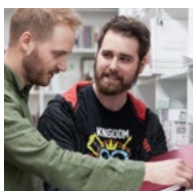


picture it

Insights and outlooks for business partners 01



Global trend scouting

Keeping in tune with the times.

PAGES 04-05



The perfect interior

With the right frame for every style.

PAGES 08-09



More than just an employer

Our success has many faces.

PAGES 12-13

YOUR SUCCESS MEANS WE SUCCEED TOO.

What started over 80 years ago as a photo album maker has now become a company with around 60 employees. This of course makes us proud but also motivates us to move with the times and to keep improving and making progress. A lot has happened over the past ten years and not just within the company: customer expectations, tastes and needs have also been changing. We move with the times and adapt our range to the latest interior styles and colour trends as well as to the needs of your customers. Our success is based on the high quality of our products, trend-

walther design continues to develop – in line with the expectations of your customers. +

setting designs and our vision. This has led us to becoming one of Europe's leading and most successful suppliers. From our company headquarters in Nettetal, Germany, we supply more than 3,000 customers in over 50 countries with high-quality picture frames and photo albums. Become part of our success story!

Our creative department develops products for your business.



walther design product range – our assortment includes over 3,000 articles.



As a specialist with many years of know-how in picture frames and photo albums, we see ourselves not only as a supplier of high-quality products but also as a forward-looking partner to support you.

LIMITLESS CHOICE FOR SPECIAL MOMENTS.

Special moments and memories deserve a special frame: walther design. Give your customers the choice from a diverse assortment to meet any taste and occasion. Young Living, Urban Living or Country Style? Wood, plastic or aluminium? Embellished with fabrics, glass beads or embossing? Whatever the style your customers seek, we have around 3,000 high-quality articles to meet any wish. A range of customer tastes can be met. We also focus on the highest quality as well as sustainability in the manufacture of our products. We are ISO 9001 and FSC certified.

TO A SUCCESSFUL PARTNERSHIP.

Mutual success is the perfect framework for strong partnerships! Our strategy is based on long-term success through high margins rather than quick turnover. We support you with over 3,000 high-quality, attractive and innovative products. Benefit from our customer-centred approach and high quality of service e.g. field services covering all regions and a customer service

centre. We also provide additional incentives for your customers, e.g. attractive presentation spaces and original sales promotions.

WE OFFER YOU LOTS

First-rate advice:

Our expert in-house and field service teams are always available to support you.

High quality, wide choice:

Over 3,000 high-quality products offering excellent value for money.

Ideal product presentations:

Ranging from standardised, appealing sales spaces for indoor and outdoor usage to matching modular furnishing and presentation concepts and high-profile sales promotions.

Around the clock online marketing:

Easy ordering of any walther design product in our B2B Shop: www.waltherdesign.de

Professional support:

Ranging from product range analysis through to shelf planning.

IN TUNE WITH THE TIMES: GLOBAL MEGATRENDS



Our creative department constantly develop new, fashionable products and collections. International designers and trend scouts also provide support in developing innovative ideas and styles. Whether Handmade, Back to Nature or Ethno Style, we develop ideas in tune with the times and meeting the latest customer tastes.

We know what will be in fashion tomorrow. We work with trend scout agencies to research the world's fashion and design metropolises for innovative products and ideas as well as the latest styles. To create new and update existing products, we incorporate market and trend analyses into our designs and reproduce them in optimal quality. Our consultants are then always able to present you with the latest trends.

INNOVATIVE DESIGNS IN ANY FORM AND COLOUR.

