NORDMENDE

A BRIEF OVERVIEW OF THE BRAND

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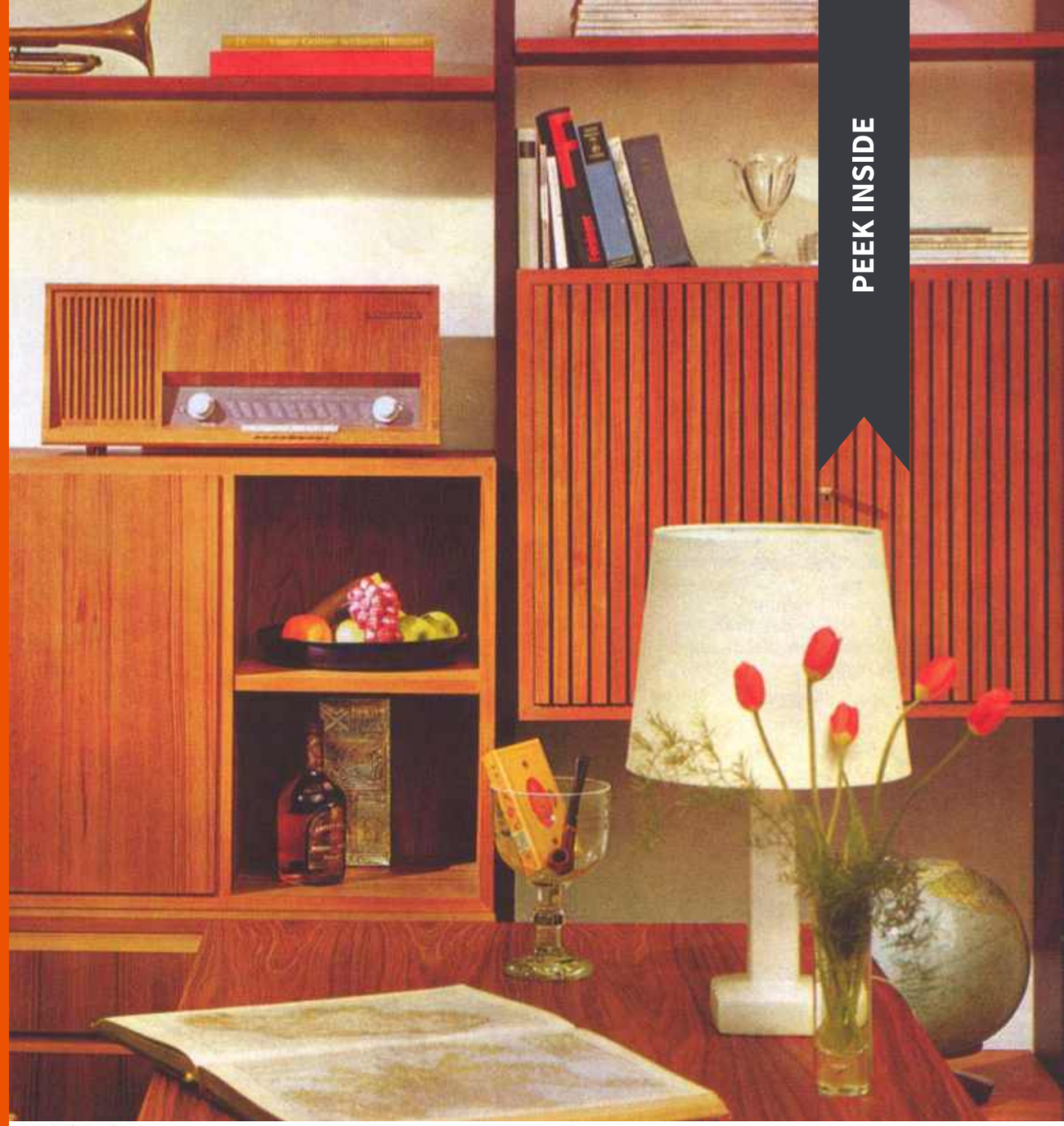
incorporated



