

Press release

Wilkhahn – At a glance / reshaping of corporate design completed

Bad Münster. Spring is well underway and Wilkhahn continues to pick up speed. Inspired by highly positive response to its new General Catalogue, Wilkhahn has decided at short notice to follow this up with a “mini version” that is also suitable for general distribution and available in larger numbers: “Wilkhahn – At a glance” is in postcard format and provides a brief overview of the most important Wilkhahn ranges. Handy, attractive and interactive – as the cover holds a postcard for requesting specific, in-depth information.

A mailing campaign is to address broader target groups and the company hopes that the postcard replies will supply significant information about preferences and the focus of interest regarding the product portfolio on the part of architects and customer groups. The new instrument is intended to help Product Development and Sales to focus their work more effectively. Parallel to this development, the process of adapting all company documents and literature to the new corporate design has been completed. According to the analysis of company president Dr. Jochen Hahne: “The quality and the consistent implementation of the new corporate design, and the level of coherence that has been achieved with the distinct green colour branding are some of the key factors in Wilkhahn’s positive development that is running contrary to the general trend in the industry.” Sales Director Holger Jahnke underlines the additional psychological effects: “Our distributors are currently being sent new documents every two weeks, which assist them in selling high-quality products successfully. This sets a strong signal in a market that is otherwise characterized by comparability and widespread price and quality dumping.”

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The next drumbeat will follow at the beginning of May in the form of the wide-scale market launch of the new DinA range.