

The background of the page is a dynamic, abstract composition of splashing paint. On the left, a thick, vibrant orange paint splashes upwards and outwards. On the right, a large, energetic splash of bright blue paint dominates the upper half, with numerous smaller droplets trailing off from its base. In the lower right corner, a lighter, more translucent blue paint forms a curved, bowl-like shape. The overall effect is one of movement and color contrast against a plain white background.

Flügger

Newsletter 2021/9

致全体福乐阁经销商：

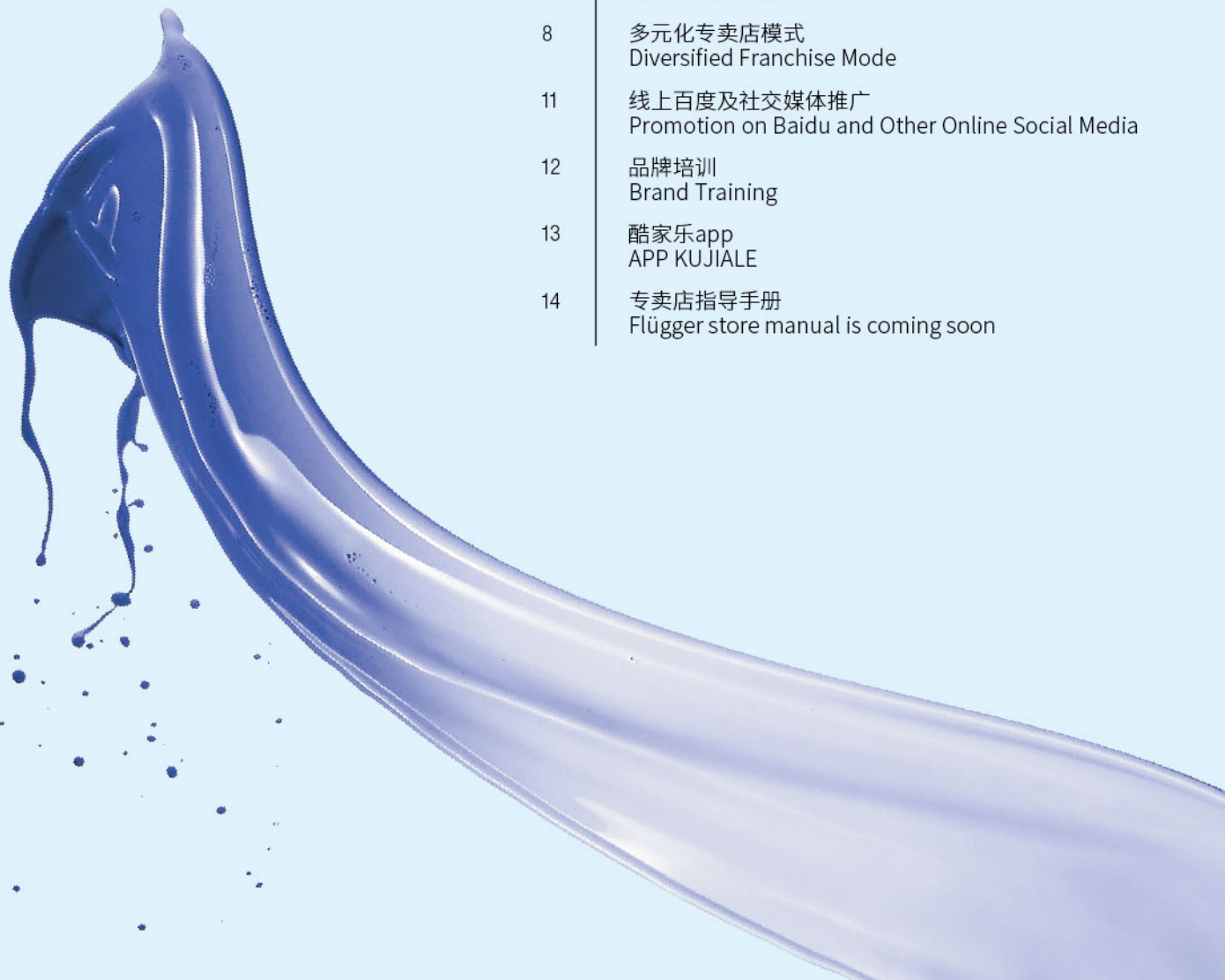
To all Flügger agents:

首先，感谢全体经销商对福乐阁长期以来的支持与信任。福乐阁在此表示最衷心的感谢与敬意。在此特别推出福乐阁第三期内刊，欢迎大家阅读。

First of all, We would like to thank all agents for your long-term support and trust. Flügger would like to express our heartfelt thanks and respect. The third Flügger journal is launched here. Please enjoy it.

