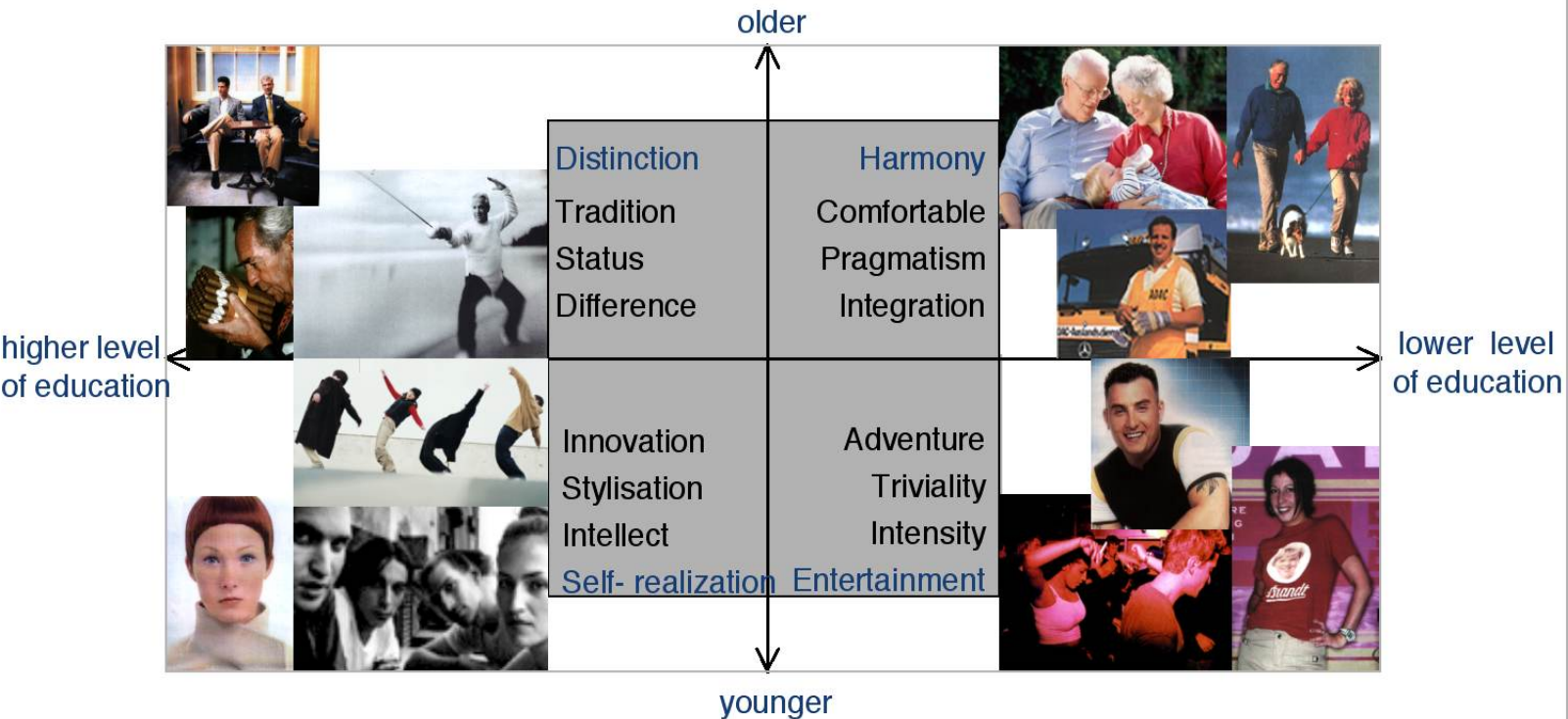


Transferring corporate values