

AXOR MONTREUX: MARKETING LAUNCH TOOLS

AXOR

- **Training:** PPT is available on the Rep Log-in area > Training Presentations > AXOR Brand
- **AXOR Montreux Brochure:** Box quantity (25) has been shipped to the Sales Team/Rep Agencies. Additional brochures can be ordered via the fulfillment website. Utilize this brochure to introduce the additions to our direct customers/A&D, not intended has a handout piece for consumers. This is a one-time print run; Hansgrohe reserves the right to reduce/cancel orders.
- **Digital Literature Versions:**
Both the complete AXOR Montreux brochure, as well as a digital 4-page flyer focusing on the kitchen assortment can be downloaded from our [website](#).
- **Website:** All new bath & kitchen products have been added to our website, shower additions will be uploaded once we have the go! from Product Management.
- **Rewards Program:** Eligible SKUs have been added to the program, training module is available as well.



- **Sales Samples:** First 45 sample case inserts have been shipped to the Sales Team, additional inserts are planned. Currently awaiting feedback from Production on the next production run, pending products ordered from Germany.



- **ADS Display Update:**
 - Single-Hole Dummy, BN
 - Widespread Dummy w/Cross Handles, Low-Spout, CH
 - Single-Hole Dummy, CH
 - First two dummies will be shipped week of Feb. 5th to Rep Agencies
 - ETA on the 3rd dummy will be provided with the March Newsletter



- **AXOR B Display Program:**
 - 150 x AXOR Montreux Single-Hole Faucets, CH will be provided by Hansgrohe free of charge to replace the AXOR Bouroullec Single-Hole Faucet #19011001
 - Territory allocations will be made by Trade DOS
 - ETA: Wave 1 (70): First week of February Wave 2 (80): First week of March
 - Additional faucets can be purchased by customers (Pricing: List price finish good – standard display discount)



- **Update AXOR Freestanding Kitchen Displays:**
 - Remove the AXOR Starck Semi-Pro, CH and AXOR Citterio 1-Spray Kitchen Faucet, CH
 - Replace with AXOR Montreux Semi-Pro, CH and AXOR Montreux 2-Spray HighArc Kitchen Faucet, SO
 - 150 Sets will be provided free of charge by Hansgrohe
 - ETA: Wave 1 (30): Shipped Wave 2 (50): Mid-February Wave 3 (70): End of March
 - Territory allocations will be made by Trade DOS
 - Additional faucets can be purchased by customers to update their displays: (Pricing: List price finish goods – standard display discount)

