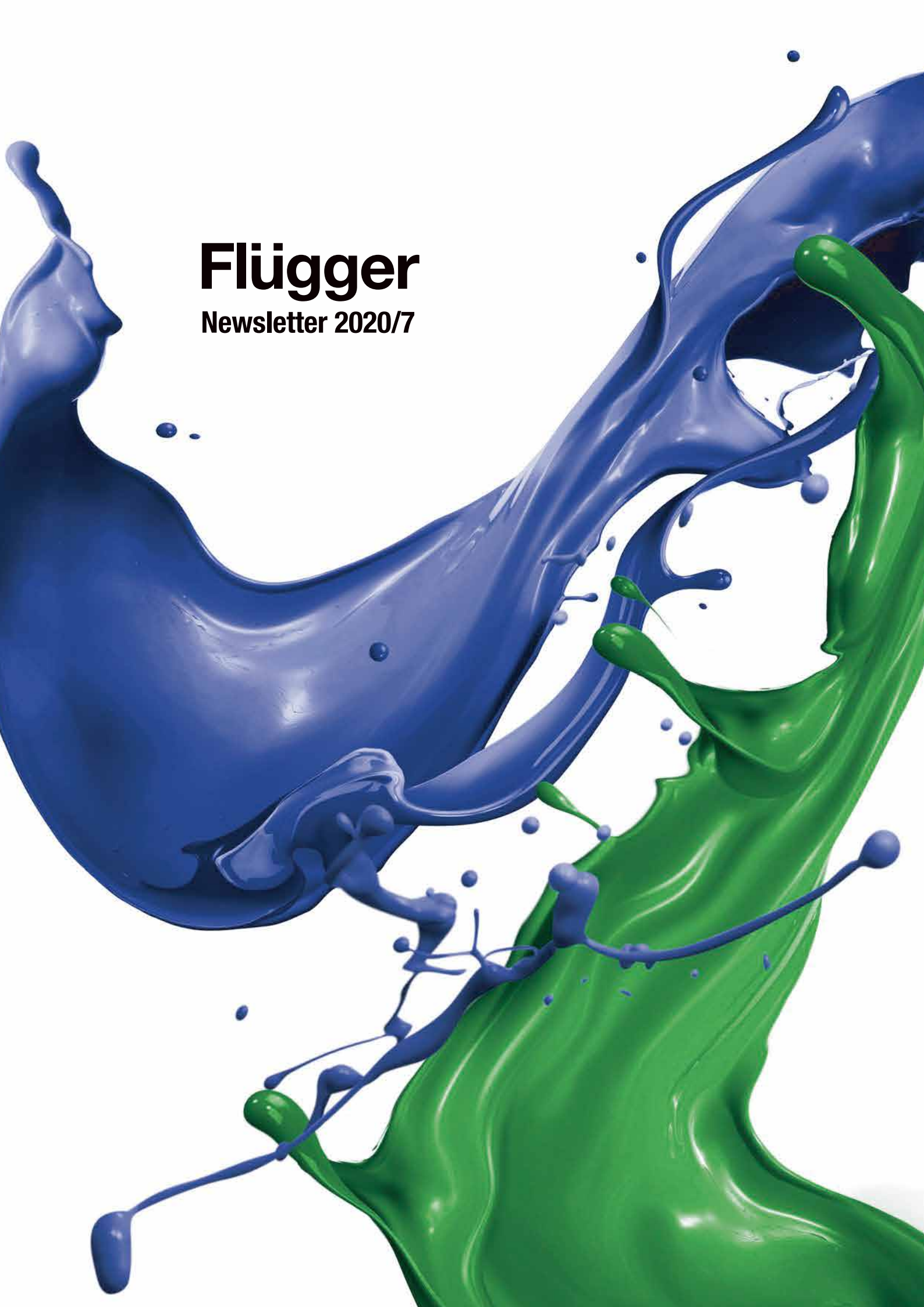


Flügger

Newsletter 2020/7



致全体福乐阁经销商：

To all Flügger franchisers:

“我希望在这个特殊的时期，大家首先要确保自身的健康和安​​全。我们正在努力规划未来。我们努力使组织变得更加有效的同时，我们也在规划更多新品的引入。这可能是我们20年里最全面的一次升级。在商业环境更稳定的情况下，它将为我们的业务增长创建一个强有力的平台。我期待与大家共进，并感谢您的支持。”

"I hope you stay healthy and safe during these difficult times. We are investing in the future. While we are trying to make our organization more effective we are also planning to roll out more new products than in the past 20 years. This will create a new strong platform for growth once the business environment stabilizes. I look forward to working with you all and thank you for your loyalty"

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！

Thank all for your long-term support and trust in Flügger. We hereby express our most heartfelt thanks and respects.