to products

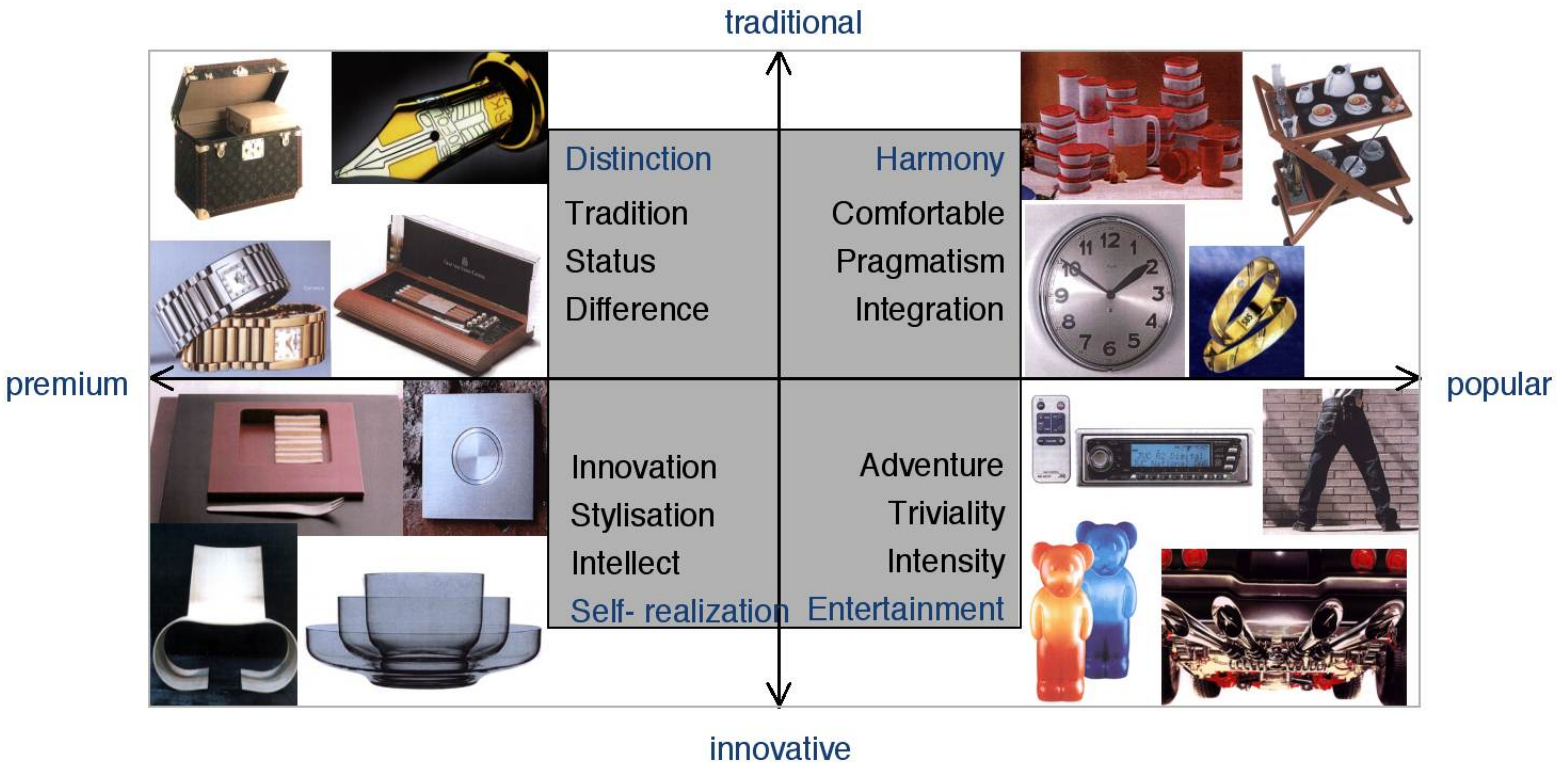
Why Product?

