

Something new? Something stronger? Something which will create attention? Something that will sell more? Something that will give more profit? Something that will make the brand stand out? Something that no-one else has? Something that is unique? Something that will make the stores worth a visit every day? Something that will make children happy? Something that is completely different from the BIG one? Something that is nice? Something that is complete? Something that is fun? Something that is for all ages? Something that is functional? Something that will make parents happy? Something that should have been there a long time ago.....

..... now it has arrived. Open and read.

FLEXA[®]



^a Great Dane

for every situation!

We have created a Great Dane for big and small children who like to play, to learn, to grow up in a wonderful world with practical and beautiful furniture and objects.

A **practical** Great Dane.

What ever age, what ever taste, what ever size, we will help you enjoy your room and your situation.

A **beautiful** Great Dane.

Nothing is too complex, nothing is too simple, Flexa suites every need you have.

A **flexible** Great Dane.

FLEXA[®]

On the following pages we present a **proposal** aimed to create a strong Flexa for the future.
The proposal has been made by the collaborators of Creative Concepts Ltd.

The principal ideas is to create a **complete concept** where the *brand name, assortment, communication, store layout* and *merchandising* are in perfect harmony.

Should the owner and management of Flexa find it useful then we would like to discuss how to implement and realize the presented concepts.

In the case Flexa is not at all interested in the proposals and work done exclusively by Creative Concepts then all material and ideas remain property of Creative Concepts and Flexa is not permitted to use any of it.

We are however convinced that the ideas presented would bring Flexa to a new level and making it stronger and more profitable.

St Aygulf 2009-10-26



Rolf Lundqvist

A new family for a Great Dane



FLEXA

PROPOSAL

We want Flexa to be more **inspiring** for more children and families.

We want Flexa to be **modern**, living for tomorrow and building on values from yesterday.

We want Flexa to be more **complete** and with more different **styles**.

We want a Flexa that is always **changing** without ever losing sight of the core business and products.

We want Flexa to have an **identity** that everyone will remember with a smile and a warm heart.

No one is the same as someone else, so no children's room can be like anybody else.

PROPOSAL

Today:

Technical profile without “heart”.

Furniture with a good quality; a functional and flexible product.

A little out of time, a bit too much mountain and old IKEA feeling.

The colours of the accessories are very limited.

The choice of accessories is very small.

Future:

Create a strong positive profile which makes the customer smile and feel good.

Make Flexa become a children’s lifestyle and a way to grow up.

Give the customer a reason to return by bringing in more products.

Make it a complete shop with everything needed for furnishing and decorating children’s rooms.

Work with style sheets and a strong identity for the assortment.

Change the existing pink and blue colours for the furniture details to 4 new fresher colours (se proposal)

Make a line of full height wardrobes, minimum height 200 cm

Add textiles element around the bed; protections and different canopy

ASSORTMENT

Wow, do I like a soft bed...



A Great Dane and still growing

FLEXA[®]

SLEEP



Integrate a new assortment of accessories into the existing furniture range.

100 cm and still growing



SLEEP



Integrate a new assortment of accessories into the existing furniture range.

[illegible]

SLEEP



Integrate a new assortment of accessories into the existing furniture range.

Still growing



SLEEP



What makes the difference between a bed and sleeping well are the soft accessories put into and around the bed.

100 cm and still growing



SLEEP



What makes the difference between a bed and sleeping well are the soft accessories put into and around the bed.

140 cm and still growing



SLEEP

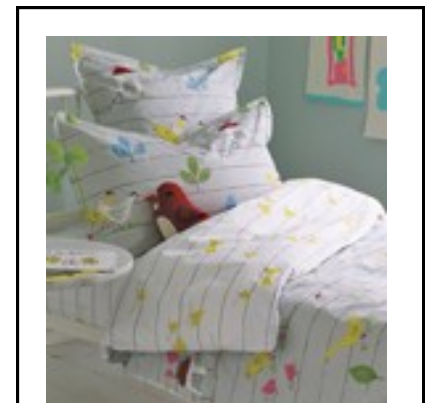
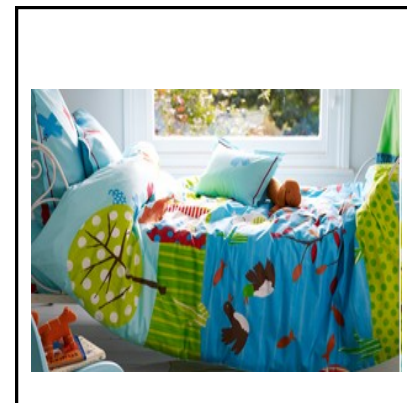
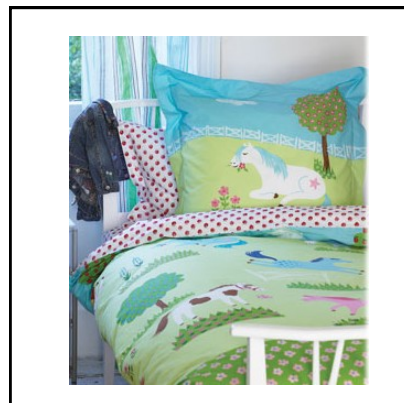
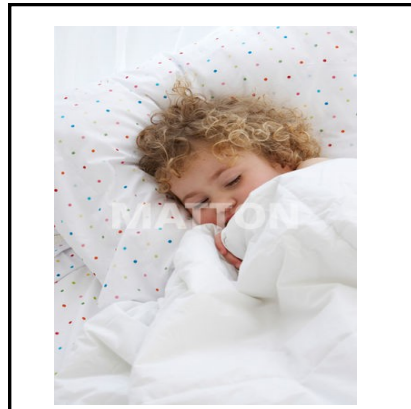


What makes the difference between a bed and sleeping well are the soft accessories put into and around the bed.

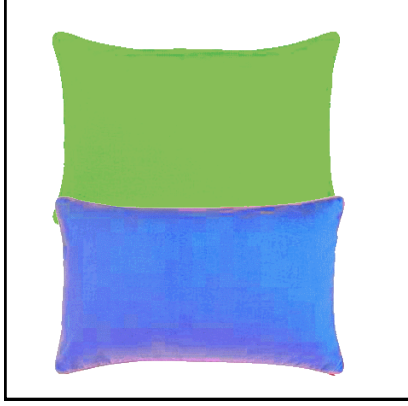
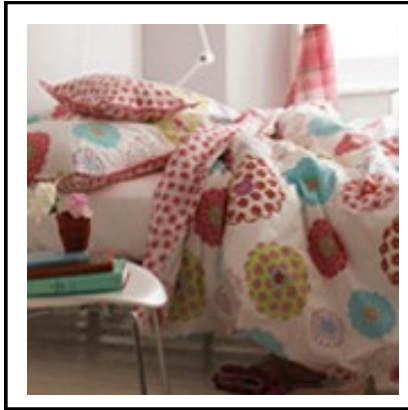
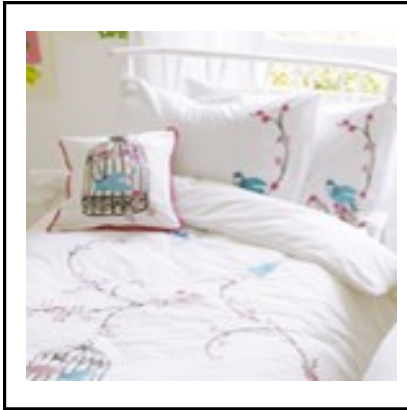
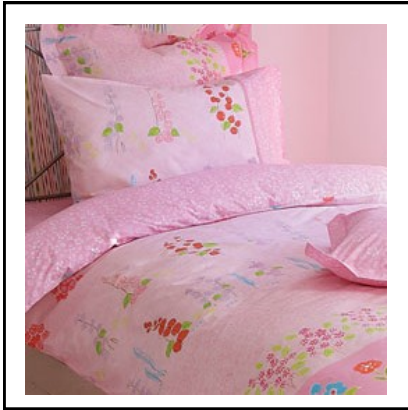
Still growing



SLEEP



SLEEP



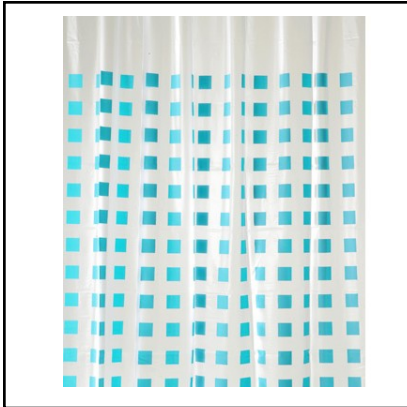
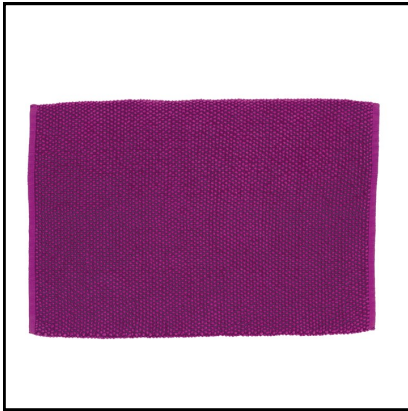
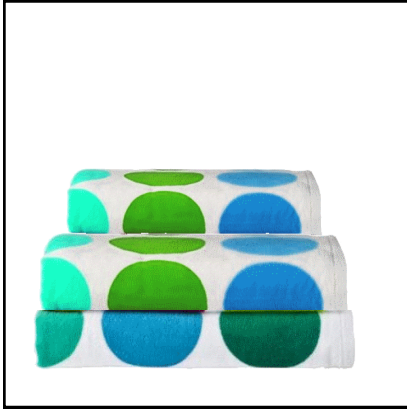
Making my toilet before going to bed....



