SALES PROMOTION

2016
## Rosenthal calendar 2016

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### POS
- **Palazzo RORO**
- **100 years Philip Rosenthal – 100 years passion**

### Exhibitions
- **Palazzo RORO – Anniversary exhibition**
- **100 years Philip Rosenthal – 100 years passion**

### Specials
- **PHILIP #001 – anniversary magazine**
- **Additional merchandising and sales promotion materials**
- **100 years – 100 pieces (sales promotion including decoration concept for shop window + indoor)**
- **Maria 100 pieces anniversary set**
- **Maria Originals – collection mugs + sales display**
- **Maria – Flyer**

### Maria
- **Mesh – decoration concept / flyer / presentation element / additional POS material**

### Mesh
- **WHITE CHRISTMAS**

### Basics
- **Standard shop window posters – update**

### Promotions
- **Brillance Fleurs Sauvages sets for two**
- **Coloured paper bag vases – collection 2016 + sales display**
- **Flower Power – vase promotion**
Philip Rosenthal

Summiteer, sculptor of his environment, job hopper, comrade – Philip Rosenthal was a multi-faceted, talented and charismatic person. He was a pioneer in the porcelain industry. With technical innovations, state-of-the-art production facilities and contemporary products, he transformed his father’s porcelain factory into an international company for sophisticated tableware and home decor. The studio-line he developed marked a turning point in product development in the 1960s. For long before design was en vogue, the company was collaborating with contemporary artists, architects and designers – the likes of Otto Piene, Walter Gropius, Tapio Wirkkala and Angelo Mangiarotti, for example.

And how about today? Rosenthal has brought the precious legacy of Philip Rosenthal into the present day, demonstrating a holistic approach of the brand: Rosenthal lays the table – with plates, cups and jugs. Rosenthal furnishes the home – with sofas, tables and chairs. Rosenthal creates a cozy ambience – with vases, textiles and accessories. Rosenthal tells the time – with wristwatches, wall clocks and table clocks.

PHILIP #001 special

PHILIP 001 – magazine

We want to celebrate the 100th birthday of Philip Rosenthal – the visionary, the lateral thinker, the jack-of-all-trades. Onboard are a delightfully kitsch love story, a spontaneous bet with architectural consequences, a factory and a castle as the stage for a photo shoot, a Philip Rosenthal menu by top chefs, a VW Beetle collector who also has a penchant for Bullis and an anniversary collection which brings Rosenthal into the present and represents everything that was important to Philip Rosenthal – innovation, the joy of experimentation and good design.
The bet

RORO is a lucky pig. He lives in Selb in a bungalow built in the Bauhaus style. With a flat roof, a porthole and a big garden. And all because Philip Rosenthal won a bet. With the architect Walter Gropius, who designed the very cool sty. Its architecture matches that of the Rosenthal factory in Rothbühl, which was also designed by him. What a lucky pig, you might say!

»Palazzo RORO« – Special shop window
- 3-piece folding screen 1.80 x 1.80 m
- Presentation units
- RORO/lettering window transfer
- A4 insert for plexiglass display stand
- Fabric
- Decoration service (by arrangement)

»Palazzo RORO« – Standard shop window
- Shop window display poster 138 x 127 cm
- RORO/lettering window transfer
- A4 insert for plexiglass display stand
- Decoration tip

»Palazzo RORO« special shop window
Just a few details are enough for designer Sebastian Herkner to create a minimalistic pig out of a simple object. Available in three sizes and three colours, »RORO« can be a pleasant palm stone, a practical money box or simply an attractive decorative object.

Anniversary exhibition concept
> Impressive brand performance drafted for ambitious and highly frequented locations
> Required space: minimum 200 sqm

Collections: »Palazzo RORO«, »RORO collection«, »Jos« glass objects
> Available on special request

Indoor sales display, including:
> 24 RORO’s small
> 27 RORO’s medium

Total retail value: € 1,670 excl. VAT

»RORO« is available in a special gift packaging.
Favourite pieces
A fair few creative minds have reflected on the anniversary collection to mark the 100th birthday of Philip Rosenthal. They have cut and folded paper, worked with 3D illustrations, moulded porcelain paste and created prototypes. They have tinkered with and toiled over numerous designs. They have discussed, discarded and approved their work. And now the moment has finally arrived: our new favourite pieces have come together in honour of Philip Rosenthal.

Special shop window
> Large banner 1.80 x 1.20 m
> Concrete-effect presentation stands
  1 x 33 x 40 x 55 cm
  2 x 33 x 40 x 60 cm
  1 x 33 x 40 x 70 cm
> Logo blocks
> Anniversary logo window transfer
> A4 insert for plexiglass display stand
> Fabric
> Decoration service (by arrangement)

Standard shop window
> Shop window display poster 138 x 127 cm
> Anniversary logo window transfer
> A4 insert for plexiglass display stand
> Decoration tip

Other
> Anniversary logo block
> Anniversary gift bag
> Wrapping paper
> Set of postcards

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100 years Philip Rosenthal – 100 years passion

Exhibition concept

- Required space: minimum 40 sqm
- Available on special request
- Collections: »Squall/Blown«, »Gedankenblitze«, »Dagg«, »Daily Life«, »Hot-Spots«

Example of a pillars combination showing Cedric Ragot with »Squall« and »Blown«.