NORDMENDE

CONTENTS

Brand Overview

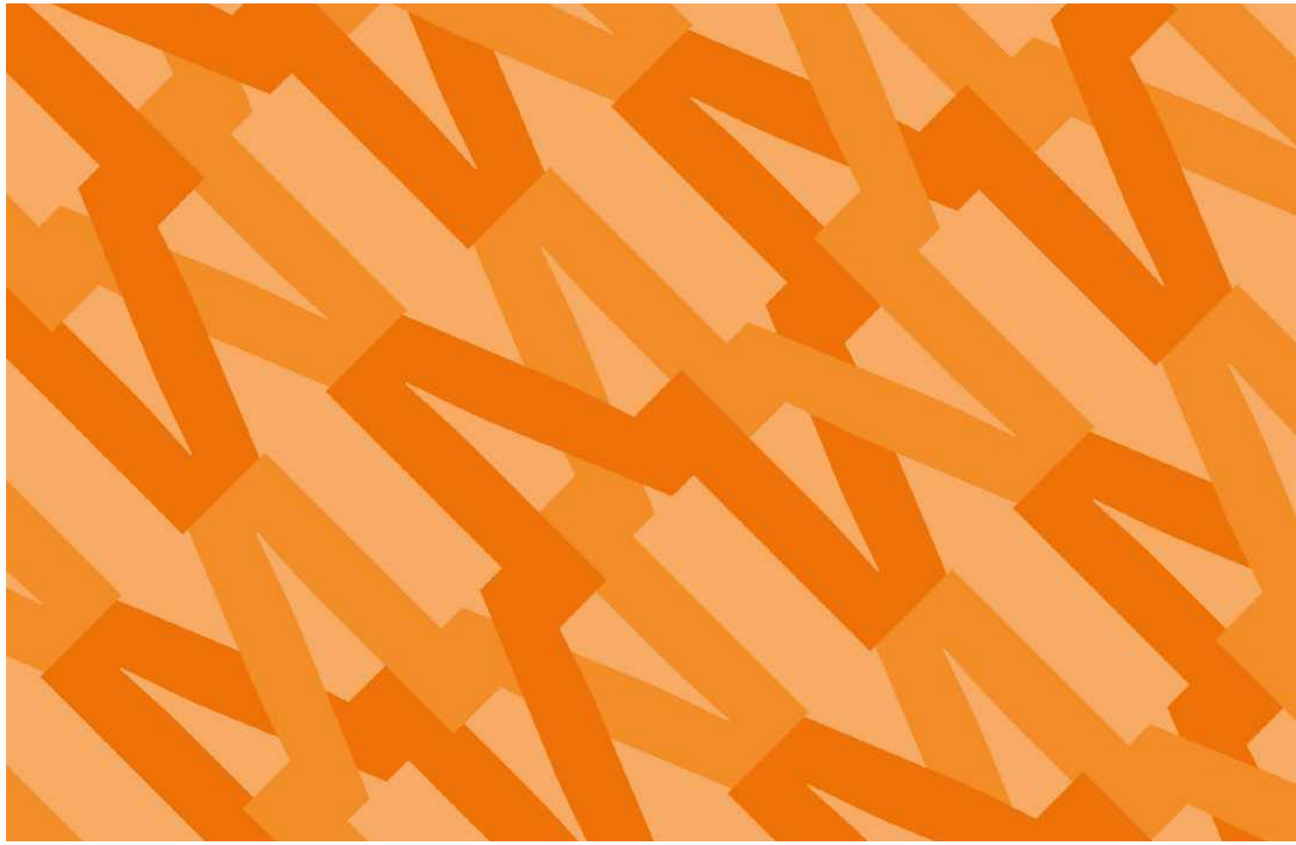
- Brand Heritage
- Brand Milestones
- Brand Identity

Brand Marketing Strategies

- Brand Presence
- Brand Positioning
- Brand Awareness

Brand Licensing Opportunities

- License and Categories Overview
- Key Product Categories
- Expansion Categories
- Benefits and Successful Collaboration for Partners



NORDMENDE

BRAND HERITAGE 1/2

A European Icon of Quality and Elegance

Nordmende, originally from Northern Germany, has historically been a renowned major consumer electronics brand, celebrated for its high-quality televisions and domestic appliances.

...A HISTORICAL Brand - Renowned
...A RELIABLE Brand - Dependable
...An INNOVATIVE Brand - Cutting-edge
...A COMFORTABLE Brand - Inviting
...A STYLISH Brand - Sophisticated

BRAND HERITAGE 2/2

Innovative Technology: Amplifying Passions

The Nordmende brand evokes a sense of comfort, passion, and innovation. Focused on efficiency and reliability, **it's a brand trusted by families across Europe.**

A pioneer in radio and television, Nordmende continues to innovate, offering accessible products that underscore the value of simplicity in life. Its products are designed to be intuitive, straightforward, and accessible to all, without compromising on the latest technological advancements.

By delivering innovation at affordable prices, Nordmende gives consumers the opportunity to embrace life and enjoy it fully.

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BRAND MILESTONES 1/2

A Major European Brand

Established in 1947 as "North German Mende Broadcast GmbH" in Bremen, Nordmende quickly **became a prominent manufacturer of consumer electronics in Germany.**

In the 1950s and 1960s, **it pioneered the industry with the launch of Europe's first color TV set** and a diverse range of products including radios and tape recorders.

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BRAND MILESTONES 2/2

Innovating Through the Decades

In 1987, Nordmende introduced the first "super planar" TV set in Europe, showcasing its commitment to innovation.