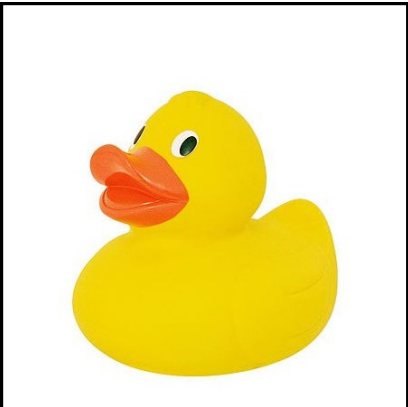
A Great Dane and still growing

FLEXA[®]

BATH



BATH



Just relaxing like everybody else....



A Great Dane and still growing

FLEXA[®]

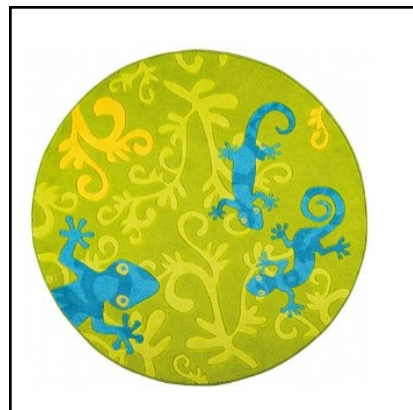
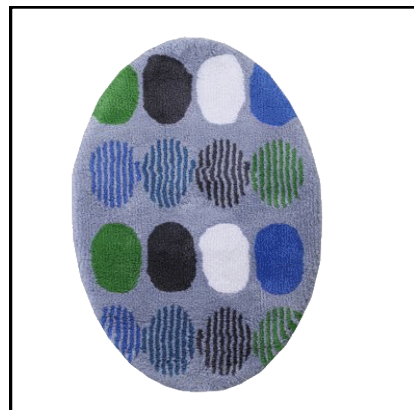
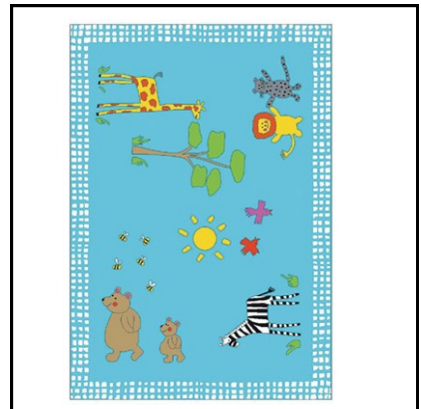
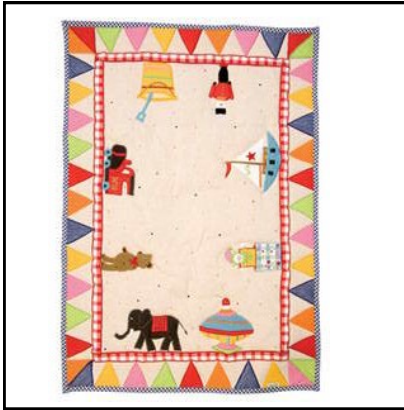
RELAX, furnitures, trows, cushions



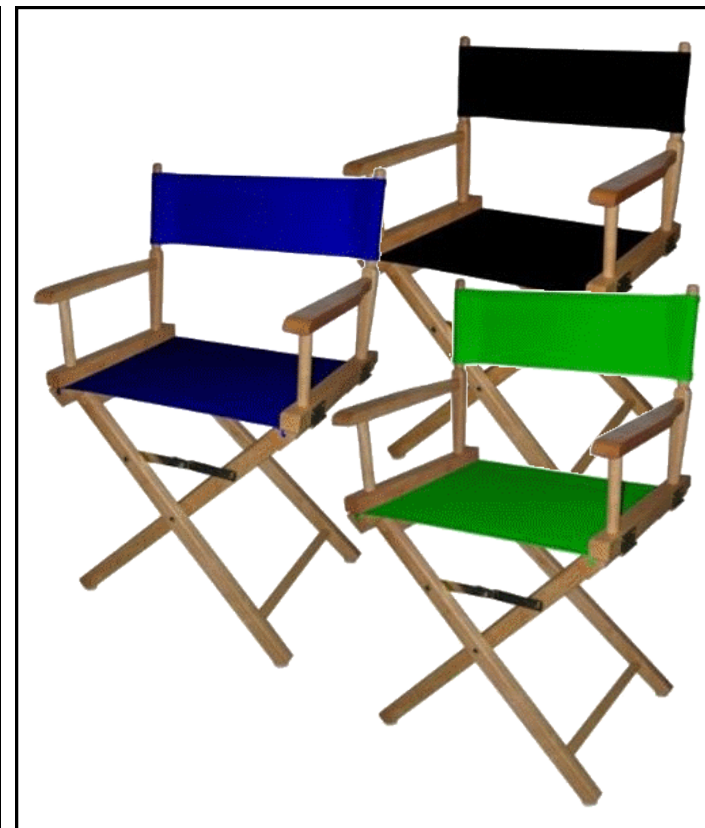
RELAX, furnitures, trows , cushions



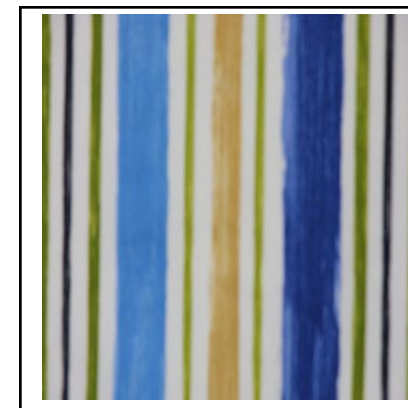
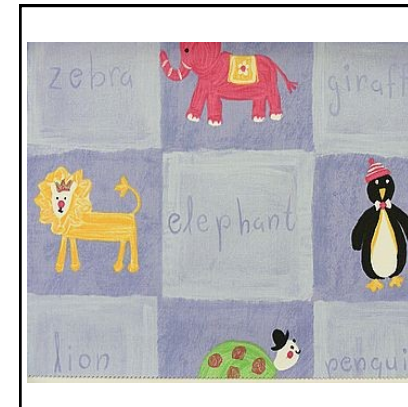
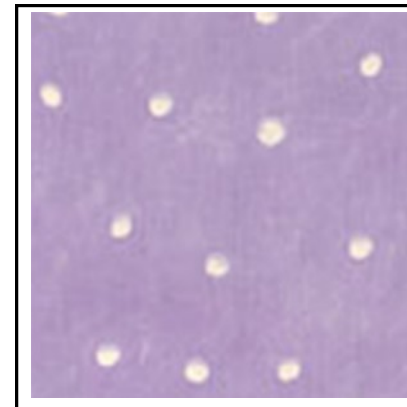
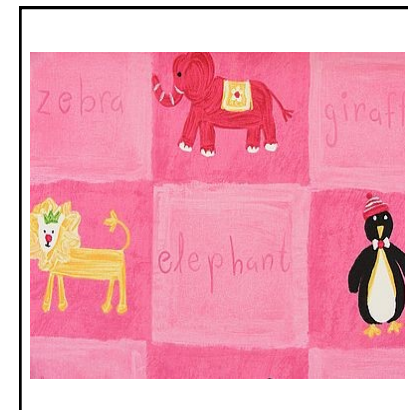
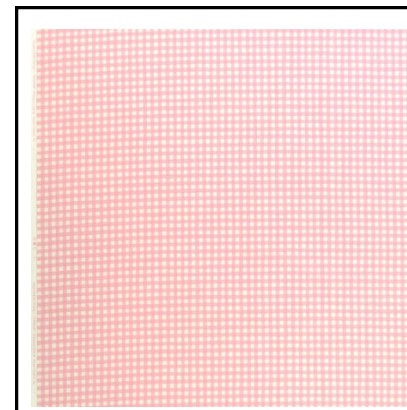
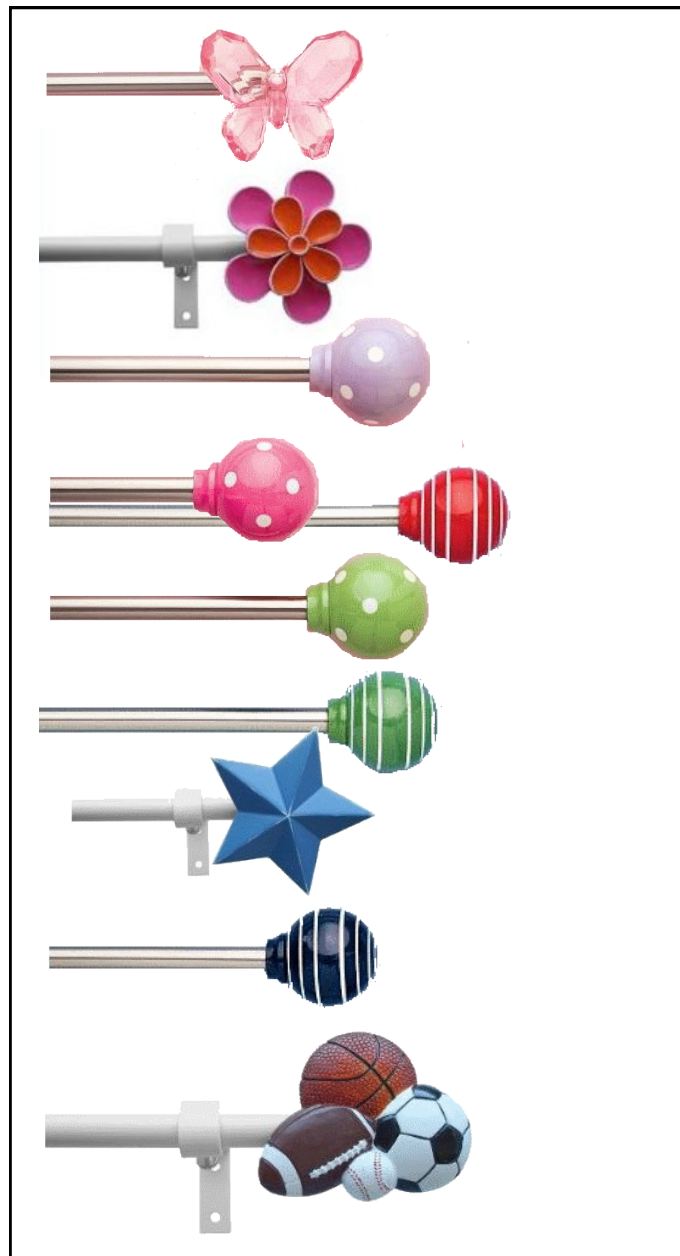
RELAX, furniture, carpets