- _ Marketdriven companies vs. Designdriven companies
- _ Value oriented designstrategy as instrument for longterm recognition and brand development
- _ Product is the proof of the philosophy

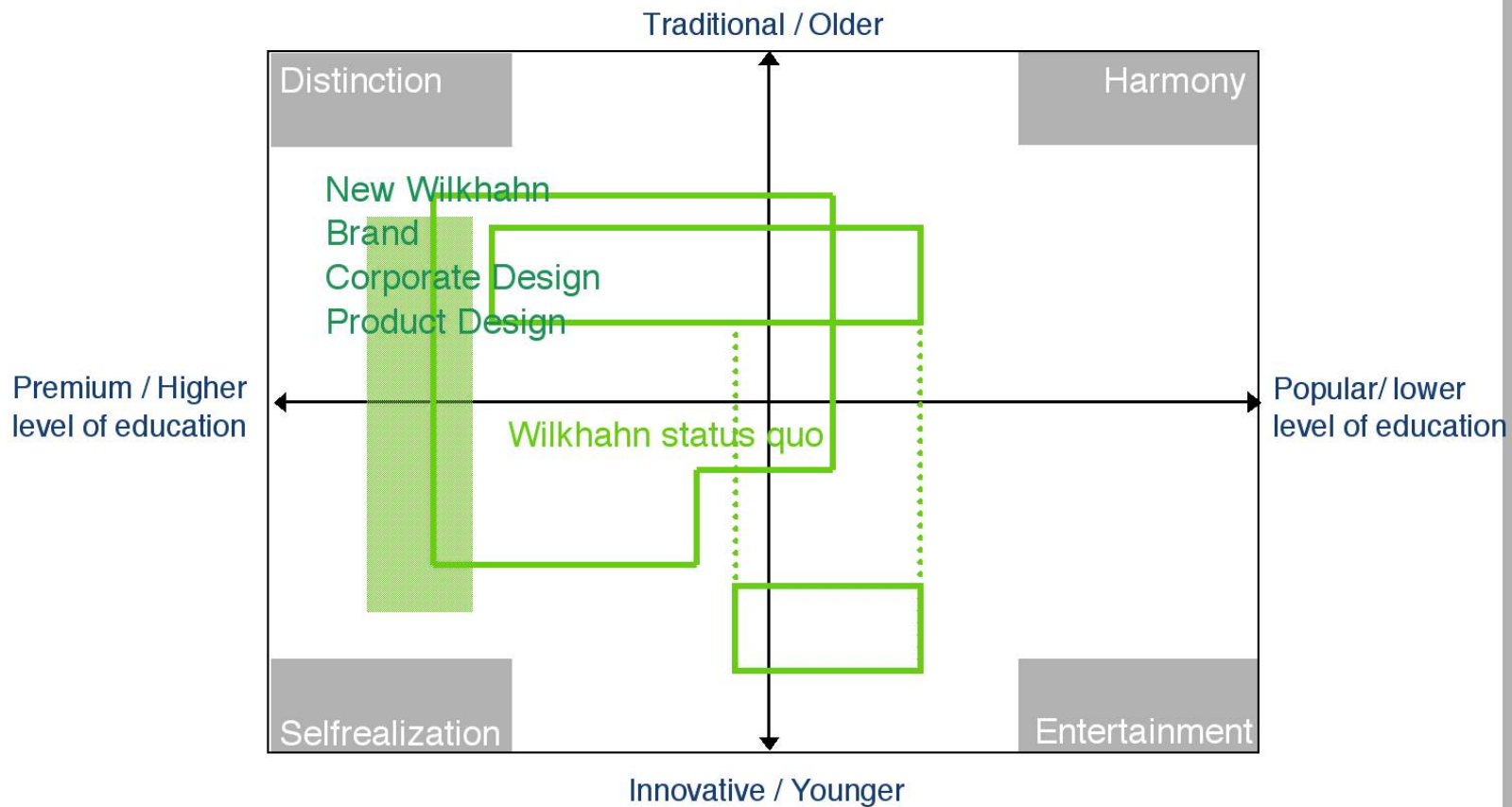
Valueoriented positioning of Wilkhahn