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产品资讯

随着装修市场“金九银十”的销售旺季即将来临，本期的福乐阁期刊会对广大代理商伙伴们重点关注的产品信息做一番梳理，就让我们一同先睹为快吧。

到货新品

Flutex Pro7, Dekso1亮点多多，库存充足

这两款新品的推出已经有一段时间了，Flutex Pro7的蛋壳光效果完美的继承了福乐阁在这个系列上的传统优势，而Dekso 1作为一款“超哑光”墙面漆，填补了市场上在这个领域的产品空缺，逐渐成为福乐阁北欧简约设计风格的代表产品之一。

Flutex Pro7和Dekso1目前也是我们新品的主打产品，欢迎各位经销商伙伴们根据产品的包装规格订购。

Product Information

As the peak sales season in the decoration market is coming, namely September and October, the Flügger journal will sort out the product information that agents are looking for. Let's take a look.

New Products

New Features and Large Stocks of Flutex Pro7 and Dekso1

These two new products have been launched for a while. The eggshell lighting effect of Flutex Pro7 perfectly shows Flügger's traditional advantages in this series. As a "super matte" wall paint, Dekso 1 fills the gap in the market and gradually becomes one of the representative products of Flügger's simple and Nordic design style.

Flutex Pro7 and Dekso1 are also the leading products we focus on. If you're interested, please order according to the packaging specifications of the products.



紧缺产品

Objekt 05整装待发

Objekt 05卫士经典漆是福乐阁家装市场的“明星产品”之一，目前这款产品货源充足，后续批次也会陆续到达中国，福乐阁将继续为家装市场提供强大的产品支持。

Product in Shortage Objekt 05 Is Ready

Objekt 05 protecting classic paint is one of Flügger's "star products" in the home decoration market. At present, this product has sufficient supply and subsequent batches will arrive in China. Flügger will continue to provide strong product support for the home decoration market.



产品推荐

Dekso20 (White) 白壁无瑕

本期我们重点推荐的产品是Dekso20的纯白10L与3L包装，Dekso 20 white有着媲美福乐阁卫浴漆的防水、防霉、抗菌性能，光泽更加柔和，通过了欧盟生态标签和白天鹅认证，这款纯白（White）规格的Dekso 20具有更好的遮盖效果，尤其在高端市场上更加具备竞争优势，Dekso 20 White成为我们金秋九月的力推产品。

今年我们把新品Dekso20送检至权威机构，隶属广东省微生物研究所的微生物分析检测中心，CNAS的认证检测机构。

检测报告显示D20的抗菌性能，持久抗菌性能（整个实验过程超过40天）和浴室漆达到同等级，即国家最高标准。接近100%的抗菌性能。能够达到在浴室湿区持久冲淋不发霉不漏水的效果。是一款真正能用在公共区域的抗菌涂料。

推荐用在医院，学校，科研机构，别墅等，或者要防水防潮的区域，如：卫浴环境（干区），阳台，地下室等。

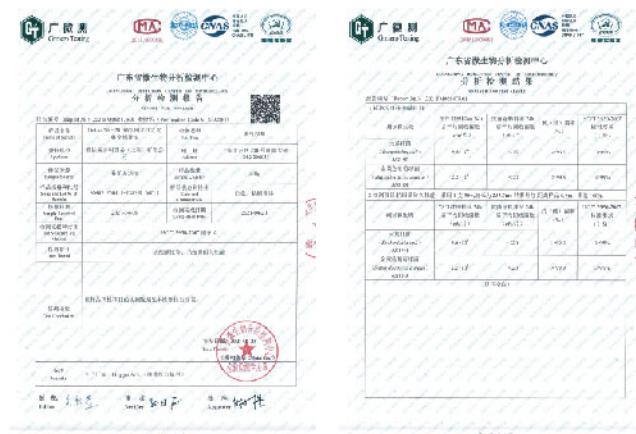
Product Recommendation Dekso 20 White

In this journal, we mainly recommend the white 10L and 3L packages of Dekso 20. Dekso 20 White is waterproof, mould-proof and antibacterial with softer light, comparable to that of Flügger's bathroom paint. It has passed the EU Eco-label and the Nordic Ecolabel. This Dekso20 white has better covering performance, and has more competitive advantages in the high-end market. Dekso 20 White has become our mainly-recommended product in September.

