



EasyPRO scores in the high league

The PENOSIL EasyPRO product line launched in 2015 continues to conquer new markets with its product development focused on user experience. In addition to renovation kits complete with tools, Wolf Group will surprise consumers with silicones in soft tubes.

THE PENOSIL EasyPRO series was born of the realisation that home users and builders should be met halfway, as they need products and tools that are easy to handle, guarantee a good result and save both time and money.

Dovydas Auštras, Country Manager of Krimelte LT, was one of the creators and visionaries of the new concept. As the EasyPRO spokesperson, he says that a global survey of user behaviour patterns was a prerequisite to designing and developing the concept. “There were two starting points. First, studies on FMCG sector trends predicted customer habits to change in the near future. Second, there were market changes in the US DIY sector.”

PENOSIL EasyPRO was launched in October 2015 in Lithuania and Portugal and has since then been rolled out in all Baltic countries, Spain and Finland. From 2017, the EasyPRO series is also sold in Romania and Australia and the next target markets are France, Great Britain, Russia, Poland, Uruguay and Mexico.

EasyPRO's online market success

Having been involved in launching the product series in various countries, Dovydas Auštras says the biggest challenge is to enter a market where your brand is completely new.

Romanian Country Manager Sebastian Carstoiu confirms this viewpoint by describing his own home market. “Penosil has been present in Romania for ten years, while our competitors have been here for 18 to 25 years. This means that the front seats were taken for key customers long before our brand reached Romania. Should we wait in the back seats until the old players retire?” Sebastian asks rhetorically.

Carstoiu hopes to open new doors with the EasyPRO series. “Today people are active on the online market and in social media. That is where they can be convinced that we are the leaders and market innovators whose modern products combine professionalism and the enjoyment of play.” In addition to attractive retail displays, the Romanian Penosil team has published content marketing articles in online magazines and on speciality websites and shared and boosted these on Facebook, Instagram and online hobby builder communities. Sebastian says that purchase decisions are often made online

and when a customer visits a real shop, they are likely to buy the product that already impressed them online.

The trend toward convenience products

The constant development of the EasyPRO concept is witnessed by the news that is about to surprise consumers this year. A renovation kit was presented at the beginning of the year that combines Stop Fungi/No Mould and/or Kitchen&Bath silicone with all the necessary tools for the job. Penosil Brand Manager Siret Koopuu explains that the idea to add another tool to the set of silicone and spatula came from the Lithuanian and Portuguese resellers. “To motivate a person to renew the silicone in the bathroom or kitchen, we made a convenient set that contains not only the silicone and spatula, but also a scraper for removing the old silicone.” When seeing the step-by-step photographs on the product package in a shop, people are likely to be inspired to do the job at home themselves.

The other news from PENOSIL EasyPRO is the convenient small packages for home users – 100 ml soft plastic tubes that can be used without owning a silicone gun. Two products are currently made in a small package: PENOSIL Kitchen & Bath and PENOSIL Stop Fungi / No Mould.

Wolf Group Brand Manager Anneli Kulver believes in the success of product development. “Once in a while, everyone needs a simple repair job in the kitchen or bathroom that takes a minimum amount of materials. This is why we also decided to provide the products for these tasks in small tubes.” The small packages will reach retailers in Spain, Portugal, Romania and the Baltic countries in the last quarter of 2017.

Dovydas Auštras says that despite the large amount of work and successes, PENOSIL EasyPRO is still a baby that needs daily care to grow big and strong. Backed by an unequalled team that works to the same beat, he is certain of the success.



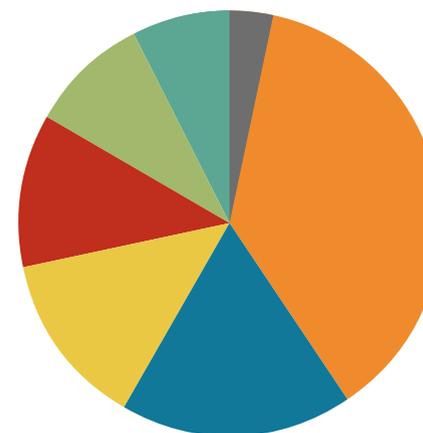
Olivé We build green!

Olivé is a brand that meets the complex needs of modern architecture with its product range and systems that have been specially designed to save energy. Last year we presented the new Olivé logo and Olivé Green Building packaging at Veteco 2016, an international fair for window and glass façade producers.

María Lopez and Miquel Sanfeliu of the Olivé Marketing Department have made a great effort to make the new packaging concept reach every market. Spanish and Portuguese labels were printed and supplied to the target markets in January, while French, Dutch, English and German labels should be ready by the end of the year. A number of marketing materials, such as technical documentation, product stands and catalogues, brochures, indoor and outdoor banners and client gifts have also been redesigned.

The Barcelona web agency Quality Studio will complete revamping the www.olive-systems.com website. The project is coordinated by Anneli Kulver and Reelika Nork of the Krimelte Marketing Department and the website is planned to be launched during the autumn season.

PENOSIL EasyPRO sales in the following markets (rolling 12 months)



- Spain 7%
- Latvia 9%
- Romania 12%
- Portugal 13%
- Estonia 17%
- Lithuania 39%
- The rest of the countries 3%

PENOSIL EasyPRO sales in different categories (rolling 12 months)

- Weather proofing 8%
- Total insulation 15%
- Mould proofing 25%
- Filling and painting 30%
- Energy saving 22%