Renowned for its avant-garde design in the 1990s, Nordmende has consistently set new standards in technology throughout its history, **remaining a symbol of excellence in the consumer electronics market.**

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BRAND IDENTITY

Commitment to Quality and Style

By setting new standards in technology, quality, and design, Nordmende continues its legacy today, offering products that embody exceptional **reliability, efficiency, style, and comfort.** Each product is meticulously designed, tested, and proudly crafted, **making it clear why generations of passionate individuals trust Nordmende.**

“The Nordmende brand believes in the power of innovative technology to amplify all passions.”

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LICENSING AND CATEGORIES OVERVIEW

Wide Range of Products

Nordmende is a major European brand for high quality electronic appliances such as televisions, DAB+ radios, digital receivers, wearable devices, phones, large appliances and professional displays.

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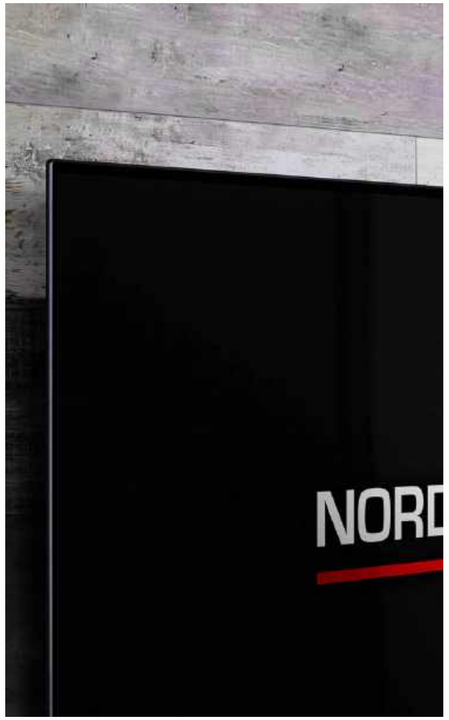
KEY PRODUCT CATEGORIES



Television

Large Appliances

Small Appliances

Professional Display

Digital Receivers

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EXPANSION CATEGORIES

Lighting

- Indoor Lights
- Outdoor Lights
- LED Lamps
- LED Tubes
- Conventional Lamps
- Conventional Tubes
- LED Electronics
- Lighting Controls

Audio

- Radios
- Clock Radios
- HiFi Micro
- CD Players
- MP3/MP4 Players
- Tower Speakers
- Soundbars
- Turntables

Phone & Accessories

- Smartphones
- Feature Phones
- Senior Mobile Phones
- Home Cord
- Cordless Phones
- Glass-screen Protectors
- Folio Cases
- Protective back cases

Home & Garden

- Chainsaws
- Leaf Blowers
- Lawn Mwers & Tractors
- Pressure Washers
- String Trimmers
- Carpet Cleaners
- Vaccum Cleaners
- Steam Irons

Energy

- Solar Panels
- Photovoltaic Panels
- Heatpumps
- EV Stations
- Generators
- Voltage Stabilizer
- Power Inverters
- Solar Traffic Lights

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BENEFITS AND SUCCESSFUL COLLABORATION FOR PARTNERS

Maximizing Brand Visibility

Nordmende boosts its brand visibility by participating in **key national and international tradeshows worldwide,** alongside the support of our brand community.

From IFA Berlin to CES Las Vegas and AWE Shanghai, these events provide invaluable platforms to unveil our latest innovations and connect with diverse audiences, underlining our dedication to delivering state-of-the-art technology on a global scale.

SOURCE: 2018 IFA BERLIN

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BRAND PRESENCE

European Zone

Nordmende holds a significant brand presence across key European markets. Renowned for reliability and innovation, it excels in Italy, Germany, Austria, Switzerland, Ireland, the United Kingdom, and Turkey.

With a focus on quality and design, Nordmende continues to capture consumer trust and market share in these regions, reinforcing its status **as a leading choice in consumer electronics across Europe.**

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BRAND POSITIONING

Innovative & Easy to use

Nordmende prides itself on delivering innovative products that seamlessly **integrate cutting-edge technology with user-friendly interfaces.** Each product is designed with the customer in mind, ensuring intuitive operation and a hassle-free experience.

German Excellence & Quality

Rooted in German engineering excellence, **Nordmende epitomizes quality and reliability.** With meticulous attention to detail and rigorous quality standards, Nordmende products are crafted **to exceed expectations,** embodying the renowned precision and craftsmanship synonymous with German manufacturing.

Design & Inspiration

Nordmende places a premium on design, infusing each product **with elegance, sophistication, and timeless style.** From sleek lines to modern aesthetics, Nordmende products not only enhance everyday functionality **but also serve as inspiring additions to any living space.**

Trust & Durability

Nordmende **builds trust with robust,** durable products that stand the test of time. Renowned for resilience and dependability, **Nordmende appliances are trusted companions in households worldwide,** offering peace of mind and consistent performance day after day.