This year, we sent the new product, Dekso20, to a well-recognized institution for inspection, which is subordinate to Guangdong Detection Center of Guangdong Institute of Microbiology, with CNAS certification.

The test report shows that D20 has the same antibacterial performance (the experiment lasted for more than 40 days) as the bathroom paint, which reached the highest national standard. It's almost 100% antibacterial. It can protect the wall from being mouldy and leaking after a long time of flushing in the wet area of the bathroom. It is an antibacterial coating that can truly be used in public areas.

It is recommended to be used in hospitals, schools, scientific research institutions, villas, or areas that need to be waterproof and moisture-proof, such as sanitary environment (dry area), balcony, basement, etc.



Dekso5 通过儿童漆检测 市面上热卖的儿童漆是怎么回事？

受大家欢迎的福乐阁黑板漆Dekso5，我们是第一批获得儿童漆认证的进口涂料。

在国内要取得“儿童漆”命名资格，必须要通过通过国家的特殊检测即GB/T-34676的标准。

“儿童房装饰用内墙涂料”标准比内墙涂料环保标准更高，检测的项目也更多（见下图）。不要让您的客户还局限于黑板漆，快试试儿童房全屋使用吧！

Dekso5 Passed the Paint Test for Kids' Rooms What's going on with the popular paints for kids' rooms on the market?

The popular Flügger's blackboard paint Dekso5 is the first batch of certified imported coatings for children's rooms.

In order to obtain the naming qualification of "paint for children's rooms" in China, we must pass the national special test, that is, the standard of GB/T-34676.

The standard of "interior wall paint for children's room decoration" is higher than the environmental protection standard of interior wall paint, and there are more testing items (see the figure below). Don't let your customers be limited to blackboard paint. Try to apply it in the whole children's room!

IMA 180001282742 CNAS 中国认可 国际互认 检测 TESTING CNAS L4350

国家建筑工程材料质量监督检验中心
检验检测报告

检验编号: 20200625 报告编号: TL226-202590
委托编号: TL22-202520 第1页共3页

委托单位	福乐阁涂料贸易(上海)有限公司	联系方式	54250625
单位地址	文定路200号1D12	委托日期	2020年10月15日
样品名称	Flügger Dekso5 福乐阁黑板漆	样品编号	TL22-202520-01
生产单位	Flügger AG	生产日期	-
型号规格	优等品	批号	-
样品数量	1kg	代表数量	-
商标	福乐阁	检测日期	2020年10月15日
样品状态	白色粉末状		
判定标准	GB/T 34676-2017《儿童房装饰用内墙涂料》		
检测日期	2020年10月16日~2020年11月26日	签发日期	2020年11月27日
检测地点	上海市申富路568号		
检测结果	本样品检测结果符合GB/T 34676-2017中内墙涂料的技术指标，检测结果合格。		
备注	-		

批准: 胡晓珍 审核: 张宝华 检测: 李强 复核: 李强

标准号: GB/T 34676-2017	GB 18582-2020	Dekso5
测试内容: 儿童漆标准	内墙涂料环保标准	
VOC含量: ≤10g/l	≤80g/l	未检出
甲醛含量: ≤0.05mg/kg	≤50mg/kg	未检出
苯类化合物总量: ≤60mg/kg	≤100mg/kg	未检出
APFO 总量: ≤100mg/kg	≤1000mg/kg	未检出
胺基酸类/胺基酸酯类/胺基酸酯类		
重金属限量种类: 八类	四类	未检出
石棉含量: 未检出石棉	无要求	未检出
耐擦洗综合能力: ≥45	无要求	80



新陈代谢，辞旧迎新

福乐阁丹麦对北欧和中国市场的产品更新升级保持同步，其中Flutex 10这款陪伴了福乐阁超过20年的产品已经全新升级为福乐阁即刷即住匠妆靓彩墙面漆Flutex Pro 10，在保证产品品质与性能全面提升的基础上，全新的Flutex Pro10同时拥有欧盟生态标签和北欧白天鹅两大认证体系，目前这款产品在国内已经可以订货。