Henrik Gert Larsen, CEO



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团队组建

为更好的服务中国市场，与福乐阁的经销商们合作共赢。我司在2020年企业组织战略规划上做了优化调整，公司在未来将成立全新的部门“业务拓展及扶持团队”，团队将整合直营团队、销售团队、市场团队、家装渠道，我们将竭诚为经销商提供更优质的管理扶持，团队协作,提升服务品质，达成销售业绩。

帮扶小组成立的目的在于有计划性的给予大家提供系统化帮扶。公司将陆续从各个领域推出相匹配的扶持方案给予大家参考。

“业务拓展扶持部”对代理商支持模块的如下

1. 销售支持

业务拓展，开店支持及商务支持、销售订单管理等。

2. 直营支持

对经销商门店运营和销售工作进行指导。由各区直营督导协助支持。

3. 家装渠道扶持

协助各区域家装渠道的开展和拓展。

4. 市场和产品培训支持

产品的培训扶持、各类型市场活动、线上营销宣传活动、开店设计支持、刷新服务扶持、各类设计支持等。

未来,部门里的成员将会给予大家更多系统化的支持。

公司对公邮箱:

business@flugger.cn

支持方面的咨询未得到覆盖的，本邮箱将会转分配至相关人员。

Team formation

In order to better achieve win-win cooperation with our franchisers, we have optimized and adjusted the corporate strategic planning and organization in 2020, and we will set up a brand new-department "business development and Support team" in the future, which will integrate staffs from Flügger retail team, the sales team, marketing teams, and home decoration channel team. We will make greatest efforts to provide franchisers with better management support, and such teamwork will improve the quality of service and achieve sales performance.

The purpose of the supporting group is providing a systematic help to franchisers with a plan. The company will successively launch matching support programs from various fields for your reference.

The framework of the supports by the "business development and support team" for franchisers is as follows:

1. Sales support

Business development, shop open and commercial support, order management, etc.

2. Flügger retail team

Providing operation and sales guidance to franchiser shops. It will be assisted and supported by the Flügger retail supervisors.

3. Home decoration business support

Assisting with development and understanding of home decoration business.

4. The marketing & product training support

Product training support, various large-scale marketing activities, online marketing and publicity activities, assistance and support for new shop opening, re-decoration service supports, various design support, etc.

In the future, the members of the department will provide you more systematic support and contact you.

Our company's new B2B public e-mail address:

business@flugger.cn

If any support is not covered, this mailbox can also be delivered to relevant personnel.



信息化升级以及自动化要货

我们将提供自动化线上要货解决方案，为各位代理商提供更便捷高效的下单方式，及时准确的商品库存查询，全程可跟踪的要货流程，以及相匹配的账务查询。

预计从7月15号开始每天陆续完成3、4家代理商的升级工作，希望大家积极配合及使用。在这次升级的过程中，我们将配套把梳理好的进货价折扣率在系统中进行体现，便于未来系统直接核算。

Information upgrading and automated ordering

We will provide an automated online ordering solution to provide franchisers with a more convenient and efficient way to place orders, timely and accurate merchandise inventory inquiries, a whole-course traceable ordering process, and supporting accounting inquiries.

We expect to complete the upgrade of 3 or 4 franchisers every day in succession from July 15 2020, and we hope ever franchiser will actively cooperate with us and use it. In the process of this upgrade, we will reflect the specified purchase price discount rate in the system to facilitate direct accounting in the system in the future.



微信小程序上线

微信刷新小程序为我们的客户端实现了的触手可及的用户体验。我们为需要墙面翻新的用户提供了预约到店、上门服务、施工工艺选择、真实案例参考、等各种线上服务形式；以满足用户更便捷的获取增值服务的具体内容。

预约成功后，我们将有专业的销售团队和施工团队与您接洽，确保客户满意度。为提升用户的体验度，我们将定期添加成功案例，让用户更了解自己房屋的潜在风格，搭配福乐阁水性涂料，让旧墙面焕然一新。福乐阁刷新小程序目前仅开通了三个直营城市，未来我们将邀请更多符合要求的代理商城市加入到我们的小程序中。

WeChat mini program is launched

The WeChat re-decoration mini program provides a user-friendly experience for our client. We provide new users with various forms online services such as appointment direct to the shops, door-to-door service, selection of construction process, reference to true cases, etc. so that users can obtain the specific content of value-added services more conveniently.

After the appointment is successful, we will have the professional sales team to contact you and the inspection team will visit you to ensure customer satisfaction. In order to improve the users' experience, we will regularly share successful cases to let the users better understand the potential style of their houses, and after Flügger water-based product are used, the old walls of such houses will look brand-new.

