

AXOR

AXOR UNO –
MARKETING LAUNCH KIT

AXOR UNO - MESSAGING

/ Purism. In Perfection.

The simplicity of forms. The aesthetics of construction. The original purists let things speak for themselves. AXOR Uno has perfected purism. With pipes, the most elemental means of transporting water. Simple design. Perfectly executed. Subtly raised to the golden ratio. This ascetic form exudes a unique radiance. At the wash basin. In the shower. At the bathtub. Radically functional. Radically purist. In perfection.

Design: Phoenix Design.



AXOR UNO – KEY PRODUCTS



AXOR Uno Select Single Hole, 1.2 GPM

45010xx1, CH, BN



AXOR Uno Select Single Hole, Medium, 1.2 GPM

45016xx1, CH, BN



AXOR Uno Single Hole with Zero Handle, 1.2 GPM

45001xx1, CH, BN






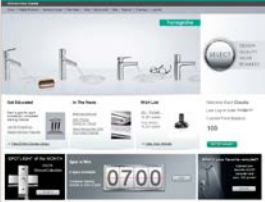






AXOR Uno Freestanding Tub Spout, Straight

45412xx1, CH, BN

AXOR UNO – PRODUCT LIST

Material Number	MAP Status	Finish	Pricebook Description	Flow Rate (gpm)	2018 List Price	MAP Price
45001001	MAP Covered	Chrome	AXOR Uno Single-Hole Faucet with Zero Handle, 1.2 GPM	1.2	\$ 449	\$ 323
45001821	MAP Covered	Brushed Nickel	AXOR Uno Single-Hole Faucet with Zero Handle, 1.2 GPM	1.2	\$ 561	\$ 404
45002001	MAP Covered	Chrome	AXOR Uno Single-Hole Faucet with Zero Handle without Pop-Up, 1.2 GPM	1.2	\$ 439	\$ 316
45002821	MAP Covered	Brushed Nickel	AXOR Uno Single-Hole Faucet with Zero Handle without Pop-Up, 1.2 GPM	1.2	\$ 549	\$ 395
45004001	MAP Covered	Chrome	AXOR Uno Single-Hole Faucet with Zero Handle without Pop-Up, Tall, 1.2 GPM	1.2	\$ 593	\$ 427
45004821	MAP Covered	Brushed Nickel	AXOR Uno Single-Hole Faucet with Zero Handle without Pop-Up, Tall, 1.2 GPM	1.2	\$ 741	\$ 534
45010001	MAP Covered	Chrome	AXOR Uno Select Single-Hole Faucet, 1.2 GPM	1.2	\$ 494	\$ 356
45010821	MAP Covered	Brushed Nickel	AXOR Uno Select Single-Hole Faucet, 1.2 GPM	1.2	\$ 617	\$ 445
45012001	MAP Covered	Chrome	AXOR Uno Select Single-Hole Faucet without Pop-Up, 1.2 GPM	1.2	\$ 484	\$ 348
45012821	MAP Covered	Brushed Nickel	AXOR Uno Select Single-Hole Faucet without Pop-Up, 1.2 GPM	1.2	\$ 605	\$ 436
45014001	MAP Covered	Chrome	AXOR Uno Select Single-Hole Faucet without Pop-Up, Tall, 1.2 GPM	1.2	\$ 667	\$ 480
45014821	MAP Covered	Brushed Nickel	AXOR Uno Select Single-Hole Faucet without Pop-Up, Tall, 1.2 GPM	1.2	\$ 834	\$ 600
45016001	MAP Covered	Chrome	AXOR Uno Select Single-Hole Faucet without Pop-Up, Medium, 1.2 GPM	1.2	\$ 600	\$ 432
45016821	MAP Covered	Brushed Nickel	AXOR Uno Select Single-Hole Faucet without Pop-Up, Medium, 1.2 GPM	1.2	\$ 750	\$ 540
45113001	MAP Covered	Chrome	AXOR Uno Select Wall-Mounted Faucet Trim, 1.2 GPM	1.2	\$ 485	\$ 349
45113821	MAP Covered	Brushed Nickel	AXOR Uno Select Wall-Mounted Faucet Trim, 1.2 GPM	1.2	\$ 606	\$ 436
45410001	MAP Covered	Chrome	AXOR Uno Tub Spout, Straight		\$ 199	\$ 143
45410821	MAP Covered	Brushed Nickel	AXOR Uno Tub Spout, Straight		\$ 249	\$ 179
45412001	MAP Covered	Chrome	AXOR Uno Freestanding Tub Spout, Straight		\$ 899	\$ 647
45412821	MAP Covered	Brushed Nickel	AXOR Uno Freestanding Tub Spout, Straight		\$ 1,124	\$ 809
45416001	MAP Covered	Chrome	AXOR Uno Freestanding Tub Filler Trim with Zero Handle with 1.8 GPM Handshower		\$ 1,539	\$ 1,151
45416821	MAP Covered	Brushed Nickel	AXOR Uno Freestanding Tub Filler Trim with Zero Handle with 1.8 GPM Handshower		\$ 1,999	\$ 1,439
45444001	MAP Covered	Chrome	AXOR Uno 4-Hole Roman Tub Set Trim with Zero Handles with 2.0 GPM Handshower		\$ 328	\$ 668
45444821	MAP Covered	Brushed Nickel	AXOR Uno 4-Hole Roman Tub Set Trim with Zero Handles with 2.0 GPM Handshower		\$ 1,160	\$ 835
45448001	MAP Covered	Chrome	AXOR Uno 4-Hole Roman Tub Set Trim with Zero Handles with 1.75 GPM Handshower		\$ 328	\$ 668
45448821	MAP Covered	Brushed Nickel	AXOR Uno 4-Hole Roman Tub Set Trim with Zero Handles with 1.75 GPM Handshower		\$ 1,160	\$ 835