预计2021年底所有S系列的产品都会下架并陆续完成升级，目前Flutex 5S这款产品我们仍将正常供货，新品的测试和替代方案即将完成。

另外一款即将退出福乐阁历史舞台的产品是我们的冰点漆（Façade Zero），在保证现有产品10L包装规格正常供货的基础上，我们已经完成了对新的外墙产品Flügger Beton（倍能）的所有测试，公司已在订货，预计2-3月后即可到货，敬请期待！

由于丹麦和中国在外墙施工工艺，以及气候环境的差异，我们也在努力寻找外墙底漆的最优产品选择，福乐阁的技术团队也做了大量工作，目前浴室底漆（1:1稀释后使用）是我们在外墙基层和腻子表面施工处理的首选方案。



Diversified type of shop mode

Flügger Denmark has the same pace with the product updates and upgrades in the Nordic and Chinese markets. Flutex 10, a product that has been developed by Flügger for more than 20 years, has been newly upgraded to Flutex Pro 10, a glittering color wall paint. After it's painted, people can live in the house immediately. With the overall improvement of product quality and performance, the new Flutex Pro10 has two certification systems: the EU Eco-label and the Nordic Ecolable. This product can be ordered in China.

It is expected that by the end of 2021, all S-Series products will be taken off the shelves and upgraded successively. Currently, we will still supply Flutex 5S, and the test and alternative scheme of new products will be completed soon.

Another product that is about to be discarded by Flügger is our Façade Zero. After ensuring the normal supply of 10L packaging specification of products, we have completed all tests on the new exterior wall product Flügger Beton. The company has placed an order and the products are expected to arrive in February or March. Please stay tuned!

Due to the differences in exterior wall construction technique and climate between Denmark and China, we are also trying to find the best exterior wall primer. Flügger's technical team has also done a lot of work. Right now, bathroom primer (used after 1:1 dilution) is our first choice for the construction of exterior wall base layer and filler surface.



多元化专卖店模式

2021年福乐阁开拓市场，打造了乐山2店。店面的外观采用曲面造型，打造创新设计感，进门像走在一个涂料展品画廊，为客户传递自然共存等环保理念。二楼区域设有色彩实验室，客户可以在选好颜色后，到实验室进行色样试刷，确保买到自己满意的颜色。除此，展厅还设立培训室，商务洽谈区，咖啡吧等等。致力为VIP客户打造全新独一无二舒适的商谈环境。

乐山店 350m²

复式街边店

装修投入70-80万元

Leshan Store: 350 m²

Duplex by the street

Cost on improvement: 700,000-800,000 yuan



Diversified type of shop mode

In 2021, Flügger opened up the market and built Leshan No.2 store. The store adopted curved surface to create a sense of innovativeness. When you enter the door, you would feel like walking in a paint exhibition gallery conveying environmental protection concepts such as natural coexistenc. There is a color laboratory on the second floor. After selecting the color, customers can go to the laboratory to test brush the color sample to ensure that the color is what they want. In addition, the exhibition hall also has a training room, meeting area, coffee bar and so on. We are committed to creating a new, unique and comfortable business environment for our customers.

多元化专卖店模式

南宁经销商蒙总将福乐阁搬进宜家购物中心，根据商场的定位及人流导向打造沉浸式色彩体验店，在有限的门店空间内，却能够完美的融入了福乐阁整屋的解决方案。同为北欧企业，相同的客户群体，借助宜家庞大的客流量，强强联手，这样的选址策略，不失为一个明智的选择。

宜家购物中心

装修投入10-20万元

IKEA Shopping Center

Cost on improvement: 100,000-200,000 yuan

Diversified type of shop mode

Mr. Meng, a agent in Nanning, moved Flügger into IKEA shopping center to create an immersive color store according to the positioning of the center and the target group. Within the limited store space, it perfectly integrates with Flügger's whole house solutions. They are both Nordic enterprises with the same customer group. With the help of IKEA's huge traffic, Mr. Meng makes a wish choice about its location.