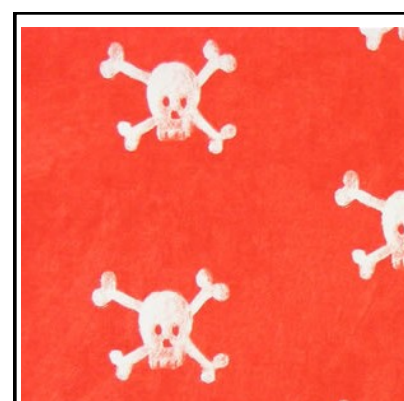
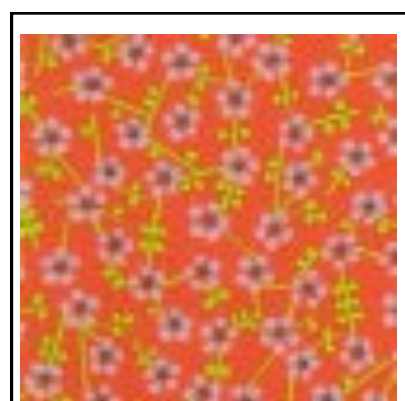
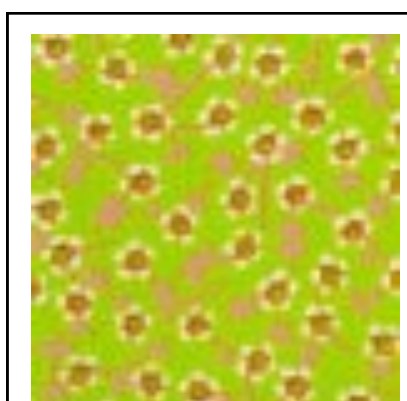
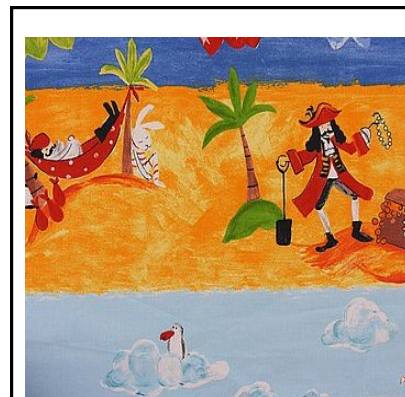
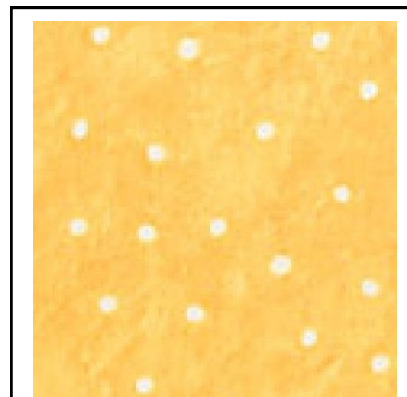
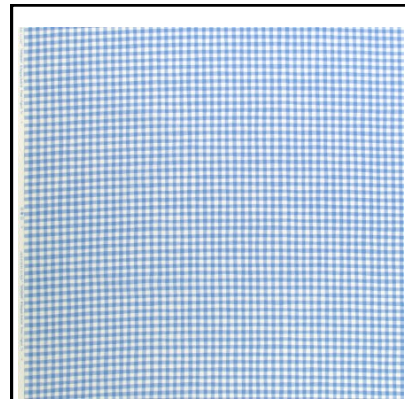
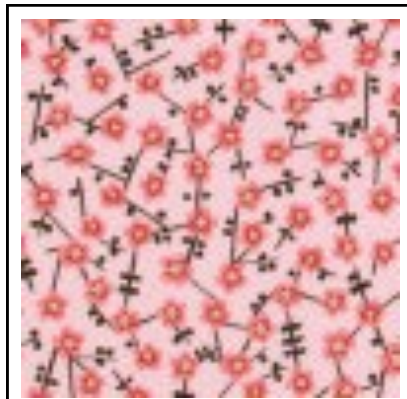
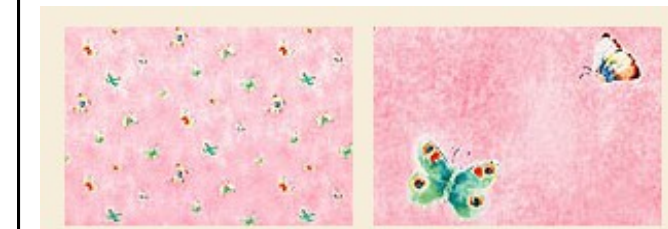
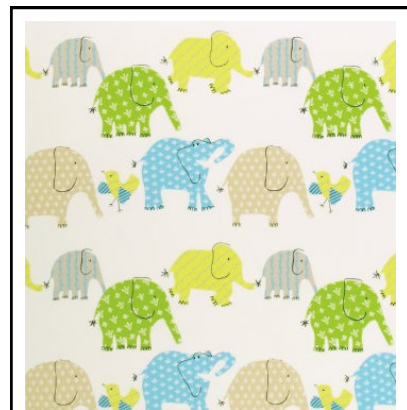
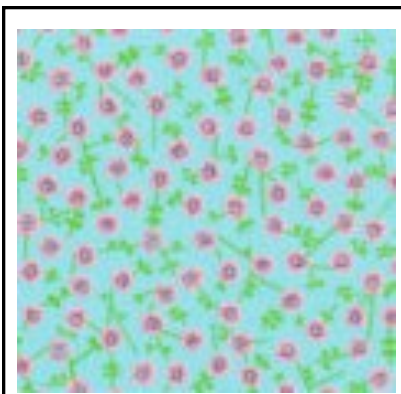
RELAX, furniture



FABRIC and CURTAINS and WALLPAPER



FABRIC and CURTAINS and WALLPAPER



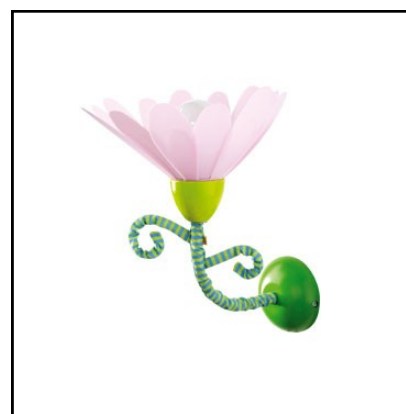
The brightest in my class....