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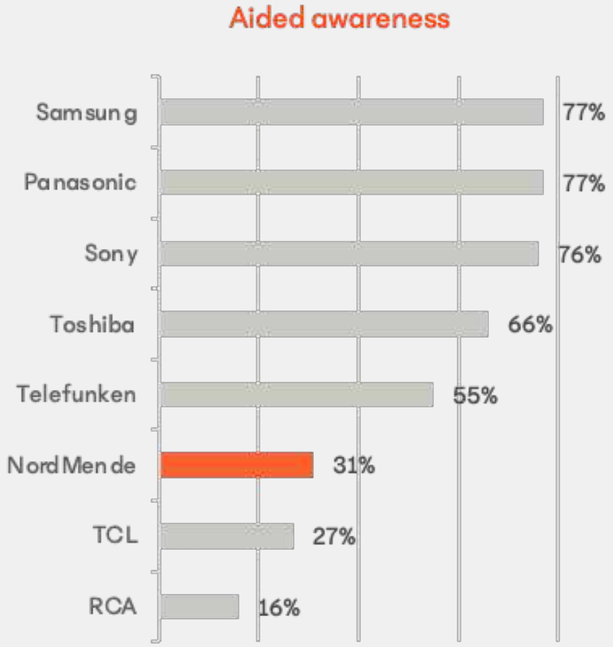
BRAND AWARENESS

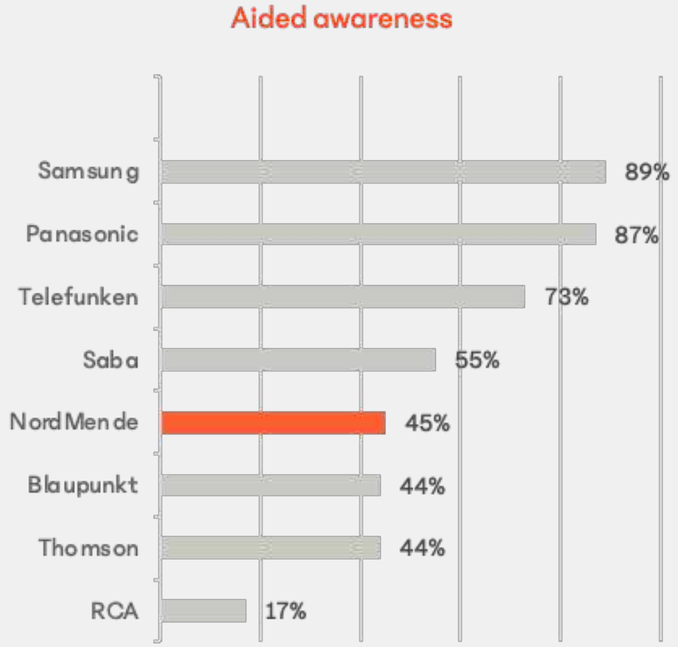
2023 Survey Results

Nordmende, originating from Northern Germany, **is a rising force in Europe's consumer electronics market**, particularly in Germany and Italy. With strong awareness and competition in television and appliances, **Nordmende's expanding influence reflects positive reception** among consumers across the region.

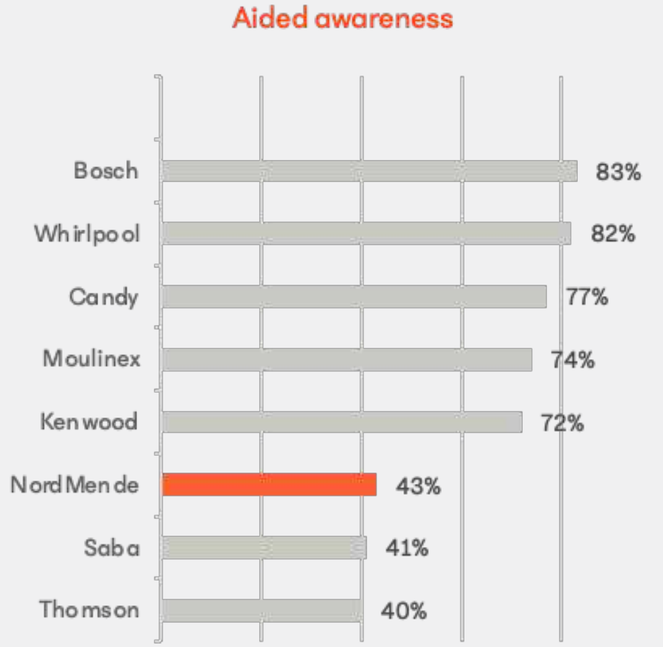
TELEVISION



TELEVISION



APPLIANCES



SOURCE: HAPPYDEMICS

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NORDMENDE is a proud part of established.inc

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THANK YOU

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