

LET'S PROMOTE WALL- PAPER NOW!

**DATES
2019**

Heimtextil 2019:

Industry-Talk: 09.01.2019, 2p.m.,
VDT-Stand, Hall 3.1 B80

Wallpaper-Summit:

23.05.2019 (Details will follow)

Which topics interest you?

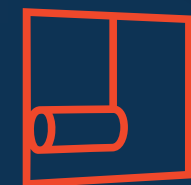
Do you have any further suggestions?

Contact us, e.g. with the enclosed
feedback form!



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**AKTIONS
FORUM
TAPETE**

Joint measures with all industry partners to create new opportunities for the German market

ADVERTISING CAMPAIGN B2C

- Joint cross-media-campaign to motivate consumers to buy wallpaper
- Jointly financed by all participants in the German market
- Financing concept is currently being created
- Campaign start: Autumn 2019



INDUSTRY-STATISTICS

- Up-to-date, detailed information about the German market
- Decision-making support for sales and marketing
- Independent trustee to process figures from German/international suppliers
- Separate identification of online sales currently in planning

trade
industry importers
digital printers suppliers
trade shows associations
trade press

INDUSTRY-SUPPORT

- Wallpapering workshops for painters, architects, interior designers, journalists, consumers
- Wallpaper training for sales teams of retailers and wholesalers
- Implementation of industry projects, e.g. technology, sales promotion, POS, photo database ...



WALLPAPER SUMMIT B2B

- Planning and communication platform for industry decision makers
- Roundtable discussions, lectures, workshops
- First date: May 23, 2019