多元化专卖店模式

江西上饶经销商为开拓本地市场，将原有街边店铺进行改造。店铺将融入福乐阁3.0设计元素，为拓展本地高端客户提供一个全新的沉浸式体验店。面积约400平，耗资百万，施工装修将9月启动，敬请期待！

上饶店（400m²）

独立3层商铺

预计装修投入100万元

Shangrao Store (400 m²)

Independent 3-floor Store

It's estimated to cost 1 million for improvement

Diversified type of shop mode

In order to develop the local market, the agent in Shangrao, Jiangxi Province transformed a street shop. The store will integrate the design elements of Flügger 3.0 to provide a new immersive store for reaching out to local high-end customers. With an area of about 400 square meters and a cost of millions, the project will be launched in September. Please stay tuned.



百度品牌推广

今年，我们加强在百度平台上的精准投放。

通过开通百度知道、百家号等对消费者的提问进行官方回应，提高品牌影响力和口碑。同时加强信息流与关键词运作，增加福乐阁品牌曝光率，让更多的用户知道福乐阁，同时我们也会引导潜在用户访问我们天猫旗舰店及福乐阁官网。

同期，我们对福乐阁官网和天猫店铺进行升级改版，为营造完善的线上平台环境。

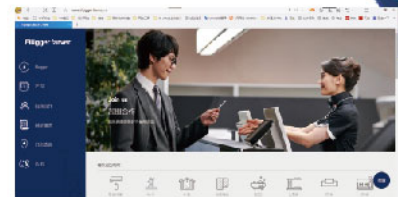
Promotion on Baidu

This year, we strengthened our precise promotion on the Baidu platform. Created the officially respond channel to consumers' questions through Baidu knowledge, Baijiahao module to improve brand influence and reputation. At the same time, we will strengthen the information flow and key words operation, increase the exposure of the our brand. Moreover, we will also guide potential users to visit our Tmall flagship store and the official website of Flügger.

In the same period, we upgraded and revised the official website and as well as our the Tmall store to create a complete online platform environment.



www.flugger.cn



社交媒体

好好住

福乐阁21年3月入驻好好住平台，首先好好住是一个为客户提供家装灵感，助力品牌整合营销的平台，平台内有众多著名认证设计师，福乐阁品牌入驻后，将所有使用福乐阁产品的笔记进行关联，关注推广品牌产品及性能，便于设计师联系当地经销商门店，吸取更多用户关注福乐阁官方好好住，增加品牌联动的互动性，打造福乐阁官方形象与口碑。



小红书

20年8月福乐阁入驻小红书，小红书是目前年轻群体的主战场，也是年轻人线上展示生活的平台。在这里福乐阁将品牌色彩，品牌服务，打造爆款小红书笔记，产品均以真实的感受给到用户，为品牌打造经久不衰的口碑，同时引导年轻用户群体看到福乐阁，了解福乐阁，购买福乐阁。



Online Social Media

Haohaozhu

Flügger cooperate account officially entered the Haohaozhu platform in April 2021. Haohaozhu is a platform to provide customers with home decoration inspiration, help designers grow and integrate brand marketing. There are many famous certified designers on the platform. After the brand Flügger joins in the platform, it will associate all notes using Flügger's products, promote its products, and publicize their performance, so that designers can contact local franchisers and stores, and spend more time on this platform. It enhances the interaction of brand linkage and creates Flügger's official image and reputation.

Xiaohongshu

We have our own corporate account at Xiaohongshu now. The APP mainly targets at young groups, and also serves as a lifestyle display platform for them. Here, Flügger will publish popular posts with brand values. Real comments about the products will be provided, creating an enduring reputation for the brand. At the same time, it will guide young user groups to see, understand and buy Flügger products.

品牌培训

今年我们新推出的福乐阁E学app是款在线学习工具。这款软件的优势在于，能够快速的：

- 1.解决经销商没时间带新人的问题。让新员工快速熟悉产品，老店员线上复习，进阶到各个学习阶段。福乐阁定期会新增各种能力提升类课程，满足经销商不同阶段的需求。
- 2.学习内容可反复观看，复盘。新店员不用担心知识遗忘，并且能够自行查找资料。
- 3.课程内容体系全面，避免门店传统的“店员老带新”模式，授课凭经验和发挥不稳定，容易有遗漏的内容。
- 4.碎片化时间学习，守店时间也能用手机学习。

