

PRESS RELEASE

In any situation: Small but Pulmoll!

Herbolzheim, January 2018. After a profitable year 2017 and a successful alignment update, Pulmoll is continuing to pursue its brand rejuvenation and clear repositioning strategy. The product image will become even younger, more personal and more eye-catching. In 2018, Pulmoll will therefore focus its activities on the many situations that call for the well-known pastilles within the scope of its brand repositioning. Cheering your sports team on, attending choir practice or feeling the beginnings of a scratchy throat as you wait on a cold station platform are all a situation that "...needs Pulmoll!". The 2018 range, which will be celebrating the FIFA World Cup in Russia with black, red and yellow tins, will be completed by favourite pastilles in iconic limited edition tins labelled with beautiful messages such as "Kiss me!" or simply "Thank You!". The brand will present its updated image for the first time at the ISM 2018 (Hall 10.2 at stand F030).

The year 2017 was a stable year with marked retailer product acceptance

For Germany's number one on the tinned throat sweets market, the past year was characterised by stable market shares. "Our extremely successful 'junior tins' with four different 'Minions' pictures were very popular with the retailers and consumers. And the innovation Pulmoll Duo Gumdrops, which comes in three different flavours including a vegan variety, has been an absolute hit. We have already realised lots of display promotions. Our classic, the 'Original' variety in the red tin, continues to be very popular and is still our bestselling product," says Fritz Haasen, CEO of Kalfany Süße Werbung GmbH & Co. KG. The brand also has a strong presence in pharmacies, where its turnover grew by 6.8 per cent.

Strong new product: Pulmoll Forte pastilles

In late 2017, Pulmoll successfully extended its range with the new "Pulmoll Forte" pastilles. The new product is based on the "Original" formula but has a particularly flavoursome taste. Menthol, honey and an especially high liquorice root content give the pastilles a powerfully intense aroma. The aromatic flavour is enhanced by valuable natural spring brine from the island of Sylt that intensifies the taste. Pulmoll Forte are therefore an ideal, soothing treat for all liquorice fans. The striking black 75 gramme tins retail for between €1.19 and €1.49. "The 'Pulmoll Forte' pastilles are a consistent addition to our range. They're currently my favourites," says Haasen.



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Significant export success in 2017 thanks to quality made in Germany

With quality made in Germany and quick-fire market launches, the classic Pulmoll also performed well as in the export business in 2017. "Especially internationally, the German quality of our products – combined with the quick-fire speed with which we launch new varieties – has led to excellent success," says Fritz Haasen. New markets in Switzerland, Belgium, Luxembourg, Singapore and the Philippines were successfully developed in 2017. Currently, the company is therefore now active in 40 countries. In future, it will rely on stepping up its current activities and increase the export business further.

2018 will be governed by brand repositioning

Pulmoll will reposition itself in 2018. The communication concept developed in the course of this aims to illustrate all situations where Pulmoll might be needed or benefit the user such as, for example, when they are cheering their sports team on, attending choir practice or are about to go into a business meeting, or also when they can feel a scratchy throat coming on as they wait on a cold station platform etc. In essence, the message is that you should always have some Pulmoll pastilles handy! The central slogan will be "...needs Pulmoll – Small but Pulmoll!" in combination with the respective situation. The advertisements are striking and eye-catching, illustrate the wide range of situation where Pulmoll comes in handy and thereby extend the target groups. The objective is to increase turnover and to show a strong presence in retail shops.

A year full of retail promotions for Pulmoll

In the first eight months of the year, the advertisements will be supported by regional sponsoring events and retail activities. At the beginning of the year, Pulmoll will therefore launch favourite pastille varieties in tins with a "gift and collectible character" with the slogans "All the Best", "Especially for you", "Kiss me!" and "Thank You!", which will retail for a limited period only (from January to March). The 75 gramme tins will retail for between €1.19 and €1.49. The "iconic tins" campaign is aimed at increasing rotation and reaching new users.



After that, the FIFA World Cup this year will also govern Pulmoll's advertising. In a World Cup display, Pulmoll will be presenting the black "Forte" tin, the red "Original" tin and a yellow "Lemon" tin. The idea will appeal to all football fans, and the small pastilles will ensure that they can vocally support their favourite team without a sore throat! Social media campaigns and a unique competition will underline the product presence and offer Pulmoll the chance to continue to

communicate with consumers even after they have purchased. The tins will retail for between €1.19 and €1.49.

Pulmoll's repositioning campaign will become more marked as the year progresses. The weather will have a starring role in the advertisements for the popular pastilles. A major national media campaign is scheduled for the last four months of the year. It will again be extended via online and out-of-home advertisements. "In late 2018, we will be focusing particularly on the wide range of different situations where Pulmoll can be used, as 'Small but Pulmoll!' applies in almost all situations. Try it yourself!," says Haasen.

About Pulmoll

Pulmoll throat pastilles have been around for more than 60 years. Pulmoll is one of the best-known brands on the German market. The French pharmacist Jacques Lafarge invented Pulmoll pastilles in a Paris suburb in 1946. The name Pulmoll was inspired by the Latin word for lungs, "pulmonis". The small pastilles were so successful in France that additional flavours were soon launched. Just ten years later, the "Laboratoires Lafarge" already produced more than 10 million tins a year. The unique taste of the original Pulmoll pastilles is due to liquorice root in combination with menthol and honey. Pulmoll pastilles were initially launched in Germany as a non-prescription healthcare product in 1956. The Pulmoll pastilles recipe has remained almost unchanged ever since and therefore still offers an inimitable and unique taste. The strikingly packaged, soothing and tasty small pastilles went on to become one of Germany's most successful tinned throat sweet brands. Eight additional herbal and fruit varieties of Pulmoll were launched in the early 1980s. Sugar-free Pulmoll pastilles sweetened with stevia** were introduced in 2012, and the fruit varieties contain real concentrated fruit juice, which makes them taste even fruitier.

**contains steviol glycosides, which are stevia plant extracts

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