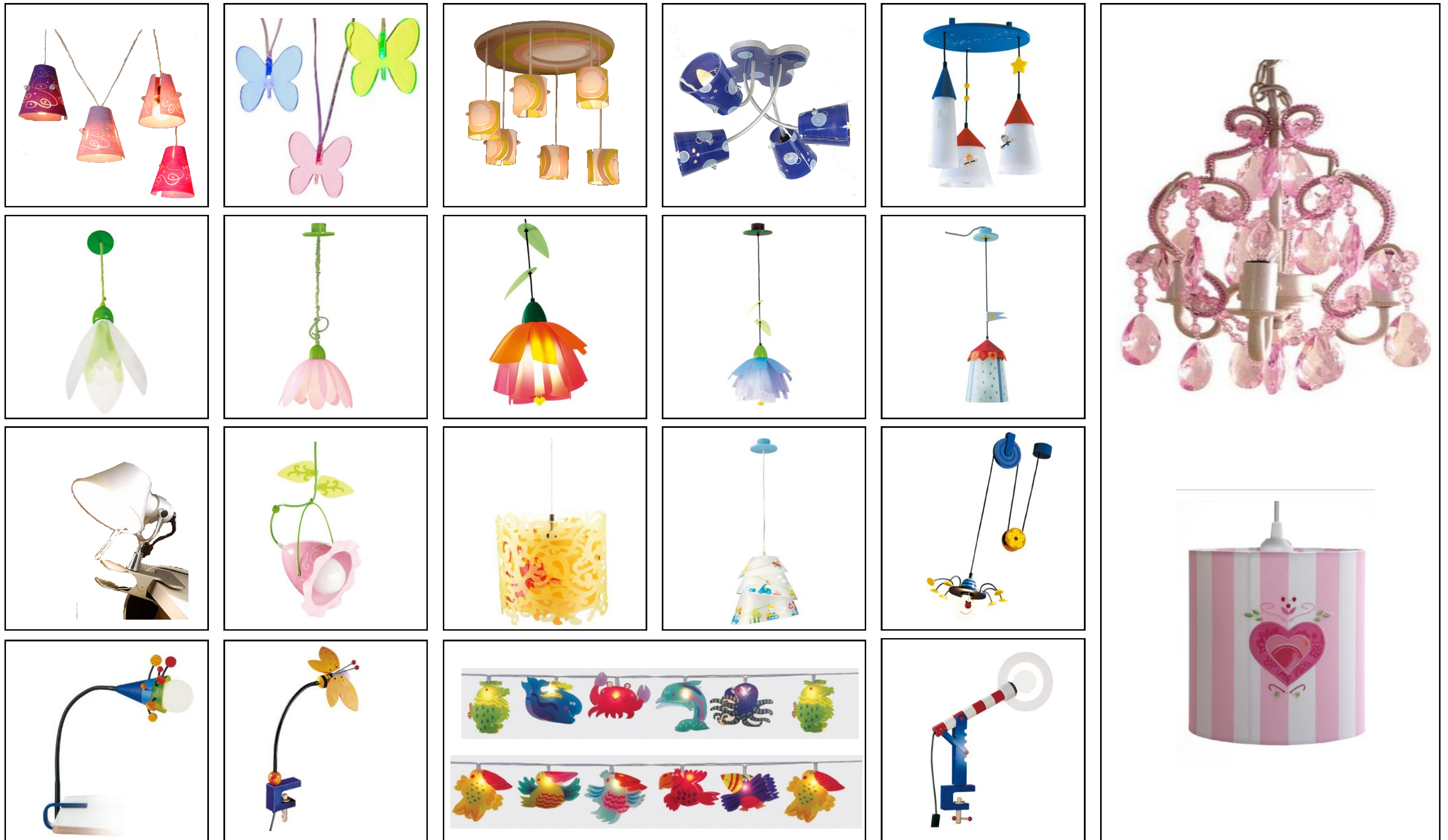
A Great Dane and still growing

FLEXA[®]

LAMPS



LAMPS



Also beautiful....

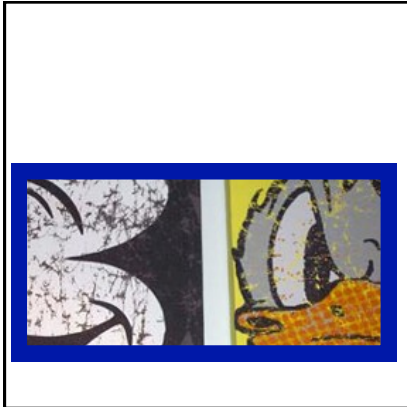
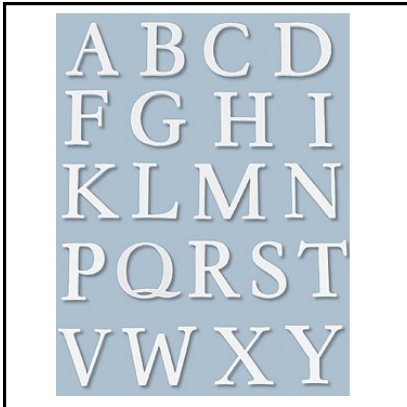
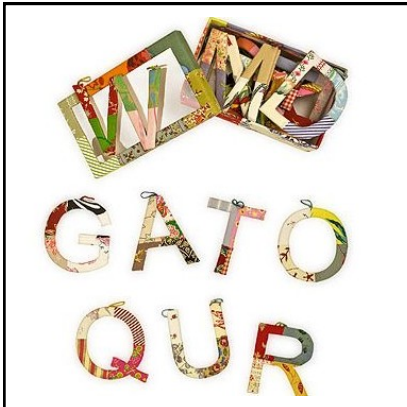
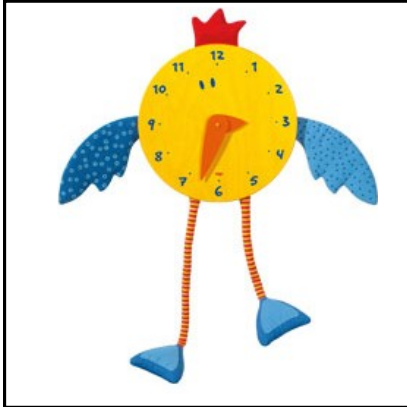
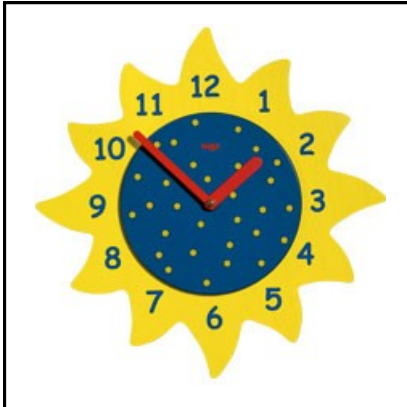
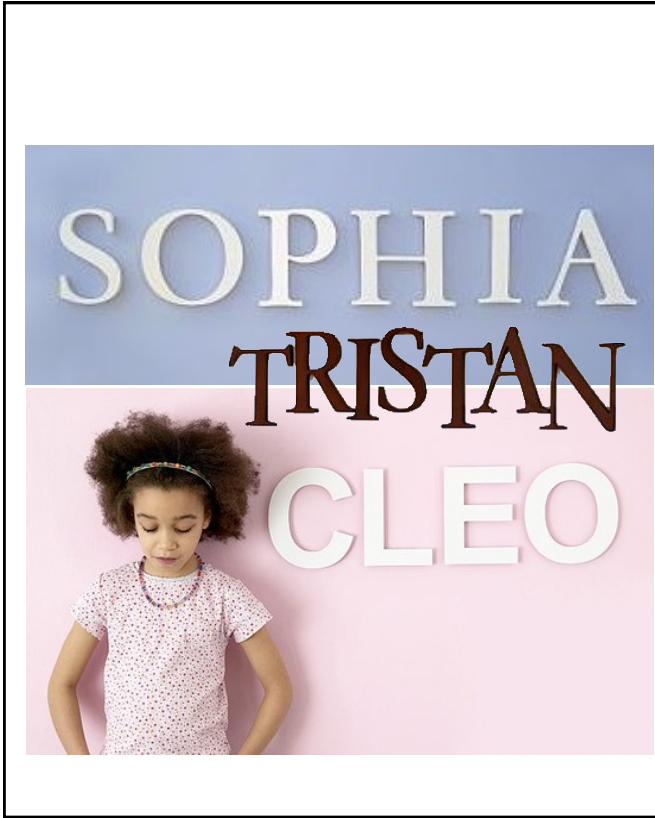
corbis



A Great Dane and still growing

FLEXA[®]

DECORATE



DECORATE



Hard work and lot of play....



A Great Dane and still growing **FLEXA®**

WORK



Work is a play with the aim to learn.
Work is fun when things are soft and
colourful.

140 cm and still growing



WORK



Work is a play with the aim to learn.
Work is fun when things are soft and
colourful.

140 cm and still growing

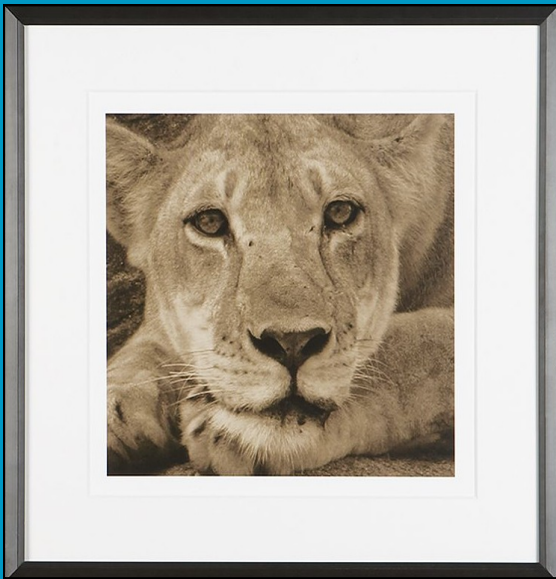


WORK



Work is a play with the aim to learn.
Work is fun when things are soft and
colourful.

