carriers and displays in our ranges.

## **SPACE PLANNING AND SPACE CONCEPTS**

We support our customers at planning of a space until presentation in the shop. The offer contains:

- > An intelligent route guidance
- > Choice of suitable goods carriers
- > Choice of suitable ranges / themes / articles



## ROOM CONCEPTS

At the POS a living space presentation is created and at the same time sales and stockpiling takes place.

As a result, there are advantages but also challenges in the organization.

### ***Your advantages:***

- A spatial staging results into an improved customer approach
- The retailer is perceived as a trendsetter

### ***Challenges:***

- Room concepts have the consequence of relatively high maintenance (redesign up to 4 times per year)
- There is less sale exposure in the shop



## DECO TEAM

We have a ***comprehensive know how*** at our disposal and there are different deco teams throughout Germany available for you to present your goods professionally. In ***workshops*** of one or more days, we are happy to pass on our expertise to you and your employees.

### ***Concepts for merchandise displays***

Merchandise displays comprise shelves, tables, pallets and displays. We recommend to you the best possible goods carrier for your point of sale and our products. About your existing goods carriers we will gladly calculate your optimal goods demand of our articles.

### ***Shelve concepts***

The presentation of articles at point of sale determines the buying behavior. With seasonal shelve concepts and skillful product arrangements the focus is drawn to the important and sales-boosting articles.





## TABLE CONCEPTS

At our table concepts we are happy to advise you with regard to our all year round changing Everyday and seasonal themes. Through the coordinated and interlocking topics, you reduce your slow sellers and thus your risk.





## **PALLET CONCEPTS**

The goods presentation on pallets is particularly well suited for center aisles in garden centers or DIY stores and together with respective goods placements they generate additional sales due to the customer flows.

Well proven pallet concepts consist of twin-storey pallets and metal bars at the side, assembled with lanterns (well known articles are especially useful here). We offer large bucket pallets for diverse takeaway items.



## DISPLAY CONCEPTS

We have got the most different display variations for you, for example for the cash area as counter displays or also, in a large variation as stand-up display.



## **BOLTZE ARTICLE AS MERCHANDISE DISPLAYS**

Additionally, to our existing concepts we have some products in our range which you can use as creative merchandise displays for your ranges. Your advantages – the products stand out visually from your products and fit thematically to our deco goods which you can sell to your customers.





“

*We are busy with the latest trends in the digital area and are one of the industry's pioneers.*

”

## DEVELOPMENTS

***The new online shop is more than just a shop.***

Discover the new my.BOLTZE-World

***This is new:***

- > Modern design
- > High clarity
- > Comprehensive search and filter functions
- > High usability
- > 24/7 availability worldwide
- > Comprehensive article data

***The new shop will be a service portal with uncountable possibilities:***

- > Fast entry of orders
- > Order overview and tracking
- > Download of receipts
- > Simple repeat orders
- > Online complaints
- > Download high resolution picture in picture portal
- > Direct contact to account manager
- > Communication of special promotions and events

These features are constantly being developed further and adapted to the customer journey.



## YOU WILL ALWAYS BE UP TO DATE WITH US

*With innovative services, tailor-made logistics, target-group oriented ranges and a strong online mindset*

*BOLTZE is not only a B2B dealer but also reliable, most convenient partner and idea generator for his customers.*

Our digital strategy comprises more than ‚just‘ a shop. We have already implemented various projects successfully – or still underway.

We have already successfully implemented the following:



***BOLTZE***

FOR SUCCESSFUL RETAILING.