今后，我们还将不定期推出<优秀经销商分享>访谈，邀请在店面管理，技术施工方面非常出色的经销商，分享心得。

期待您的经验分享，也期待您把想了解的行业内容微信发送给福乐阁培训师。

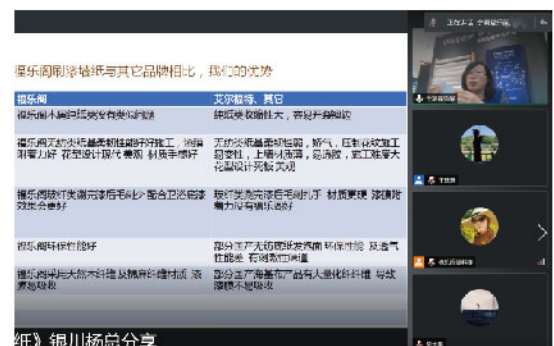
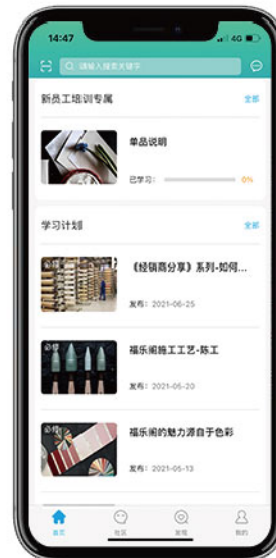
Brand Training

This year, our new e-learning app is an online learning tool. The advantage of this software is that it can quickly:

- 1.Solve the problem that the agent doesn't have time to train new people. It helps new employees quickly get familiar with the products, and helps old staff review online, and advance to different learning stages. Flügger regularly adds various enhancement courses to meet the needs of franchisers at different stages.
- 2.The videos can be watched repeatedly and replayed. New employees don't have to worry about forgetting anything, and can find information by themselves.
- 3.The course system is comprehensive, different from the traditional mode of "old staff training the new" in the store. The latter is based on experience and unstable training performance, which may miss some key points.
- 4.Use fragmented time to learn. Employees can use mobile phones to learn while keeping stores.

In the future, we will also hold interviews on "Successful agents" from time to time. We'll invite agents who are excellent in store management and technical construction to share their experience.

We look forward to your experience sharing, and we also look forward to your enquiries about the industry via wechat to Flügger's trainers.



E学app回播

酷家乐app 培养属于店里的设计师

店里培养一个设计师，成本太高。缺少设计师，但高净值客户需求很难通过简单选色满足，面临失去客户的可能。

福乐阁专卖店店员可以通过“酷家乐”提升顾客体验感。简易模型套用和搭建，选客户户型图，添加大家具，用涂料选色渲染，展示涂料上墙的成品效果。

让客户感受到店员的专业性，观看满意效果图，提升服务品质，自然促进了有效成交。

不要再羡慕其他店签下的高单价啦，与其羡慕不如提升自己~

店员速成设计师，学会让自己与竞品区分开吧！

目前，最后还有5个酷家乐账户免费名额，先到先得。



搜户型

覆盖全国数十万小区，超百万户型图



找模型

海量模型任你挑选，智能搭配效率翻倍

APP KUJIALE Train designers in the stores

The cost of training a designer in the store is too high. You may not have enough designers, and it is difficult to meet the needs of customers with high net worth through simple color selection. Thus, you may lose those costumers.

The staff of Flügger's franchise store can improve customer experience through "KUJIALE". Apply and build a simple model, select the customer's house type, add large furniture, select color rendering with paint, and display the finished effect of paint on the wall.

Make customers feel the staff's professionalism and see the satisfactory effect picture with better service quality. It'll naturally promote the effective transaction.

Stop looking at the high-sales volume other stores achieve. It's better to improve yourself.

Shop assistants become designers quickly. Learn to distinguish yourself from competitive products!

We only have five free KUJIALE accounts available, given on a first come, first served basis.



专卖店指导手册即将上市

一本指导手册，全程指导 经销商在开店后，所需的前期培训（产品，施工，销售，沟通，其他技能）订物流 等所有的指导。

迅速帮助经销商上手经营流程。

解决经销商在日常经营打理方面的绝大多数问题，帮助你快速上手。

Flügger store manual is coming soon

A manual that'll guide the agents in the whole process. After they open the store, all the guidance such as pre-training (product, construction, sales, communication, other skills), ordering logistics and so on will be included.

It quickly helps agents get started with the business process.

It solves agents' most problems in daily operation and management, and helps them get started quickly.