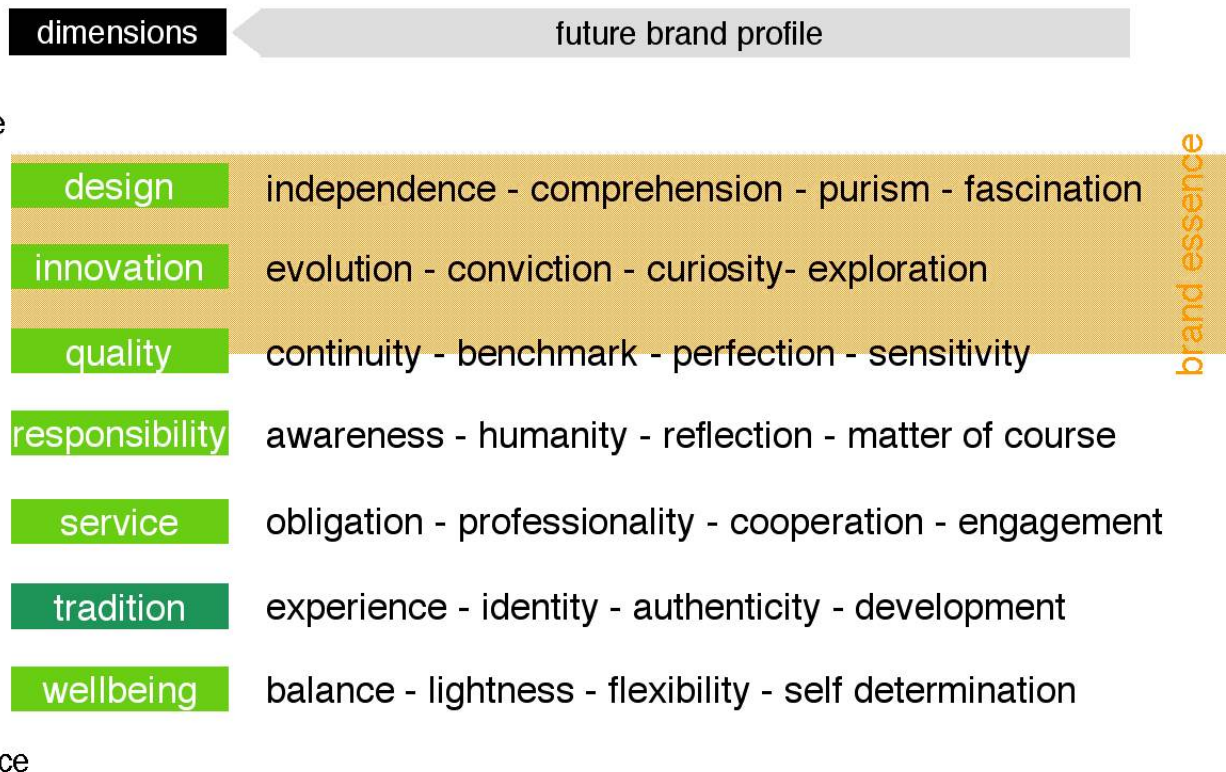
Values and approach



New Positioning of Wilkhahn



The Future of the Wilkhahn Brand - Profile



Corporate Value - Design

- _ “Kite Culture”
- _ Visual and physical reductio
- _ Coherence
- _ Value



Corporate Value - Innovation