Still growing



WORK

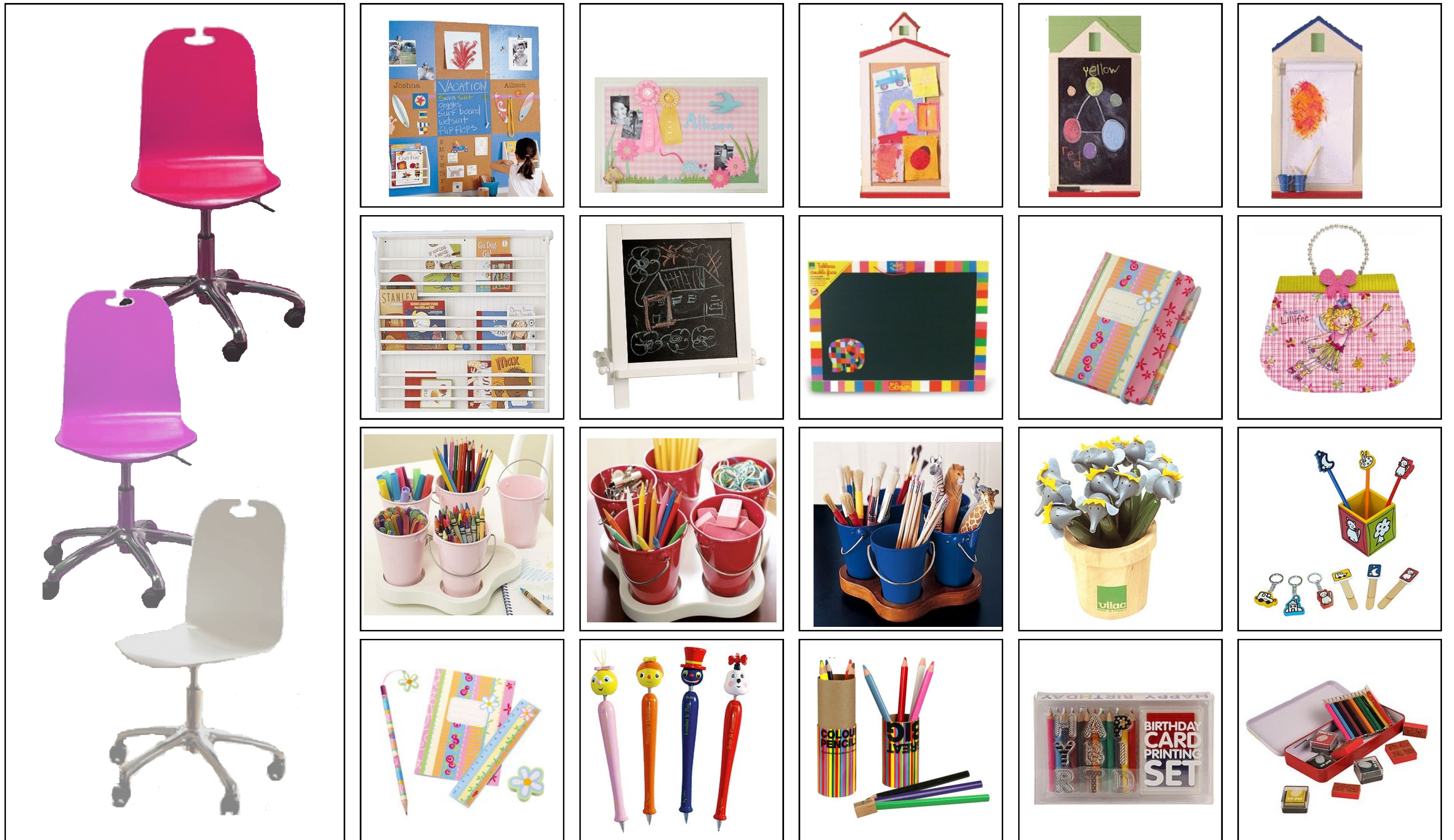


Work is a play with the aim to learn.
Work is fun when things are soft and
colourful.

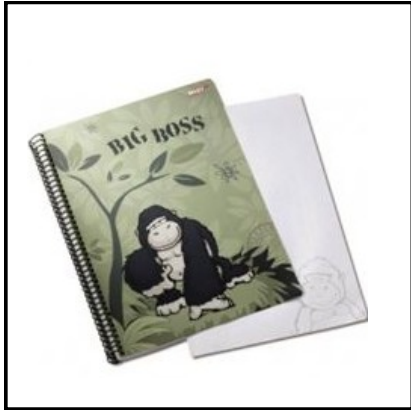
Still growing



WORK



WORK



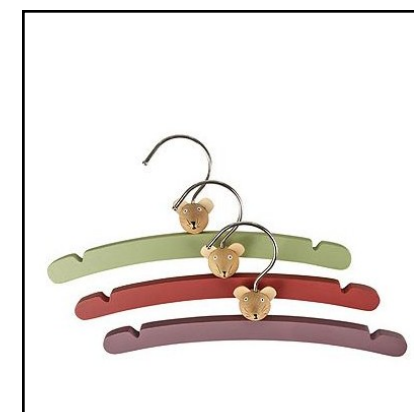
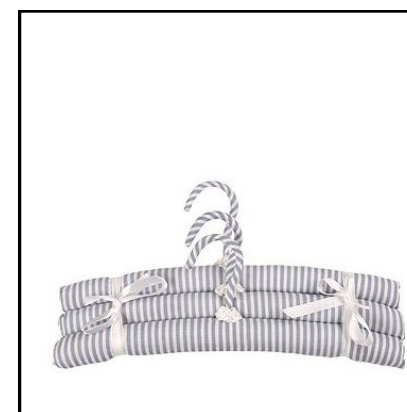
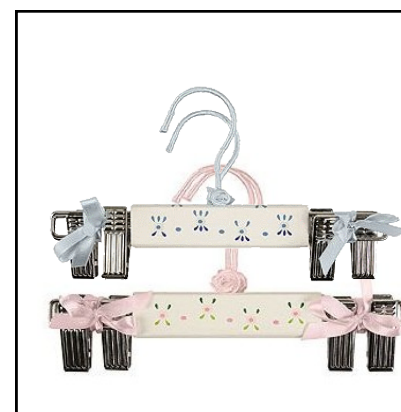
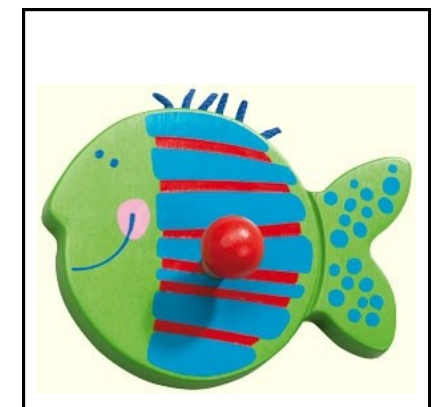
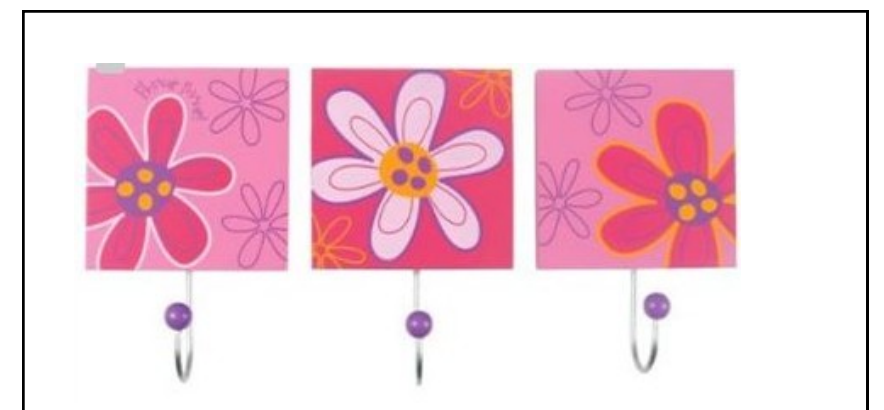
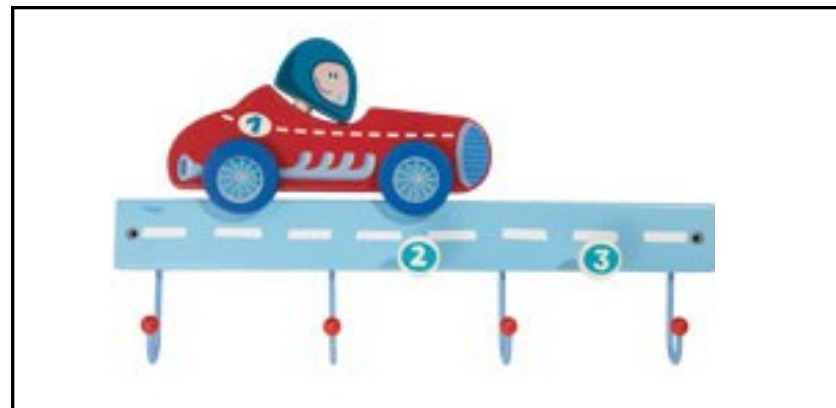
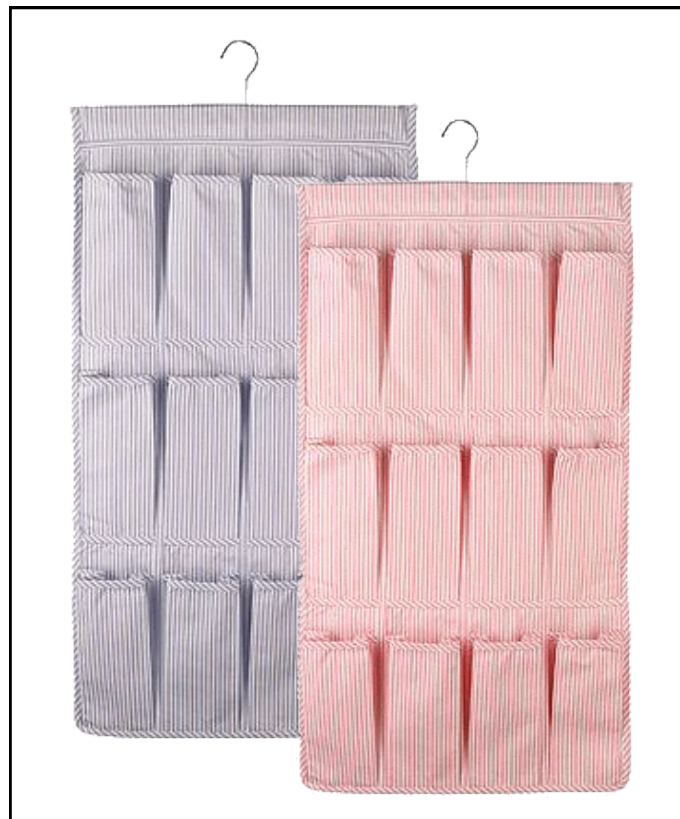
Organization is all....