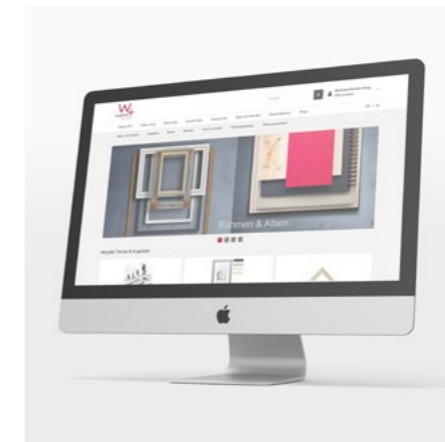
New impulses, new customers. We utilise the latest styles to produce ideas and open up a multitude of design options for your customers to create their own new, stylish and unique highlights. Each style shares an attention to detail, elaborate product embellishments, fashionable colours and high-quality materials.



We develop creative ideas and the trends of tomorrow.

OUR NEW LOOK: GOOD PROSPECTS FOR SUCCESSFUL PARTNERSHIPS

What we stand for is in our name: design. We want to make it instantly noticeable. We have spent the past 2 years developing a new corporate design to create a more distinct and modern looking brand. Products now also look fresher and more contemporary.



A NEW CORPORATE DESIGN: A NEW LOGO.

An eye-catching logo delivers a distinctive look. We have produced one that is unique and gets noticed. A bright red W combined with warm grey colours reflects our dynamism, passion, professionalism and dependability.

COMMUNICATING WITH IMAGES: MOTIVATING CUSTOMERS.

Purchasing decisions are no longer motivated by price comparisons but by sympathy, identification and feelings. Emotions are therefore vital for a brand's success. Our blog, website and product packaging therefore follow the trend of using images to reveal our "human side". The way we communicate with images is as premium as our products.

THE B2B SHOP: NICE NEW BENEFITS FOR YOU.

A modern design and new, attractive images for the living worlds. The shop has the new CI look while also providing plenty of innovative technical features. For example: main navigation now based on the living worlds; a product quick finder which lists products according to colour, materials, living worlds and many other criteria; and an upgraded search-suggest. Information on new and top-selling articles is now shown on the main page to give users a quick overview. With links to our blogs www.bilderrahmen.design and www.fotoalben.de, we provide your customers with additional inspiration thereby creating new incentives to buy. Furthermore, a simplified ordering process and a quick order-

ing tool now make purchasing in our shop even more enjoyable. Just click for a look!

3,000 ARTICLES TO MAKE A GOOD IMPRESSION.

All our products and activities have a coherent and standardised look to achieve maximum recognition in your sales spaces. Such targeted branding and an appealing, homogeneous presentation are essential to impress customers and increase purchases.



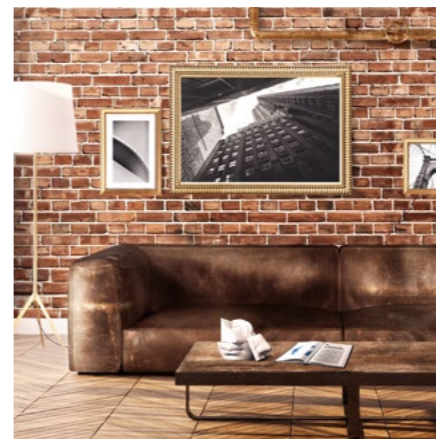


Young Living

THE PERFECT INTERIOR: WITH THE RIGHT FRAME FOR EVERY STYLE

What styles do your customers prefer? Whether its exotic, urban or classic, picture frames are an essential accessory to give walls a distinctive look and set the mood of an entire room. The latest interior styles are manifold. With walther design, your customers will find the frame to match any style and fashion.

Urban Living



Classic Chic



Ethnic Chic



Country Style

URBAN LIVING

Bring an industrial touch to your home! Typical materials for an urban retro look are wood, vintage leather, glass and high-quality synthetics. Steel and exposed concrete provide exciting contrasts. Used-look furniture, reminiscent of style icons of the 50s and 60s, are combined with modern interior accessories.

CLASSIC CHIC

Classic Chic stands for clear forms and modern, sophisticated furniture design. The low-key, minimalist furnishing concept focuses on individual features such as design classics, interior accessories, individual works of art as well as picture galleries. Sophisticated, graphical patterns are combined with plain colours. Lots of

light grey, white and black colours emphasise a timeless, elegant interior styling.