- _ Theme
- _ Material
- _ Function

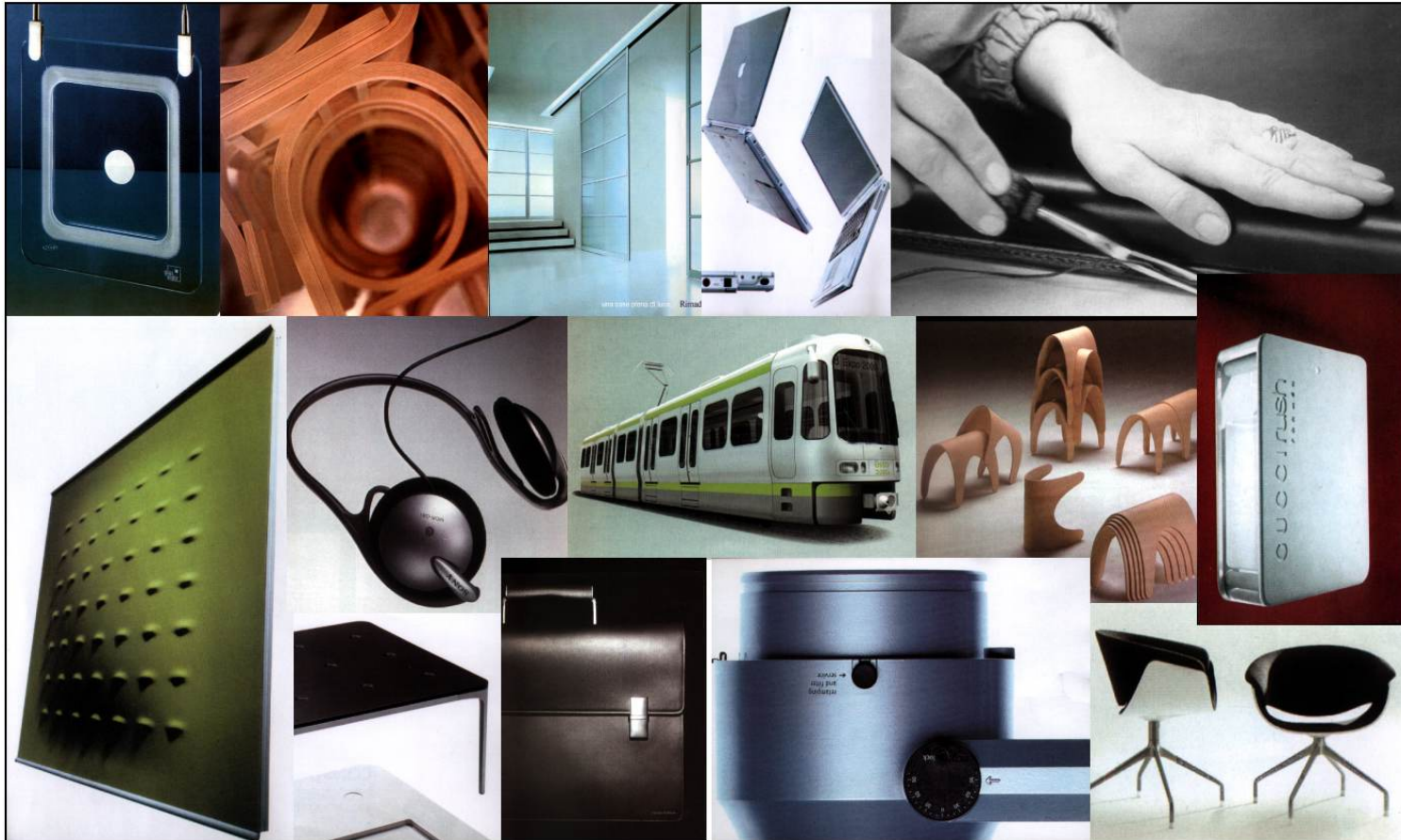


Corporate Value - Quality

- _ Longevity
- _ Love for the detail



Development of the product designguide



Designcorridor

Dynamic Innovation



New materials
 Innovative textiles