AXOR UNO ACTIVITIES AT A GLANCE

Display	Samples	National Tradeshows	Rewards Program	Literature
				
Website	Social Media	PR & Media	Photography/ Video	Training Presentation
				

AXOR UNO - ADS DISPLAY

- / Remove AXOR Uno Widespread Dummy
- / New additions:
 - AXOR Uno Single-Hole Dummy w/Select Handle, CH
 - AXOR Uno Single-Hole Dummy w/Zero Handle, BN
- / Free of charge

- / DONE: Shipped to corresponding Rep Agencies in Q1



AXOR UNO – AXOR B DISPLAY

- / Remove AXOR Citterio #39034001
- / Replace with AXOR Uno Single-Hole Faucet w/Select Handle #45012001
- / Number of free-of-charge updates: 150
- / Availability: End of Q2 at the latest

- / Remaining locations:
List price @standard DD (0.125)



SALES SAMPLE CASE

- / AXOR Uno Single-Hole Dummy w/Select Handle, CH
- / AXOR Uno Single-Hole Dummy w/Zero Handle, BN

- / Black velvet bag for presenting the products to your customers will be provided to the Sales Team

- / Availability: Velvet black bag will be sent out by End Q2.
- / Actual dummy faucets will need to be ordered separately.



NATIONAL TRADESHOWS

- / HD Expo – May 2018
 - > Over 500 visitors in the booth
 - > 170 leads were captured
- / BDNY – Nov 2018



HD *expo*
a **hospitality** design event

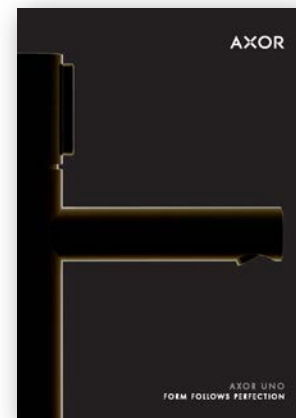
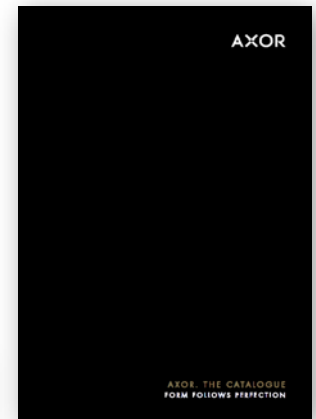


BD | NY
BOUTIQUE DESIGN TRADE FAIR



LITERATURE

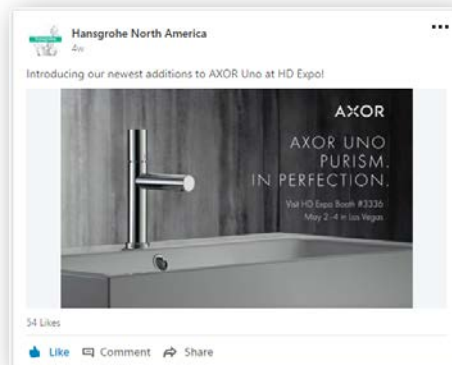
- / Included in the Mid Year Pricebook
 - > PB Mailing: Early July 2018
 - > Both available on Rep Login
- / Included in the updated AXOR Catalog (July/August 2018)
- / AXOR Uno Collection Brochure (July/August 2018)



SOCIAL MEDIA/DIGITAL ASSETS

- / Include in the editorial calendar for the HQ AXOR social channels.
- / Also included in the US LinkedIn channel.

- / AXOR Uno Photography available upon request.
- / AXOR Uno Collection Video to be available on US YouTube Channel by end of July.



AXOR

PR & MEDIA

/ Press Release

/ Regional Media Spend/ Ad Campaign
– Still finalizing...

/ Editorial Pitches

/ Award Submissions



AD

ARCHITECTURAL DIGEST

GREY

FLORIDA DESIGN

THE MAGAZINE FOR FINE INTERIOR DESIGN & FURNISHINGS

luxe.
interiors + design

Ca
HOME+DESIGN



MODERN LUXURY

AXOR

THANK YOU
FOR YOUR ATTENTION