ETHNIC CHIC

Ethno Chic fans are also keen on distant countries, especially Asian and African. Opulent furniture with ornamental embellishments, decorative fabrics, velvet and silk, patterned kilims, hammered bowls and vases made of copper, brass or silver, animal sculptures and ethnic masks made of warm, dark woods: celebrating culture in your own four walls!

COUNTRY STYLE

The Danes call the trend "hygge living". This simply means a modern country home style - cosy and un-

complicated. Lots of natural or white glazed wood, soft natural colours, cosy textiles and accessories with playful details inviting you to relax. Tip: furniture in shabby chic, i.e. with subtle signs of wear, go well with this style.

YOUNG LIVING

It's not a question of age, more a question of attitude. Colour-blocking is the order of the day. Bright good-mood colours are combined and arranged in stark but tasteful contrasts. Clear, functional forms, casual styles and vibrant furniture are all about *joie de vivre*. Quirky interior accessories such as our colourful picture frame collection round off this refreshing interior style.

CREATIVE BLOGS: MAKING OURSELVES THE TOPIC

Our blogs get in touch with your customers and give a human face to the walther design brand. Whether for frames or photo albums, we provide content that gives added value, establishes ourselves as experts and deepens customer connections. This gets us recognised and positively influences decisions to purchase.

CHRISTMAS, WEDDINGS, BIRTHS, EASTER, VALENTINE DAY OR MOTHER'S DAY.

An occasion is always available to post interesting content to our blog. Such content of course references our products, because we have specially designed frames and albums for every occasion.

**Creative approaches to
retain customers:**
www.bilderrahmen.design



We have practical tips (such as the efficient hanging of picture frames), creative DIY tutorials, product pres-

entations and inspiration for your own individual picture motifs (such as the "I do" soundwave). These will inspire your customers and give them ideas for designing the next wall look using walther design products.

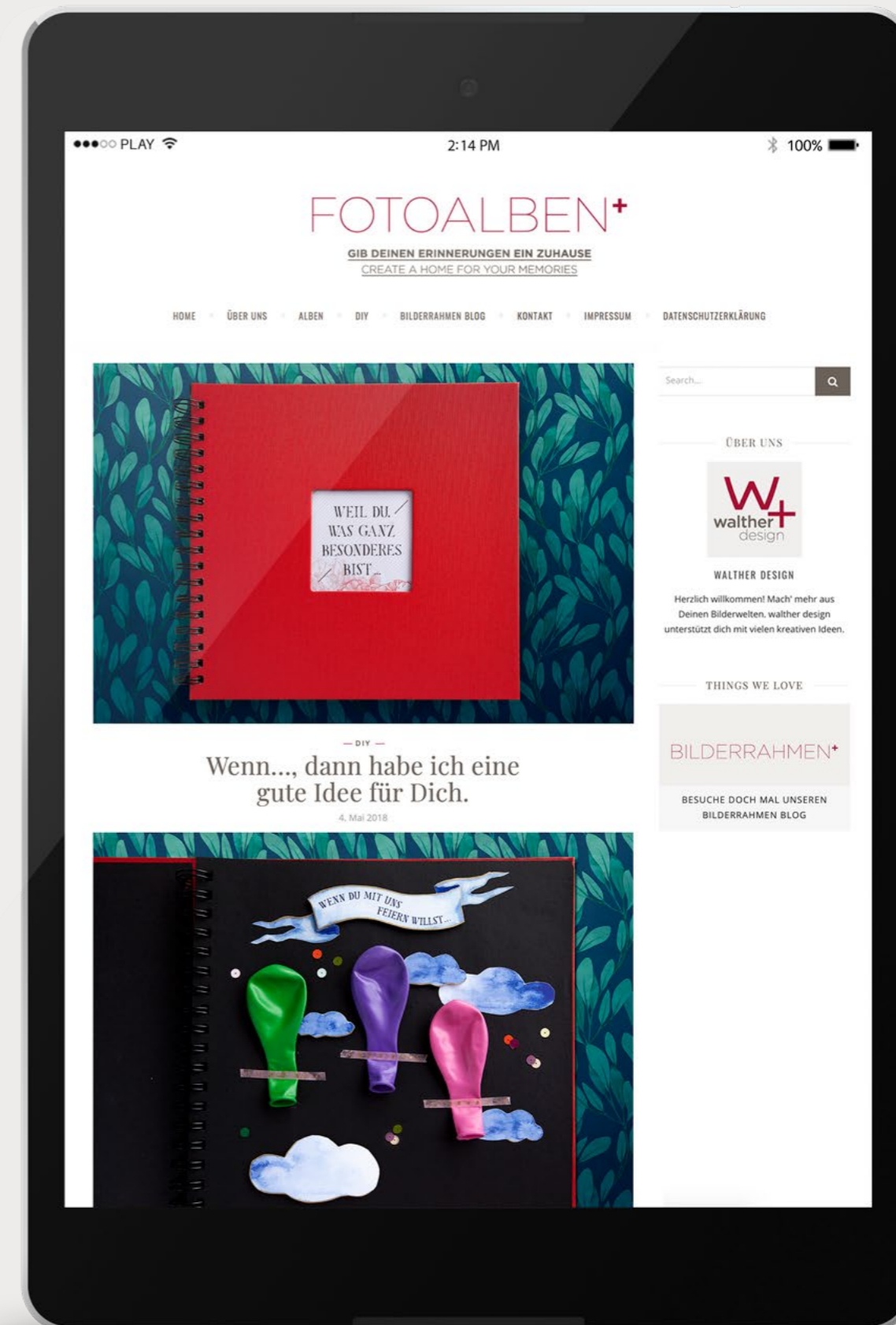
**What customers
wish to remember:**
www.fotoalben.de