 Dynamic design elements

Minimalism



Focus on basic geometric shapes
 Symmetrical arrangement
 Purist use of colors

Modern Classic



Traditional materials
 High quality finish
 „Timelessness“

Application of the design corridor



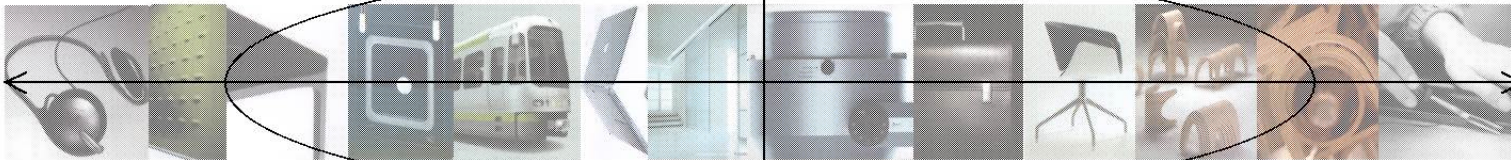
Dynamic Innovation



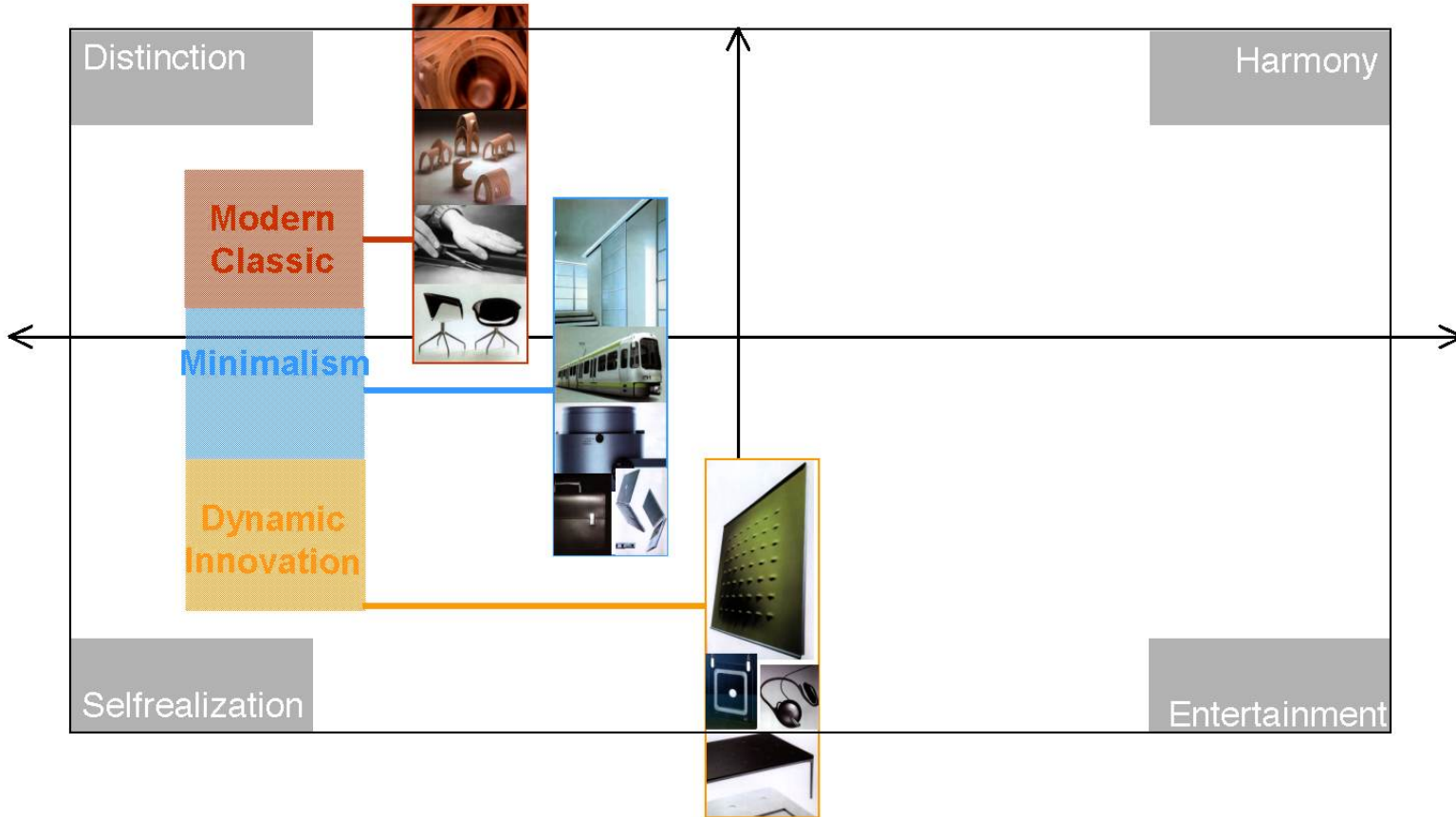
Minimalism

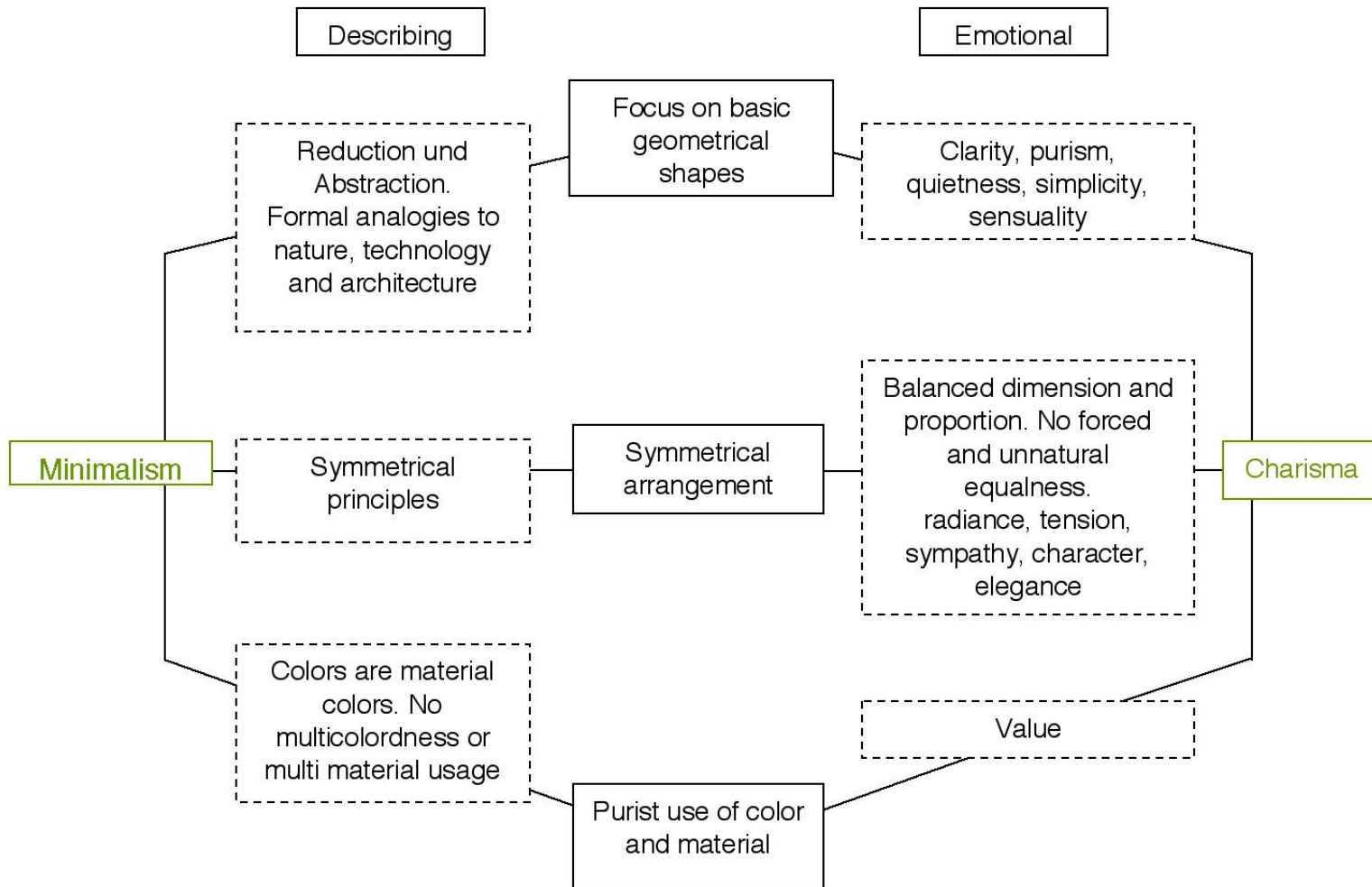


Modern Classic



Product design guide and positioning model





Strategy and even more Intuition

Is value orientation still a value that is being paid for?

