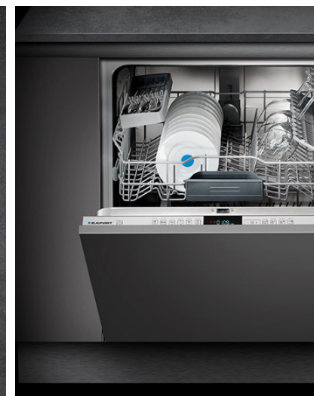


Brand Licensing Case Study

Built-In Kitchen Appliances



“The success story is already written: We sell more than 100,000 BLAUPUNKT branded large appliances every year in 17 countries.”

Olaf Thuleweit, CEO HK Appliances GmbH

Region:

- Worldwide

Product Categories:

- Built-in kitchen appliances

Have you ever wondered if there was a benefit in using the BLAUPUNKT brand for a product category where the brand has never been present in the past? A BLAUPUNKT Licensee, HK Appliances, believed that there was a great advantage to the fact that no competitor had ever used the brand with major domestic appliances before. HK Appliances is a 100% subsidiary of Haecker Kitchen, one of the largest kitchen manufacturers in Germany. They applied for a BLAUPUNKT license because they were convinced that the reputation and heritage of the BLAUPUNKT brand were a perfect match for their kitchen furniture made in Germany. Subsequently, they demonstrated the value that BLAUPUNKT brings to the table, even if applied to a new product category.

35%

Total sales increase in the first year

170

different BLAUPUNKT appliances launched

100 K

products sold p.a.

Challenges:

Kitchen furniture customers usually request built-in appliances. In the past, Haecker acted as a retailer of kitchen appliance models that already existed on the market. As a result, they had to compete with classical retailers and e-tailers. In a modern age where customers can promote and price compare with the click of a button, this meant that Haecker was left with little room for negotiation.

Solution / Result:

Haecker decided to create an exclusive appliance line-up, one that would only be available when ordering Haecker kitchen furniture. By creating a unique line-up, they would have full control of pricing. Furthermore, this exclusive line-up is perceived as being higher quality because Haecker used the BLAUPUNKT brand instead of a white-label.

Brand Licensing Case Study

Built-In Kitchen Appliances

Olaf Thuleweit is the CEO of the BLAUPUNKT licensee HK Appliances GmbH and is sharing his story:

BLAUPUNKT was historically in Consumer Electronics and Car Electronics. But the brand has never been used for major domestic appliances before Haecker Kitchen signed a licensing plan for BLAUPUNKT. Why did Haecker choose to sign a licensing plan for this category now?

We were looking for an exclusive brand which we can use for our kitchens that has a positive history and that we can influence with our product knowledge. Here, BLAUPUNKT was the right decision for us because no competitor (white goods appliances and kitchen manufacturer) has used it in that way and the brand is managed very well by the licensor.

In your opinion, what are the major benefits of the BLAUPUNKT licensing concept?

BLAUPUNKT is a Brand that has an excellent reputation and a great heritage. Besides the brand itself, we have been convinced by the fact that we have a lot of freedom and flexibility to develop our product line-up. The approval of the products works extremely fast.

Moreover, we highly appreciate that GIP Development is selecting their licensees for BLAUPUNKT carefully. GIP takes great care in that they only accept licensees that fit to the brand and the Brand Community.

What has this licensing agreement allowed Haecker to do in terms of market penetration and development?

For us, as a kitchen furniture manufacturer, it was important to create an offer that differentiated us from the competitors.

We also wanted to boost the appliances per sold kitchen furniture set while at the same time increasing the bottom-line profits of this part of our business. We are extremely proud to say that we exceeded all these targets faster than expected.

As a kitchen manufacturer, you are selling exclusively to specialized sales channels. Haven't these specialists been skeptical?

Absolutely not! On the contrary, it was rather easy to provide a lot of pro-BLAUPUNKT arguments that our sales channels can use for marketing in connection with our Haecker kitchens.

After more than 5 years as a BLAUPUNKT brand licensee for major domestic appliances, can you tell

us some facts about the impact on your overall MDA sales in your company?

If we consider that we started with "0" pieces and that we have since achieved more than 100,000 appliances annually in 17 different countries; the success story is already written. In addition to this, we created products for different countries, and we can now offer over 170 different BLAUPUNKT appliances. It was very pleasant to see a 35% total appliances sales increase right in the first year when we started the BLAUPUNKT line-up.



About Blaupunkt

BLAUPUNKT is a German brand for consumer electronics, car multimedia, and related consumer lifestyle products. Founded in Berlin in 1924 as the "Ideal" company, BLAUPUNKT gained notoriety through the internal test label for headphones - the blue dot. The quality feature became a trademark, and in 1938 also the company name.

Today, the brand is being developed by GIP Development SARL as part of a licensing program launched in 2009. More than 40 licensees around the world distribute BLAUPUNKT products on all continents in more than 90 countries in the categories: audio, video, TV, car multimedia, mobile telephones, E-Mobility, home appliances, security systems, cleaning robots, air conditioning, and many more.

Connect with us:

GIP Development SARL
2-4, rue du Chateau d'Eau
L-3364 Leudelange
Luxembourg

Phone: +352 27 76 83 40

Mail: info@blaupunkt-licensing.com

Web: blaupunkt-licensing.com

LinkedIn: www.linkedin.com/company/blaupunkt-brand-community



Our BLAUPUNKT licensing experts are ready to discuss with you how brand licensing can help you earn more money and improve your go to market process.

We speak English, German, French, Mandarin, Polish, and Spanish.