A Great Dane and still growing

FLEXA[®]

ORGANIZE



ORGANIZE



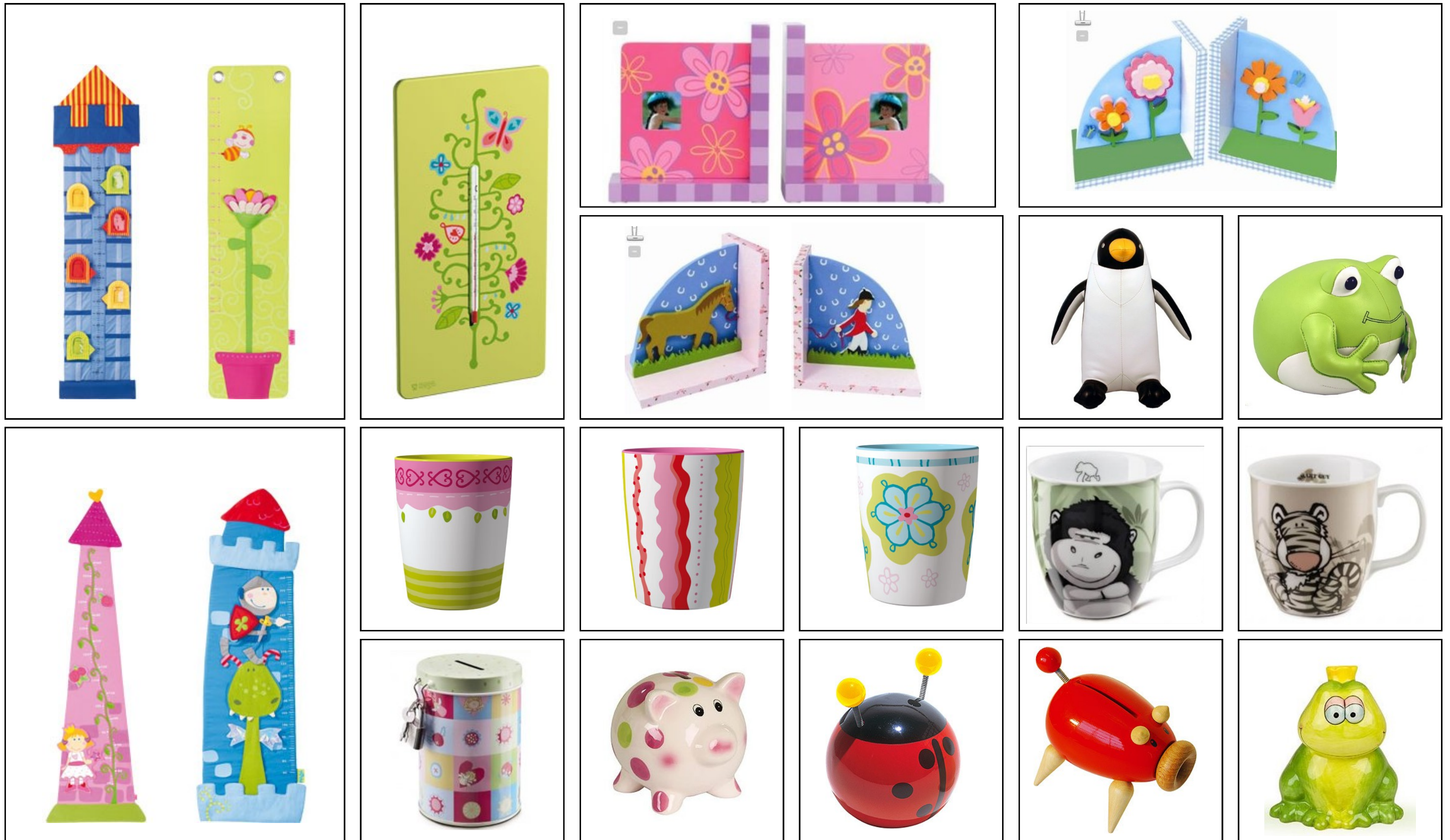
Lots of time for fun....



A Great Dane and still growing

FLEXA[®]

FUN



TENTS for FUN



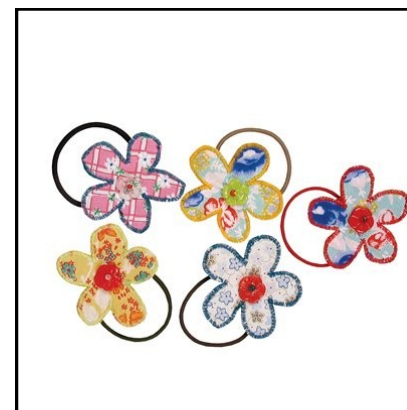
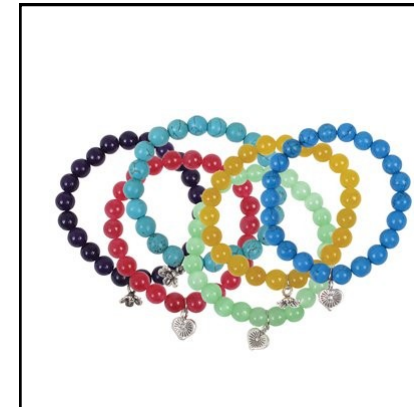
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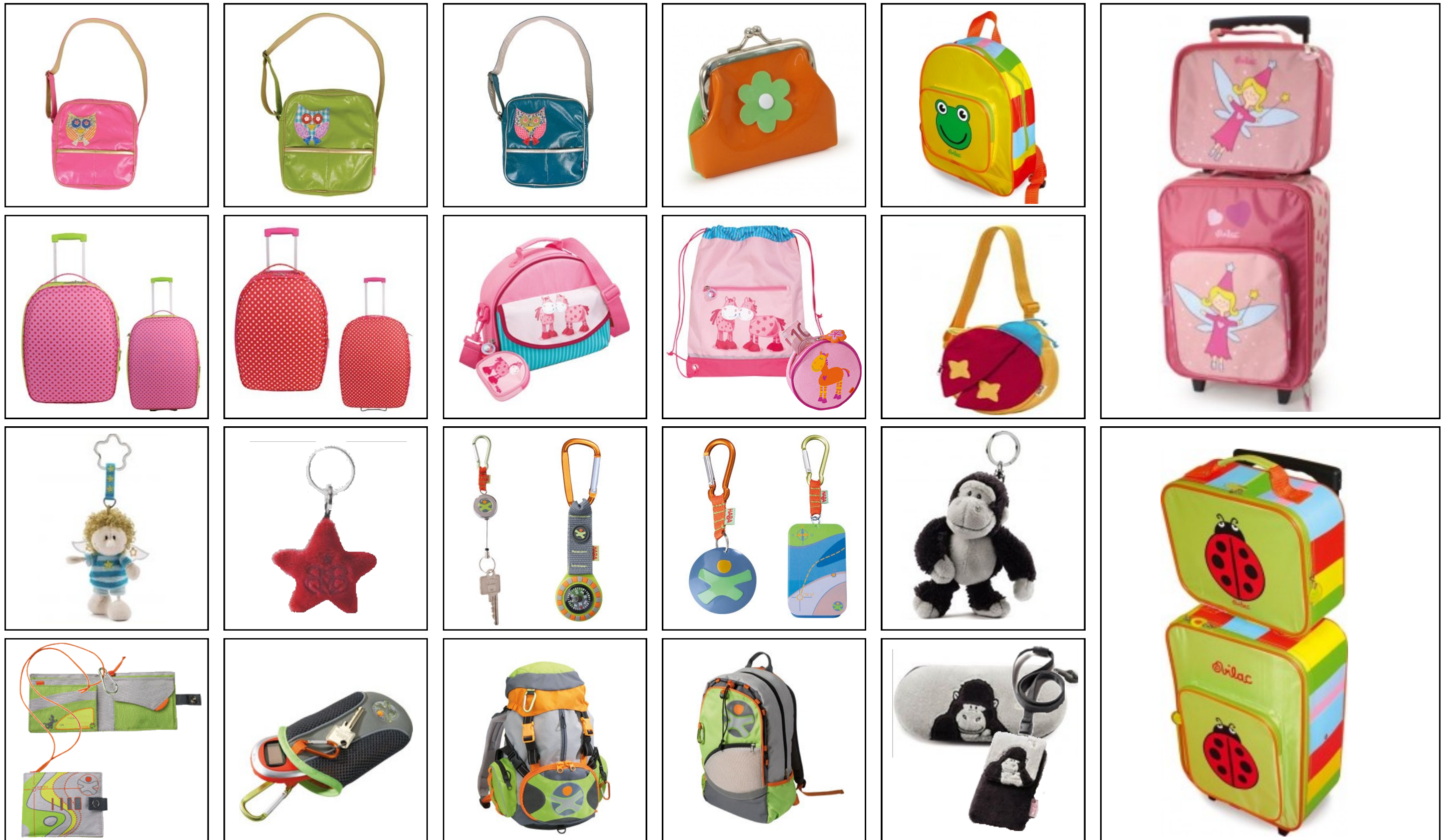
FUN



