



German manufacturer of a 100% organic collection of 'to go' cutlery, plates and bowls is looking for distribution services or commercial agency agreements


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Business Offer

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Network partner country

Germany

Profile status

Published

Type of partnership

Commercial agreement

Targeted countries

All countries

Profile owner

 Tanja GÖB-ZEIZINGER

Term of validity

14 Mar 2022 - 13 Mar 2023



Title

German manufacturer of a 100% organic collection of 'to go' cutlery, plates and bowls is looking for distribution services commercial agency agreements

Short summary

The German company is a manufacturer of design products for kitchen, living, bath and storage made of 100% organic material. They are looking for contacts to bring their newly developed design tableware and cutlery collection into supermarkets and department chain store. They offer distribution services or commercial agency agreements.

Full description

The German company is a well-known brand, producer of design accessories made of thermoplastic for kitchen, living, bathroom and storage, furthermore gifts and products for incentives and promotion. Product examples are insulated cup storage containers, glasses, cutlery, serving bowls, wastebaskets, organizers, toilet brushes, wall hook, toothbrush holders, soap dishes, etc.

The family-owned company was founded in 1927, today they are exporting to more than 60 countries worldwide. They are very famous for their design - they have already been awarded with more than 100 design prizes. They are also very strong in innovation: every year they bring many innovative products to the market.

Moreover, they put a strong focus on sustainability. They produce resource- and energy-saving only in Germany. Only high-quality thermoplastics are used. These plastics are 100% recyclable and can always be reused as secondary raw materials. Furthermore, they are long-lasting, certified, food- and dishwasher-safe, without any BPA (Bisphenol A) or softeners.

Their latest innovation is a new organic collection based on cellulose: 100% pure material, food- and dishwasher-safe, tasteless, fully recyclable without any harmful substances but with all advantages of high-quality plastics.

As in Europe disposable tableware and cutlery will be banned in department stores and supermarkets in 2021, they would like to get into this business with their new environmentally friendly products. They have product solutions for multiple 'to go' cutlery, plates and bowls, furthermore water bottles, insulated cups with lid, lunch boxes and further.

Therefore, they are looking for contacts at supermarkets, convenience store chains, department store chains but also at hotels, restaurants and catering companies, worldwide. Cooperation could be arranged as distribution services or commercial agency agreements.

Advantages and innovation

- More than 100 design awards
- Sustainable production
- 100% family-owned
- 100% recyclable
- Made in Germany
- High investment in lifestyle photos, strong in online marketing

Technical Specification or Expertise Sought

Stage of development

Already on the market

IPR status

IPR granted

Sustainable Development Goals

Not relevant



Partner sought



Expected role of the partner

As retail business (supermarkets, department store chains, etc.) and professional (HORECA – Hotel, Restaurant, Catering) business are very different, they are looking for one partner per business, which is not a must.

They are open to both types of distribution and commercial agency. They expect a good reporting from the partner in order to develop the market according to specific market needs. As the company's brand is a medium to high-level brand they are looking for retail partners with adequate other brands and not too many brands in order to give the appropriate attention to the company's products.

Furthermore, the requested sales partner should be familiar with design brands in the fields home or hospitality.

Type of Partnership

Commercial agreement

Type and size of the partner

Other

Dissemination



Market keywords - (up to 5)

07004004 - Housewares

Technology keywords - (up to 5)

Targeted countries

All countries

History



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