

**LEIFHEIT**

Always a better idea

# Just a spin away from more sales and profit – The new Clean Twist System!

**NEW**



Widespread  
**media**  
support

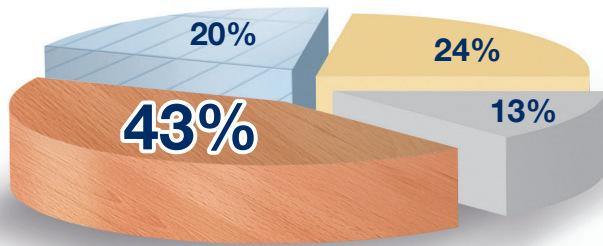


# Strong sales potential!

## Large number of households have moisture-sensitive floors...

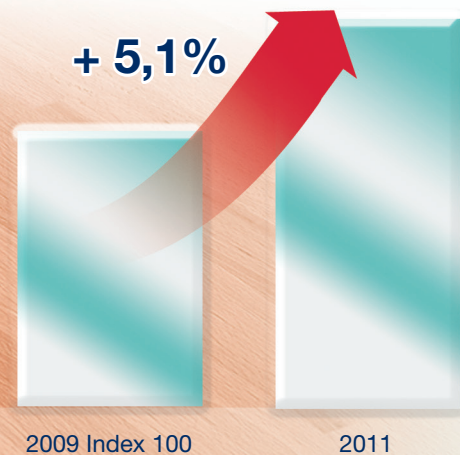
Wood – by far Germany's best-selling flooring in 2011!

- Parquet, laminate, cork
- Ceramic flooring
- Textile flooring
- Elastic flooring



Source: SN Verlag Hamburg, The Flooring Market, use of flooring in living space in %, 2011

Production of wooden flooring is steadily growing!



Source: German Federal Office for Statistics, Press Release Nr. 15, 2012

## ...and special cleaning requirements!

- slightly damp cleaning
- gentle care
- quick and efficient use

*I trust in Leifheit,*

because brilliant ideas  
make a clean home.



# LEIFHEIT

Always a better idea

## The revolution from the cleaning specialist:

**CLEAN  
Twist  
SYSTEM**

with



### Gentle care for sensitive floors

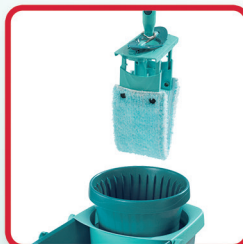
- ✓ Innovative floor cleaning system
- ✓ Easy-to-use rotation mechanism inside handle **NEW**
- ✓ Prevents scratches and moisture damage
- ✓ Floor cleaning without tiresome bending over and dirty hands



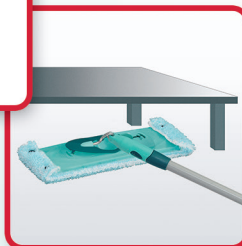
Comfortable hand operation



Practical spin-stop function



Easily place wiper in large spin opening



Conveniently clean under low furniture



Flexible 360° profi joint



20 L universal bucket

### With **unique** sales arguments!

- ✓ 50% dryer wiper cover compared to other floor cleaning systems\*
- ✓ Recommended by professionals: the German Association of the Parquet Industry

\*Source: Inhouse-Test, July 2012



# Boost purchases for more turnover!

**NEW**

## 3 modular care systems for more combined purchases!

For sensitiv floors, such as parquet and laminate...



Replacement wiper covers available in both sizes



**extra soft**  
Nr. 1 for parquet –  
for particularly  
sensitive floors



**static plus**  
Attracts dust and hair –  
for dry cleaning



**micro duo**  
Perfectly collects dirt –  
for all types of floors



Special cleaning agents



Parquet & Laminat Cleaner

Parquet Care

... also suitable for hard floors, such as tile and stone floors



Replacement head



Gleam cleaner

# LEIFHEIT





Always a better idea

**Long-term advertising to boost sales**

**Over 345 million customer contacts!**

**Massive TV presence on popular broadcasting stations!**

**High-coverage print campaign in favourite magazines of potential buyers!**

	2012			2013						
	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.
<b>Print campaign</b>										
<b>TV spot</b>										
<b>PR</b>										
<b>Online presence</b>										
<b>Demonstrations</b>										



## Order now for spinning revenues!

Art.-Nr. / Assortment Nr.	Description	Piece/ Dispenser	PU	RRP	Pallet/ Dimensions
<b>Single Products</b>					
52014 2	Clean Twist System		1	€ 64.99	
52015 9	Clean Twist System XL		1	€ 74.99	
52019 7	Clean Twist Mop		1	€ 49.99	
<b>Accessories/Replacements</b>					
55321 8	Wiper Cover Clean Twist extra soft 33 cm		6	€ 11.99	
52016 6	Wiper Cover Clean Twist extra soft XL 42 cm		6	€ 14.99	
55330 0	Wiper Cover Clean Twist static plus 33 cm		6	€ 11.99	
52018 0	Wiper Cover Clean Twist static plus XL 42 cm		6	€ 14.99	
55320 1	Wiper Cover Clean Twist micro duo 33 cm		6	€ 11.99	
52017 3	Wiper Cover Clean Twist micro duo XL 42 cm		6	€ 14.99	
52020 3	Replacement head Clean Twist mop		6	€ 7.99	
41415 1	Parquet and laminate cleaner		6	€ 7.99	
41416 8	Parquet care		6	€ 8.49	
41417 5	Gleam cleaner		6	€ 7.99	
<b>Basic Displays</b>					
00471 0	<b>Assortment Clean Twist System</b> 52014 2 Clean Twist System	9	1	€ 64.99	1/2 Chep
00472 7	<b>Assortment Clean Twist System XL</b> 52015 9 Clean Twist System XL	9	1	€ 74.99	1/2 Chep
00473 4	<b>Assortment Clean Twist Mop</b> 52019 7 Clean Twist Mop	9	1	€ 49.99	1/2 Chep
<b>Special Display</b>					
09901 8	<b>Shelf Display</b> <b>Secondary placement for parquet and laminate products</b>		1		60x80x180
+ 2x Shelves	52014 2 Clean Twist System	6		€ 64.99	
09901 9	55321 8 Wiper Cover Clean Twist extra soft 33 cm	18		€ 11.99	
	55330 0 Wiper Cover Clean Twist static plus 33 cm	18		€ 11.99	
	41415 1 Parquet and laminate cleaner	6		€ 7.99	
	41416 8 Parquet care	6		€ 8.49	
	40021 5 Dust glove	25		€ 2.99	
	40022 2 Furniture cloth	35		€ 3.99	
	11920 9 Battery sweeper Power Max	5		€ 49.99	



Basic Display



Shelf Display



Shop-in-Shop Display  
Available on request  
POS-Marketing