The exhibition presents totally 5 designers, space 3 sqm each.
The continuous improver
Philip Rosenthal was for porcelain what Da Vinci was for art, science and understanding of the world we live in: a visionary of the future. It is his visionary thoughts and actions that we have to thank for the genuine and immortal design classics of the Rosenthal studio-line, including »TAC«, »Suomi« and »Moon«.

Anniversary set 1 – TAC/Moon/Suomi
> 2 dinner plates
> 2 soup plates
> 2 breakfast plates
> Gift: 2 cereal bowls

Anniversary set 2 – TAC/Moon/Suomi
> 2 dinner plates
> 2 soup plates
> 2 breakfast plates
> Gift: 2 mugs

Others
> Shop window display poster 138 x 127 cm
> Promotion insert cards

Modular presentation and storage element
8-piece anniversary set including give-away

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Total retail value: € 3,344 excl. VAT
Flower Power vase promotion

Shop window
- Motif banner 2.00 x 0.80 m
- Concrete-effect presentation stands: 1 x 33 x 40 x 55 cm, 2 x 33 x 40 x 60 cm, 1 x 33 x 40 x 70 cm
- Logo blocks
- FLOWER POWER window transfer
- A4 insert for plexiglass display stand
- Fabric

Supplementary materials:
- Anniversary gift bag
- Wrapping paper

Promotion
- 30 different gift items to choose from
- Purchase 40 pieces – 20% discount
- Purchase 20 pieces – 15% discount
- Minimum of 5 different vase collections
- Possible to spread across two delivery dates
Happy Birthday!
Some love stories are so beautiful that they are hard to believe. Like the one between Philipp Rosenthal and his wife Maria. To mark the 100th anniversary of the »Maria« design, Rosenthal is launching an archive collection for a limited time only. It comprises six elegant pieces: two large bowls (stemmed and stemless), cake slice, asparagus dish, butter dish and snack platter. Celebrate with us!

Rosenthal meets Sambonet
Rosenthal is supplementing the table collection with Sambonet cutlery, trays and underplates made of shining stainless steel. The design engraved on its surface is reminiscent of the classic relief around the rim of the porcelain pieces.

Nostalgia reloaded
All good things come in eights. Eight mugs, eight designs, eight imaginative creations. Because each of the eight mugs is so different, everyone can find their favourite piece – as a dramatic individual piece or a decorative ensemble.

Maria Originals – sales display
Filled with (1 mug each for presentation/4 mugs each storage)
> 5 x Fruits & Berries Corner, Dahlia Garden, Farfalla Lodge, Blue Bell Terrace, Cavalier Cabinet, Potpourri Suite, Flowering Parlour, Tropical Reception.

Total retail value:
€ 1,160 excl. VAT

Other
> Collective leaflet

Maria anniversary cutlery set (24 pcs)
Give-away: 6 knife rests

Maria anniversary presentation element, 47 x 46 x 152 cm
Celebrating Maria! – 100 pieces

**Anniversary promotion #1: 100 years – 100 pieces**
Objective: to present the diverse range of products
> Selection of at least 30 different items from the standard range
> Stipulation: also a selection of accessory pieces, not just plates and cups
> Sales promotion to be discussed

**Anniversary promotion #2: 100-pieces set in anniversary set**
Including:
> 12 pieces each of breakfast plates (21 cm), dinner plates (26 cm), 12 soup plates (23 cm), cereal bowls, coffee cups, mugs with handle, egg cups
> 1 piece of sugar bowl, creamer, milk/sugar tray

**Maria – Special shop window**
> Large banner 180 x 120 cm
> Presentation tables
> Window transfer “Celebrating Maria! 100 years”
> A4 insert for plexiglass display stand
> Price display featuring anniversary prices
> Celebrating Maria! hanging tags 100 years
> Fabric
> Decoration service (by arrangement)

**Maria – Standard shop window**
> Shop window display poster 138 x 127 cm
> Anniversary window transfer
> A4 insert for plexiglass display stand
> Price display featuring anniversary prices
> Celebrating Maria! hanging tags
> Decoration tip

**Other**
> Maria leaflet with dispenser
> A4 insert anniversary set
  (cutlery + knife rest give-away)
> A4 insert 100-pieces set
Swinging vases


Modular presentation and storage element

Storage

> Large vase (rosé)  1
> Large vase (blue)  1
> Large vase (amber)  1
> Large vase (grey)  1
> Medium vase (silver)  3
> Medium vase (gold)  3
> Medium vase (petrol)  3
> Medium vase (red)  3
> Small vase (rosé)  8
> Small vase (blue)  7
> Small vase (amber)  7
> Small vase (grey)  8

Presentation

> Large vase (amber)  1
> Large vase (grey)  1
> Medium vase (silver)  1
> Medium vase (gold)  1
> Medium vase (petrol)  1
> Medium vase (red)  1
> Large vase (rosé)  1
> Large vase (blue)  1

Total retail value: € 2,383 excl. VAT

Sales display, 122 x 45 x 140 cm
Brillance Fleurs Sauvages – sets for two

Beautiful blossoms
Leaves and blossoms are the primary inspirations behind Regula Stüdli’s designs. From the outset, her Fleurs Sauvages decorative design quickly became one of Rosenthal’s top-selling collections. This success story is now being continued with two new starter sets.