FUN



FUN ON THE WAY



WALL PAINT



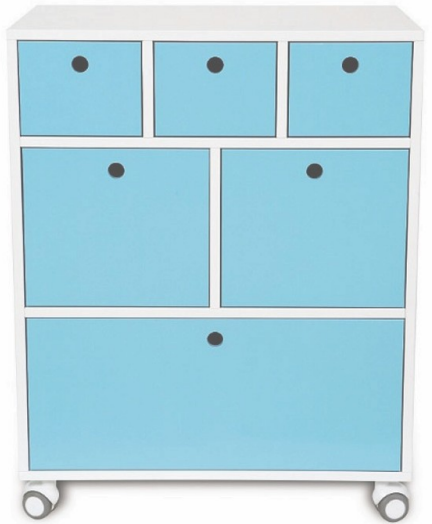
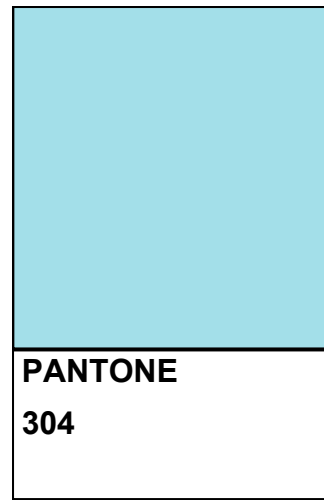
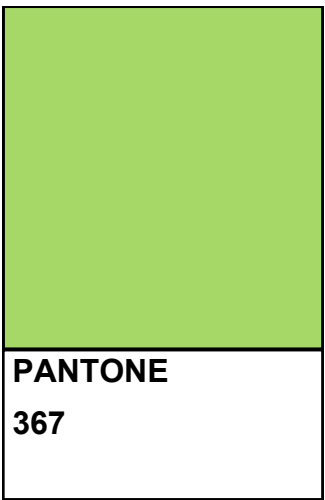
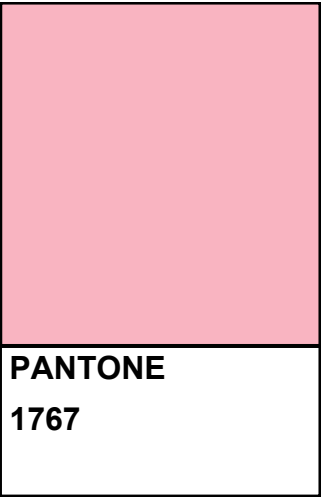
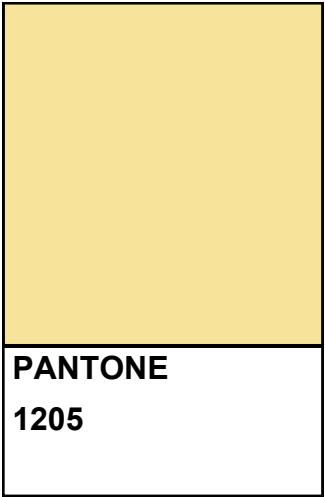
Nutmeg	Whitest	Biscuit	Blanched Almond	Flax	Meadow	Borghese Lime	Dew	Opal	Dove	Heather	Seashell	Petal	Blossom
Acorn	Snow	Straw	Sandstone	Limestone	Primrose	Pistachio	Duck Egg	Waterleaf	Frost	Lilac	Mother of Pearl	Rose	Peony
Peat	Chalk	Ash	Windrush	Vanilla	Alchemilla	Acacia	Aqua	Celadon	Hemp	Porcelain	Wind Flower	Cyclamen	Hibiscus
Doeskin	Cold White	Calico	Oak	Lichen	Willow	Almond	Sea Green	Spindrift	Lead	Morning Sky	Lupin	Orchid	Cantaloupe
Warm Grey	Ivory	Birch	Ecru	Creme	Fennel	Pale Jade	Marine	Ocean	Surf Spray	Speedwell	Thistle	Azalea	Poppy
Pebble	Off White	Chanterelle	Freesia	Linen	Moss	Sage	Indian Ocean	China Blue	Moonstone	Jodphur	Mauve	Fuchsia	Ladybird
Graphite	Buttermilk	Putty	Meringue	Dune	Cypress	Tuscan Olive	Kingfisher	TG Blue	Cloud	Sky	Lavender	Mulberry	Berry

INSPIRATION and FURNITURE COLORS

Canopy and
protections

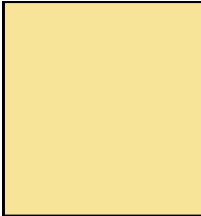


Colors for
furniture deatils

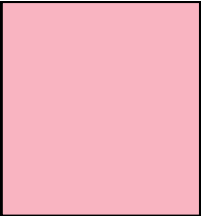


ASSORTMENT COLOR SCHEME

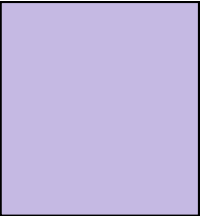
SOFT



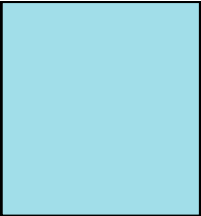
PANTONE
1205



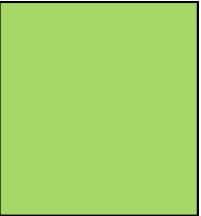
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PANTONE
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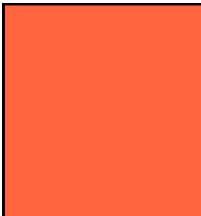


PANTONE
304

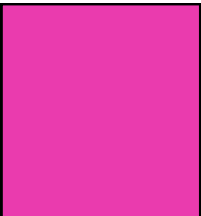


PANTONE
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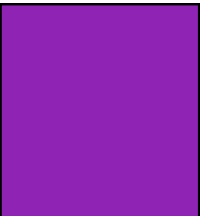
FRESH



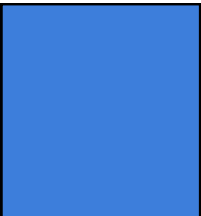
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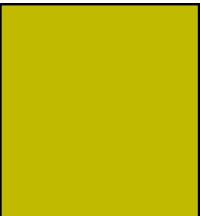
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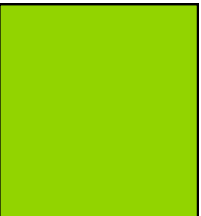
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PANTONE
2727

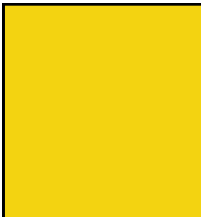


PANTONE
397

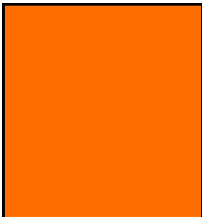


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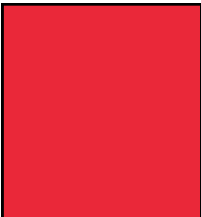
BASIC



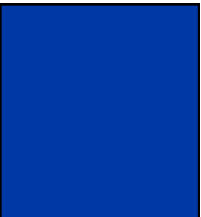
PANTONE
128



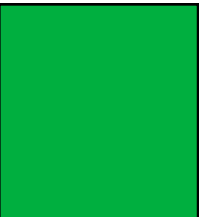
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PANTONE
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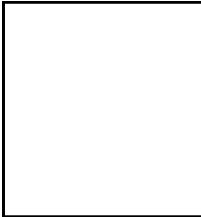


PANTONE
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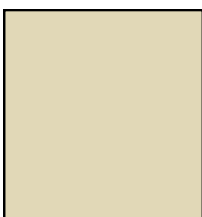


PANTONE
354

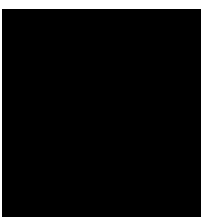
NEUTRAL



PANTONE
white



PANTONE
7500



PANTONE
black

STORE

Lay out...



A Great Dane and still growing

FLEXA[®]

STORE LAYOUT

WHAT THE STORE LAYOUT MUST DO

The store layout must guide the visitor through the store and the assortment in a natural way and make him feel good about it.