From baby and kindergarten photos through to holiday and wedding albums, your customers want to capture life's special moments. And not just as digital images on computers

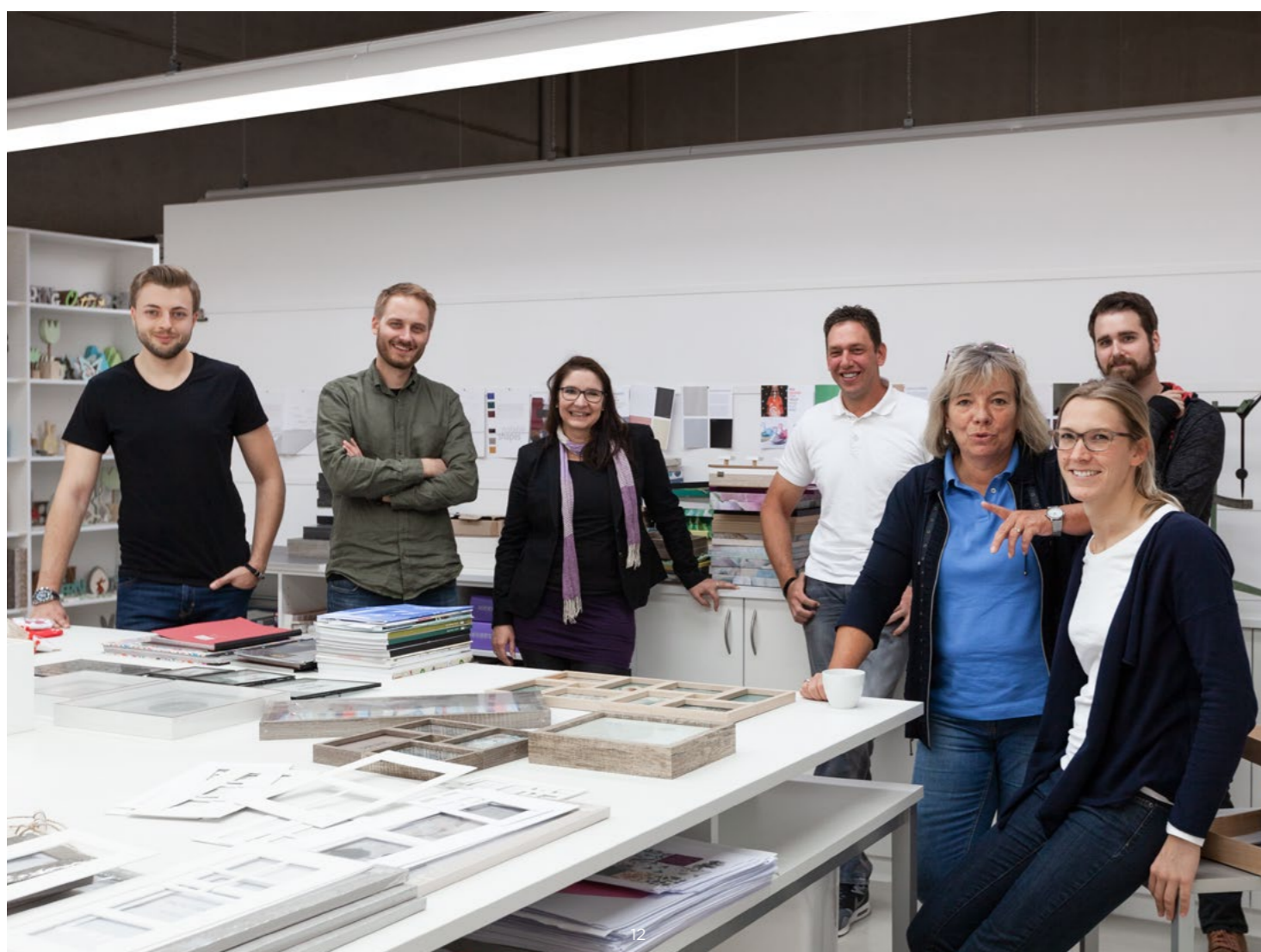
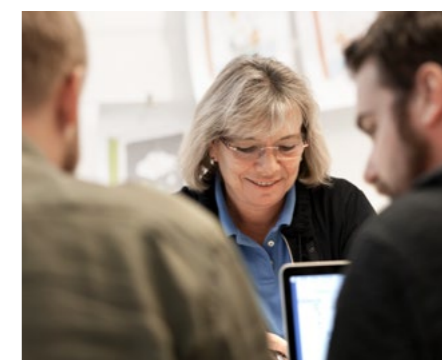
and smartphones. We show your customers how to professionally present those special moments: for browsing, to remember or to simply give away as gifts. As albums for every occasion, but also with many ideas to stir the imagination.

We also continually provide interesting information to excite users, such as our do-it-yourself tip for highly personalised New Year's eve table decor comprising photos of family and friends to festively serve up nice memories and interesting topics of conversation. People will then want to immortalise their selfies, snapshots and holiday photos. Real rather than virtual albums - good for real sales.



OUR SUCCESS HAS MANY FACES

In addition to satisfying customers and business partners, we also focus on having satisfied employees. We value their expertise, know-how and skill and want them to stay at walther design. To achieve long-term success with dedication!



A working environment that is both pleasant and inspiring plays a major role at walther design. A workplace with the freedom to be creative is a matter of course as are the latest standards for occupational health and safety.

We value
values. +

TEAM WORK

We see team work as acting together - as employees as well as suppliers - to achieve common goals. We motivate each other and enjoy success as a team.

RESPECT

walther design cultivates working relationships based on respect, making people the priority. We promote transparent and open communications within our company: with customers and business partners.

TAKING RESPONSIBILITY

We always take full responsibility for our actions, our decisions and our performance - for the next generation. We are proud to regularly offer traineeships to young people, with opportunities of permanent employment on successful completion of their training.

INTEGRITY

Our word is our honour. We keep our promises because gaining the trust of employees and business partners is of central importance to us.

