

PRESS RELEASE

Germany is about to see red: in 2016 Pulmoll plans to drive forward the strategic expansion of the brand and further increase visibility in retail outlets. To achieve these aims the classic brand will rely on optimised shelf and checkout placement as well as attention-grabbing secondary placements. (Hall 10.2 Stand F030)

Herbolzheim, January 2016. In 2016 Pulmoll will be celebrating its 60th birthday. The anniversary will be celebrated together with all our fans – 80 percent of consumers are familiar with the popular Classic. Pulmoll plans a whole raft of actions to celebrate the anniversary – Pulmoll is giving the red anniversary tin a 50s style makeover and releasing a duo pack, is kicking off a major display campaign in retail outlets and is holding a competition promotion with attractive prizes throughout the year. In addition, there will be a major coupon campaign in stores in the autumn.

Pulmoll is one of Germany's ten most popular confectionery brands – 80 percent of consumers already know and love Pulmoll*. Pulmoll intends to make even better use of this impressive advantage in the future and in the new business year the brand with its long tradition will undergo a strategic expansion. The primary objective here is to increase presence in the market and with consumers. This will be achieved on the one hand through communication but even more importantly through improved visibility in stores. Plans include optimised shelf and checkout placement as well as secondary placements designed to increase impulse sales. Pulmoll plans to further increase sales figures by driving up impulse buys with the eye-catching red display in particular.

The main hook for this campaign will be Pulmoll's 60 year anniversary. In 2016 the classic brand will be celebrating its birthday by releasing a collectable tin from the 1950s, duo packs, special editions, discounts and prize draws. All of these actions will refer to the history of Pulmoll and its red tin which has now become a collectors' item.

At the same time Pulmoll can count on sustainable growth. Last year alone the brand showed an increase in sales of seven percent. This was particularly strong in the classic food retail sector with growth of 5.1 percent. The 'Classic' product and positive placements in food retail and health and beauty stores have been the prime contributors to these developments. "Alongside 'Classic', sales of our 'Mixed Berry' variety have developed very successfully and the expansion of our bagged

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range ensured good secondary placements. Our 'Mango-Mint' special edition has been another success story which will continue into 2016. Demand was so great that this variety, with its combination of sweet mango and refreshing mint, will once again be on the shelves as a special edition," said managing director Fritz Haasen.

New foreign markets

Export strategies were particularly successful in 2015 in the Netherlands, Vietnam, Poland and France. In the Netherlands in particular the long brand history and high recognition levels were reflected in encouraging figures; a country-specific tin and a distributor demonstrating excellent performance helped to ensure this excellent result. It is these sorts of features that explain the good export figures, says Fritz Haasen. "Although 2015 was characterised by a difficult market situation as many countries were struggling with political and economic problems, at Pulmoll we showed moderate growth. Particularly popular new products abroad included 'Junior' and 'Mixed Berry'. Pulmoll was able to assert itself in over 30 countries in total. We plan to expand in 2016 to reach over 40 countries. The company will once again start exporting to the USA, Great Britain and Scandinavia. The export range will be increased in 2016 by the addition of the 'Pulmoll Lime- Mint' variety which is already successful in Germany. The 45g tin will be available abroad from April 2016 and contains sugar-free lozenges with a special combination of fresh mint and fruity lime.

New trends and products for 2016:



Pulmoll in celebratory mood – big prizes, great special edition products and additional discounts

Pulmoll is in celebratory mood and the anniversary offers are really something special. In the spring Pulmoll will launch an anniversary pack to kick off activities around the 60th birthday of the famous red tin with the little pastilles. And then Pulmoll will be available in a double pack. Alongside the classic red tin the popular Pulmoll pastilles will also be packaged in a limited edition tin with a 1950s design – packed as the duo anniversary pack. The promotion will be accompanied throughout the year by an appealing anniversary competition with attractive prizes. The duo anniversary pack will be presented on an eye-catching secondary placement display. The 2 x 75g tins will be available for a RRP of between € 2.30 and € 2.99.

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The anniversary tin will also be available in the summer in a separate display. A major coupon campaign with cashback offer (60 cents) will ensure visibility in stores in the autumn. A big competition promotion will run throughout the year in which 60 big prizes will be on offer every 60 days, for example e-bikes, e-readers, tablets, Pixum vouchers and attractive Pulmoll fan kits. Each participant has the chance of winning a prize with every tin purchased.

Award winner: "Pulmoll Mango-Mint"

Recognised as Product of the Year 2016 with a bronze medal, the special edition "Pulmoll Mango-Mint" will once again be on the market in summer 2016 after its successful launch in 2015. The super fruity, sugar-free and refreshing lozenges with the combination of sweet mango and refreshing mint have proven very popular. The perfect lozenge for hot summer days is sweetened with stevia glycosides derived from stevia, is tooth friendly** and contains vitamin C. The limited edition will be on sale in food retail outlets in 2016 at a RRP of € 1.59.



The success of "Pulmoll Mango-Mint" is another milestone in the expansion of the distribution of the bagged sweets segment in supermarkets. The bags offer a modern, young look and make it very clear what they contain at first glance. The Pulmoll range will be expanded to include bags in foreign markets too in 2016.

About Pulmoll

For 60 years Pulmoll has been a trusted lozenge for coughs and sore throats in Germany. Throughout this time Pulmoll has been one of the best-known brand items on the German market. Pulmoll was founded in 1946 by French chemist Jacques Lafarge near Paris. The original Pulmoll lozenge is the Classic, its unique flavour is based on liquorice root combined with menthol and honey. The Classic variety was introduced in Germany in 1956. This health product was originally only available for sale in chemists' shops and is still produced today according to a recipe that has remained almost unchanged. These are tasty little lozenges that do you good and come in eye-catching packaging. In Germany they have grown to become one of the most successful tinned lozenge brands. At the start of the 1980s Pulmoll introduced eight additional herbal and fruit flavours. Since 2012 sugar-free Pulmoll lozenges have been sweetened with stevia** and the fruit varieties contain fruit juice concentrate which makes them even fruitier.

*Omnibus study by GfK 5/2015 and Statista VuMA

**With steviol glycosides derived from the stevia plant

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