At present, the Flügger re-decoration mini program is only available in three first tier cities. In the future, We will support our franchisers to join our mini program if you meet the relevant requirements.



第一步点击微信官网-刷新预约



第二步可浏览刷新预约



新品NEWS

对于福乐阁中国区的用户来说，此次产品升级更可理解为是一次变革，在新的市场环境中，为寻求新的市场机遇，创造更多的社会价值，遵循福乐阁一贯的产品理念，在如此特别的全球抗疫背景下，我们迎来了福乐阁 2020全新的产品架构升级。

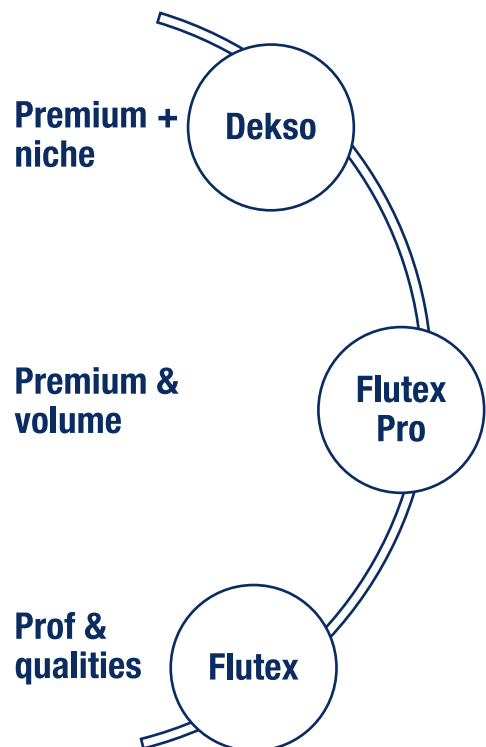
首先，福乐阁依旧会主打最具传统的Flutex系列产品。新诞生的Flutex Pro系列产品将成为未来零售市场主打的攻坚力量，Flutex Pro7作为Flutex7S的升级版将成为这个系列里最早和中国消费者见面的产品之一，全新的白天鹅认证logo将为这款产品增添更多的市场活力和更全面的环保体验。



News on New Launches

For Flügger users in China, the product upgrade this time can be understood as a transform. In the new market environment, in order to search new market opportunities and create more social value. Under such a special global anti-epidemic background, we are ushered our new product structure upgrade of 2020.

First of all, Flügger will still focus on the most classical Flutex series products. The newly-launched Flutex Pro Series products will become the main selling point in the future retail market. Flutex Pro7, as the upgraded version of Flutex7S, will be one of the first products in this series that are launched in the Chinese market. Customers will have a more comprehensive experience about environmental protection with the brand-new Nordic Swan Ecolable logo on the product, injecting more vitality into the market.



其次，福乐阁会对原有的Flutex系列产品做出新的市场定位，在2021年我们会迎来华丽转身Flutex5系列产品，而蛋壳光系列的Flutex7和Flutex10也会引入中国，接受我们的测试，届时我们也将第一时间告知大家最新的产品资讯。

最后的当然是最好的，在福乐阁最好的往往不会迟来，我们将最早迎来全新的Dekso系列产品的No.1—Dekso1，目前这款产品已经在丹麦开始发售，而在中国我们也完成了其所有性能的测试，月底前我们将安排从丹麦订货事宜。未来Dekso1和Dekso20将成为我们在潮湿环境下装饰性+专业性最完美的选择，可以透露一点，Dekso1具有超亚光的表面效果，防潮湿；Dekso20是丝光效果，光感比浴室漆更加柔和。（而且这两款产品未来都有Base3/4的基漆配套）是不是很值得期待。

福乐阁对于产品的变革会最大程度的遵循市场原则，并在沟通中建立对现有产品体系的完善，最大可能的保留原有的王牌产品，2020年的下半年我们将一如既往的支持到每一位福乐阁的忠实伙伴，福乐阁的未来，因你而来！

Secondly, Flügger will plan a new market positioning for the original Flutex series products. During 2021, we will usher in the gorgeous change of Flutex5 series products, while Flutex7 and Flutex10 of silky series will also be launched in China to accept our test. At that time, we will inform you of the latest product information immediately.