Bone China magazine
The Rosenthal Bone China magazine provides interesting stories, precious informations about the material Bone China and a perfect overview of the multifaceted collections.
Every day brings new ideas, new opportunities and new potential. In keeping with this spirit, "Mesh" – the modern dining collection from Rosenthal – lends a whole new meaning to the word "flexibility" and succeeds in the art of effortlessly merging the seemingly contradictory.

More than 40 basic pieces can be combined and mixed as the mood takes you. The perfect interplay between soft and hard edges along with the delicate, stylish relief pattern lend the collection its own unique character. Selected Mesh pieces are now also available in shades of aqua, walnut and cream – in the same trendy line design.

Mesh – Special shop window
- Mobile (4 pcs)
- Decoration elements
- Window transfer
- A4 insert for plexiglass display stand
- Fabric
- Decoration service (by arrangement)

Mesh – Standard shop window
- Shop window display poster 138 x 127 cm
- Window transfer
- A4 insert for plexiglass display stand
- Decoration tip

Mesh update 3.0 – Line

MESH IT!
Mesh Line - POS

Others
> Presentation and sales display
> Leaflet with dispenser
> Gift bag
> Wrapping paper
> Promotion sets »Mesh white«

Paper bag vases new colours

Tapio Wirkkala is considered a great patron of Finnish creativity. The Paper Bag Vases for Rosenthal are among Wirkkala’s most popular designs. In 2016, the iconic vases with the structure and feel of a paper bag are available in two heights, 10 and 18 cm, in the on-trend colours azure, deep blue, stone and rosé.

Storage and sales display

Vase 10 cm
(1 pc exhibition/
9 pcs storage)
> 10 pcs deep blue, rosé,
stone and azur each

Vase 18 cm
(1 pc exhibition/
2 pcs storage)
> 3 pcs deep blue, rosé,
stone and azur each

Total retail value: € 1160 excl. VAT
With their delicate pink tones and copious amounts of white, the Rosenthal Christmas decorations appeal with a bright charm to dreamers and nostalgics alike. Yet the modern connection with the black accents also reaches out to metropolitans, with the unusual combination conjuring up a winter atmosphere and Christmas spirit among them. Feminine, frosty, experimental – this is how Rosenthal will be presenting itself in 2016 with a striking decoration concept and a harmonious Christmas collection.

WHITE CHRISTMAS
WHITE CHRISTMAS – Special shop window
> Christmas tree (H 2.0 m)
> Presentation stands: 2 x 33 x 40 x 55 cm, 2 x 33 x 40 x 60 cm, 1 x 33 x 40 x 70 cm
> Snow window transfer
> Lettering window transfer
> Lengths of tape
> Cardboard gift boxes and wrapping paper (rosé)
> Gift ribbon and tags
> A4 insert for plexiglass display stand
> Fabric
> Decoration service (by arrangement)

WHITE CHRISTMAS – Standard shop window
> Shop window display poster 138 x 127 cm
> Window transfer
> A4 insert for plexiglass display stand
> Gift tags
> Decoration tip

Other
> Gift paper and ribbon
> Christmas gift bags
> Seasonal limited, theme oriented christmas collection
Lively and varied POS measures are a key components of intensive sales pitches. One particularly valuable element is the shop window as “calling card”, a means of attracting attention and offering inspiration time and time again through the showcasing of new ideas. Rosenthal’s basic package for brand-appropriate shop window decorations helps you to turn your shop into a real eye-catcher and awaken people’s emotional impulse to buy.

Take advantage of this comprehensive range of communication concepts. In addition to the high-quality packages for selected special shop windows, we offer a portfolio of materials designed for your individual shop window themes. These can be ordered quickly and easily using an illustrated order form, which is available either from your sales contact or from Ingrid Hecht at the Rosenthal Marketing Service (ingrid.heckt@rosenthal.de).

See the order form for details on the available promotional materials.

> Large selection of shop window display posters (138 x 127 cm)
> Window transfers
> Artist introductions
> Presentation element and decoration service for special occasions by agreement

Please allow 10 days (including shipping) for processing your order (within Germany).

**Decoration plan 2016**

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**Flexible presentation concept**
WHO BELIEVES TO BE SOMETHING HAS CEASED TO BECOME SOMETHING.