

DONIT
Made in EU



DONIT TESNIT From B to A brand

WE ARE A TRUE PARTNER FOR YOUR SUCCESS

TESNIT®

DONIFLEX®

GRAFILIT®

DONIFLON®

MICALIT®

About Me

- 15 years experience in Marketing, Business Development and Sales in international environments
- The last 4,5y with Donit
- Focus has been Brand and Market development



An A Brand

- A market leader often dominates its competitors in customer loyalty, distribution coverage, image, perceived value, price, profit, and promotional spending.
- Donit came from B to A brand image by redefining the corporate culture and creating a market space for what we do best



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The creation of our brand

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The Donit Steps

- Define competitors
- Define Donit in the market place
- What does the market want
- Redefine Donit
 - Reality check
 - Who are we actually
 - What do we do better in reality
 - How to get the message over
 - Etc..

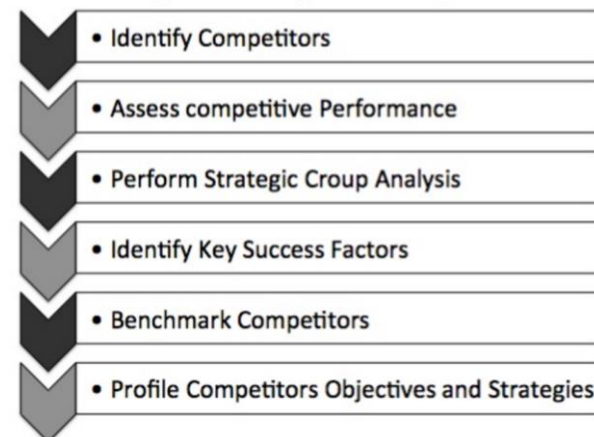



Competitors definition

We created A simple competitor card;

- Market Position and offer
- Corpo architecture
- Promise delivery
- Defined their advantage and uniqueness
 - Rational,
 - Emotional..

Competitor Analysis in 6 Steps:



LOGO, SLOGAN	MESSAGES	POSITION	ARCHITECTURE
 <p><i>A reliable route to a successful sealing service.</i></p>	<p>Connect with quality. Extensive stock. A commitment to excellence.</p> <p>At the foreforenot of the gasket innovation. For the toughest environments.</p> <p>Advice to make the right purchase.</p> <p>Manufactured in UK. Safety.</p>	<p>Quality in the foreforefront. Comprehensive and reliable. Expertise through advice.</p>	<p>Klinger Group Klinger Klinger Projects (engineering) Klinger Expert (program for gasket selection) Gaskets: Klinger + Maxiflex, Maxigraph; Gasket sheets: Klingertop, Klingersil</p>

Example

Positioning elements

- **Internal expectations**

1. Traditional / old fashion
2. Strong service
3. Environmental friendly
4. Flexible
5. Proper qualitative portfolio (4.950 SKUs)



- **Market wish**

1. Advise and support
2. Simplified broad portfolio
3. Consistent quality and supply
4. Quality products to trust
5. Fast response from a modern long-term partner

- **Reality**

1. Good service / customer relation
2. High Quality
3. „Chinese producer“
4. Complex product line
5. Old fashion / Stuck in the past

- **Redefined Donit promise**

1. Customer focus
2. Cleaned portfolio offer (2.500 SKU's)
3. Quality was reinforced
4. Service and Advise strengthened
5. Modernized presence

Donit Unique selling points

Know How

- Technical support
- Technical competence Solution provider

Flexibility

- Lead times
- One Stop Shop
- Local partners as integrated supply chain member

Commitment

- Loyalty
- Made in EU
- Tradition since 1946



DONIT TESNIT is a long-term and reliable partner

COMPETITIVE ADVANTAGES:

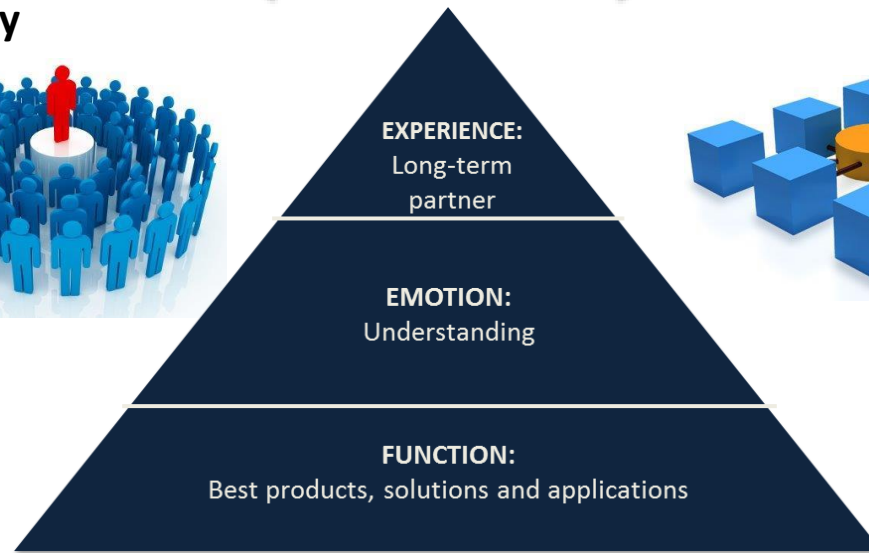
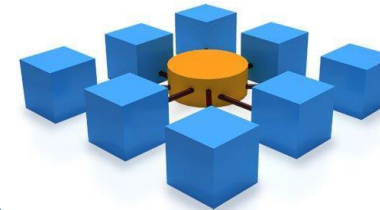
1. Customer intimacy

Expertise



BENEFITS:

4. One stop shop



VALUES:

2. Quality

Responsibility
Partnership



PERSONALITY:

3. Innovative

Keeps promises
Committed



Slogan



(Gaskets that fit perfectly. A company that fits perfectly.)

- A well known phrase – memorability.
- Functional & emotional value of products, services company.
- Provides a gentle rhyme to the company's name – memorability.

Real actions (at least some of them...)

- Redefined positioning and SCA
- New graphical design
- Updated communication (digital campaigns)
- New Web page(s)
- New print material range
- Improved product quality in a simplified portfolio
- From Slo operations to being Independent in 6 countries and Strategic partners in 6 countries



Real actions (at least some of them...)

- Increased number of technical and application engineers
- International investments in local presence (Logistics and technical support centers)
- Acquired service partner in Belgium
- Opened our labs (SCA) to the market
- Engaged industry reknown names / people
- Annual reality check
- **CHANGING THE CORPORATE CULTURE TOGETHER AS A COMPANY**





The Donit way



A perfect circle
of **TRUST,**
COMMITMENT
and **POSSIBILITIES.**