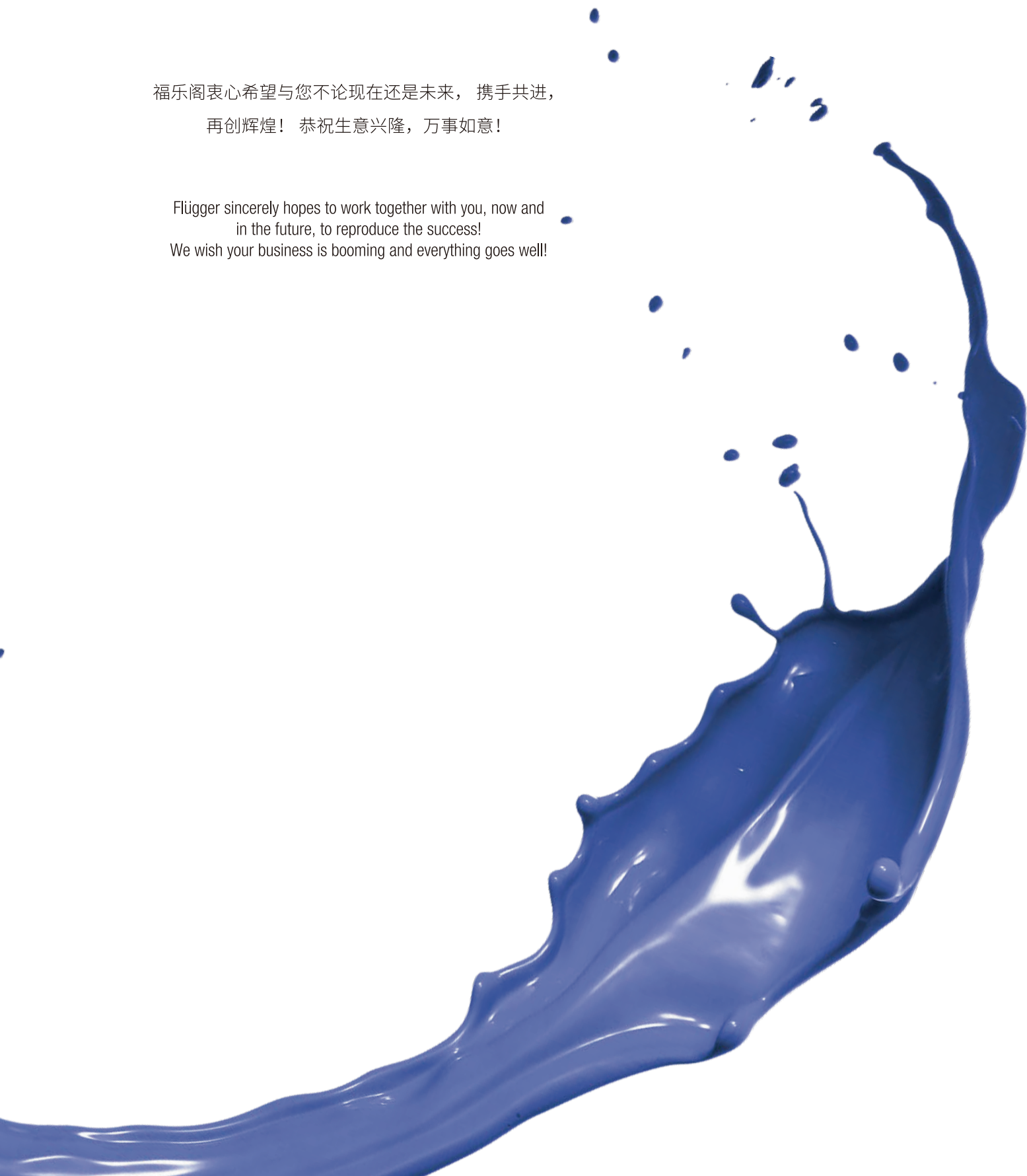
What's left at last is of course the best. In Flügger, the best will not come too late. We will welcome the brand-new product No.1 of Dekso series-Dekso1. At present, this product has been put on sale in Denmark, and we have completed all performance tests in China. We will arrange orders from Denmark before the end of this month. In the future, Dekso1 and Dekso20 will be the most perfect and professional choice for decoration in a moist environment. We can tell you that Dekso1 has a super matte surface and is moisture-proof; Dekso20 has the silk effect, and is softer than bathroom paint in terms of lighting effect. (Both of these two products will be equipped with base3 / 4 base paint). These products are quite worth looking forward to.

Flügger will follow the market principle to the greatest extent for the product reform, improve current product system through communications, and retain the original best-sales products as much as possible. In the second half of 2020, we will support all of our loyal partner as always. The future of Flügger is created by you.



福乐阁衷心希望与您不论现在还是未来，携手共进，
再创辉煌！ 恭祝生意兴隆，万事如意！

Flügger sincerely hopes to work together with you, now and
in the future, to reproduce the success!
We wish your business is booming and everything goes well!





www.flugger.cn