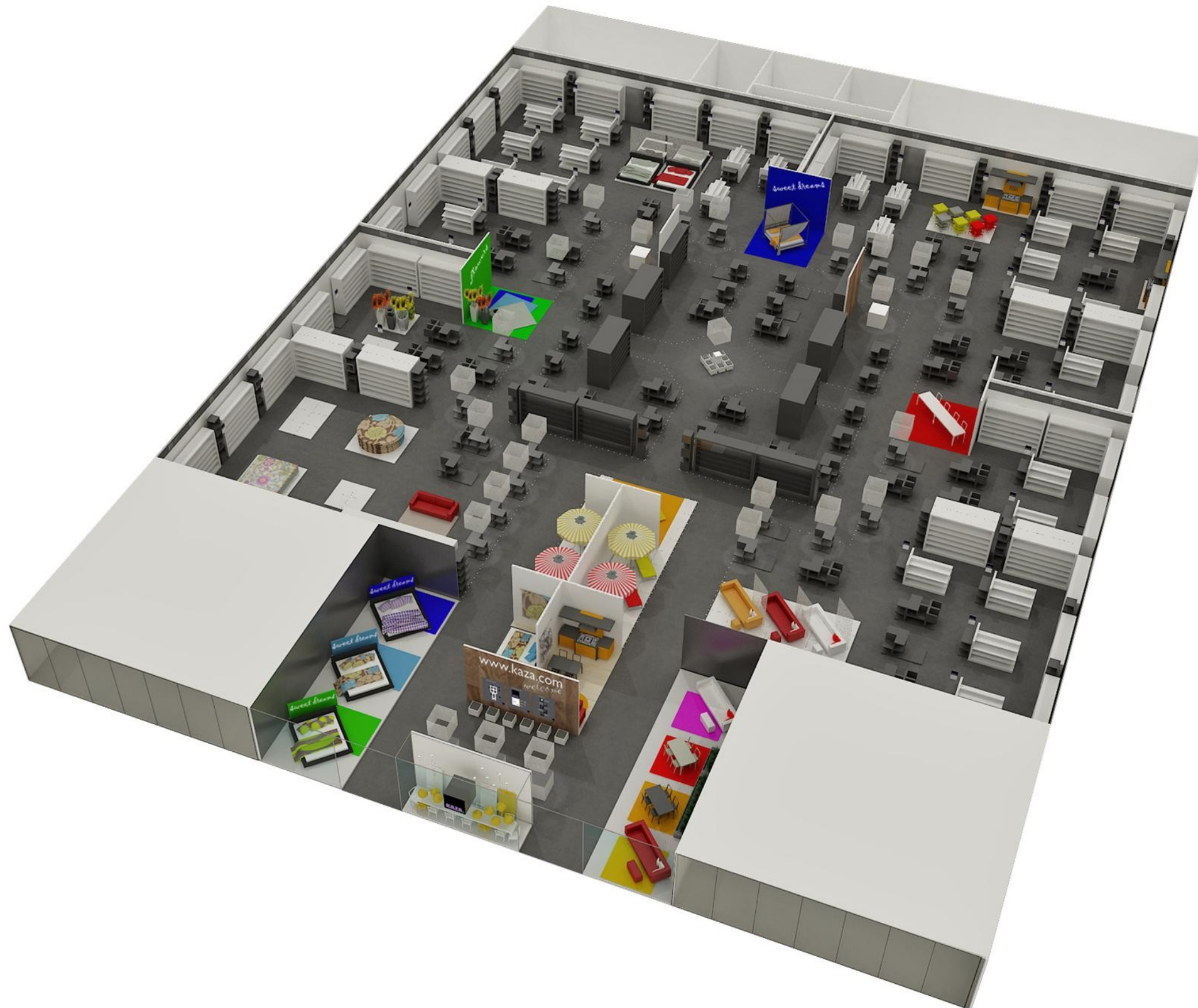
It must create interests on different levels and in different ways.

It must stimulate to change and to create a functional, beautiful and flexible home and workplace for the growing child.

It shall present the different product areas in their best and natural way.

It must also promote the products and product groups we are particularly proud of.

STORE LAYOUT



Hello, it's *me...*



A Great Dane and still growing

FLEXA[®]

MERCHANDISING

A MERCHANDISING THAT MAKES THE PRODUCT STAND OUT, PRESENTED IN THE BEST WAY POSSIBLE

Every product must get it's best chance to present itself and therefore there must be different ways of presenting the different products and product areas.

In the store there are promotional areas, areas for functions, areas where we create emotions and areas where we create complete room settings.

MERCHANDISING



Example of merchandising (not made with Flexa products).

COMUNICATION

Talking to you...



A Great Dane and still growing

FLEXA®

COMUNICATION

WHAT THE COMUNICATION MUST DO

The communication outside and inside the Flexa store

Must transfer the values of the Flexa brand

Must strengthen the bound between the public and our company

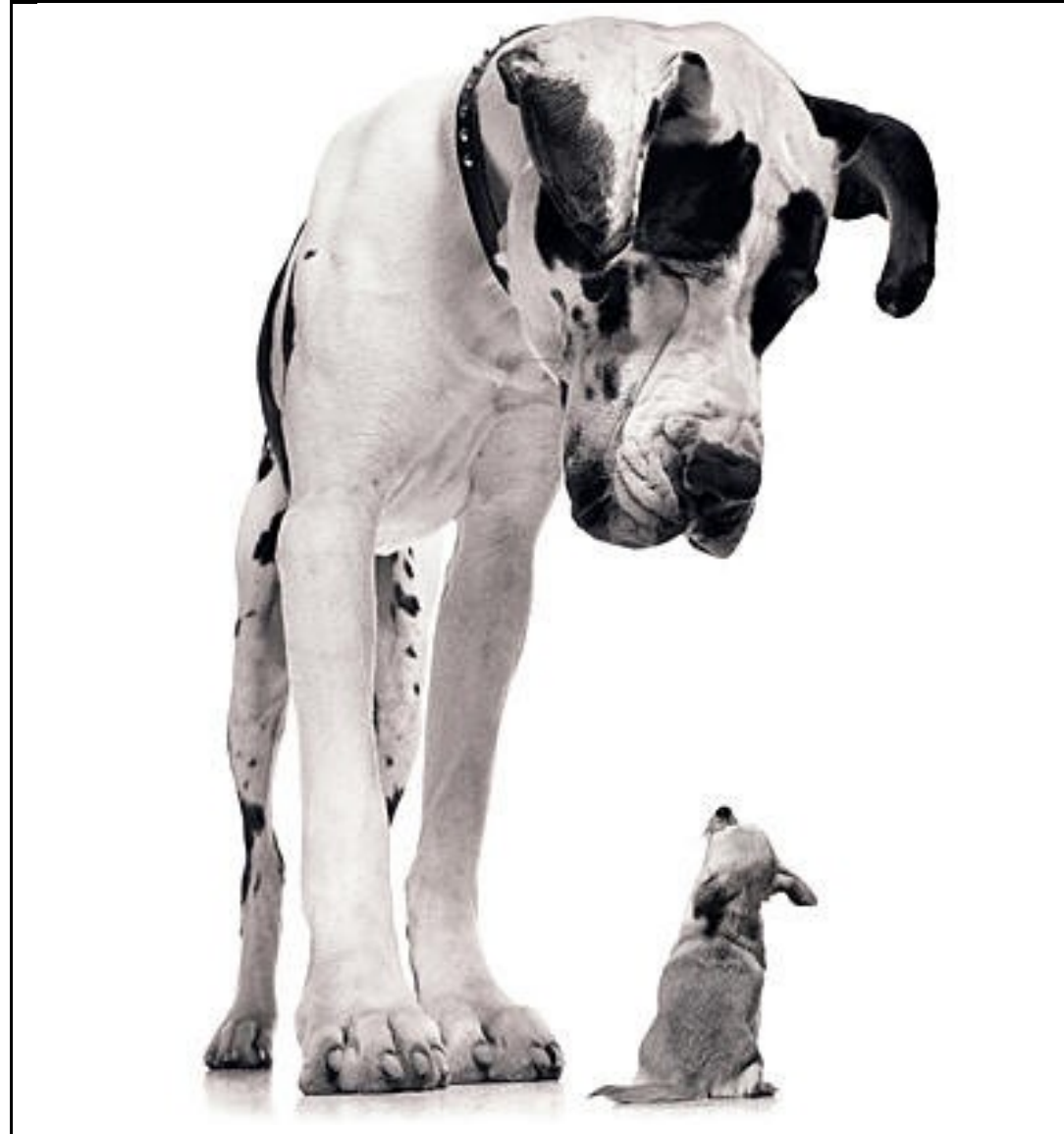
Must make the reader feel sympathy for the brand

Make the reader convinced that using Flexa products will create a more functional, beautiful and creative home and workplace for the child.

Convey the quality of the Flexa products.

EXTERNAL

a Great Dane for every situation....



To play, to learn, to grow, Flexa suits every age.
*A **practical** Great Dane.*
What ever taste, what ever colour, what ever size, Everyone likes Flexa.
*A **beautiful** Great Dane.*
Nothing is to complex, nothing is too simple, Flexa suites every need .
*A **flexible** Great Dane.*

A Great Dane and still growing **FLEXA**

COMUNICATION

Inside the store we communicate on different levels;

Corporate

Finding the product area

Finding the product

Finding the price

Finding out how to purchase

COMUNICATION

INSTORE

FLEXA

NAME
description
measures

€9,90

PRIZE
PRIZE
PRIZE
PRIZE

NAME
description
measures

€9,90

NEW
NEW
NEW
NEW

NAME
description
measures

€9,90

30%
30%
30%
30%

NAME
description
measures

€9,90

Example of product support communication



^aGreat Dane for every situation!

We have created a Great Dane for big and small children who like to play, to learn, to grow up in a wonderful world with practical and beautiful furniture and objects.

A **practical** Great Dane.

What ever age, what ever taste, what ever size, we will help you enjoy your room and your situation.

A **beautiful** Great Dane.

Nothing is to complex, nothing is too simple, Flexa suites every need you have.

A **flexible** Great Dane.

FLEXA[®]

FLEXA
A Great Dane