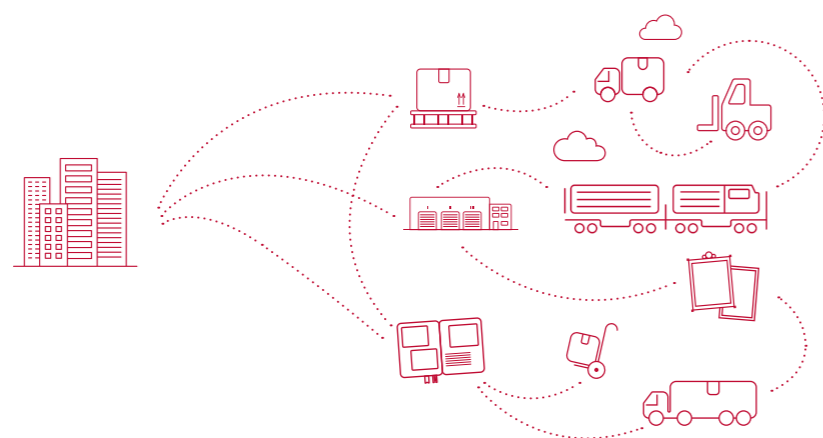
INNOVATION

Creativity is our capital. That's why we encourage creative thinking within the team. We act with the future in mind and constantly seek new opportunities with innovations to give your customers real added value. Flexibility and openness to new ideas, but also for change, characterize us and our employees.

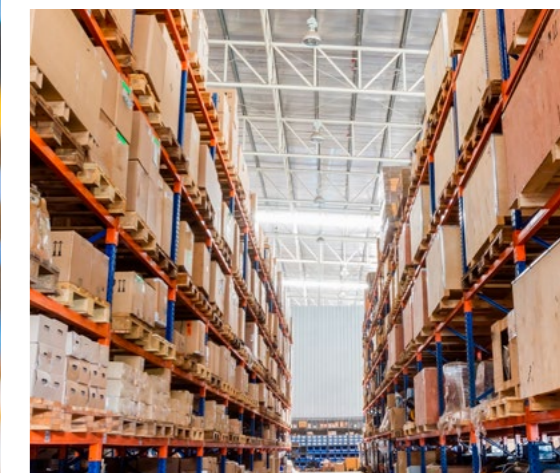
SUSTAINABILITY

Our environmental and quality management obliges us to comply with prescribed requirements as well as with all environmental and safety-related laws and regulations, and to continuously improve the quality of our products and minimise our environmental impact.

OUR SUPPLY CONCEPT: FAST AND SECURE FOR GREATER CUSTOMER SATISFACTION



The heart of our headquarters in the Lower Rhine region is our 8,000 square metre warehouse with a modern logistics centre and space for 9,000 pallets. Fast order processing (e.g. by using pick-by-voice) guarantees maximum productivity and speed with minimum error rates.



WE DELIVER EUROPE-WIDE: RELIABLY, FAST, TAILORED TO REQUIREMENTS.

Our goal is to provide you with very fast order processing with the highest reliability. Our employees therefore have access to state-of-the-art procedures and techniques, e.g. pick-by-voice. This means staff are notified of the order via a headset and are guided to the correct storage location. You then benefit from short delivery times. Another plus is free deliveries within Germany on orders from EUR 250.

WE DELIVER TOP SERVICE: COMPETENT, DEDICATED, PROFESSIONAL.

In addition to region-wide field services, our in-house services also provide competent support and are always available to meet your requirements. Premium partners also get their own hotline. Whether for placing orders or invoicing, our EDI connection ensures forward-looking communications, and streamlined, standardised business processes. We also make ordering easier for you by importing article master data into your merchandise management system.

OUR SUPPLY CONCEPT: OVERVIEW:

- Error-free picking:**
Using pick-by-voice
- Free deliveries:**
From orders of EUR 250
- Drop shipping:**
On request to end customers or to your business
- Individualised price labelling:**
On request, also with own customer logos



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