



Palbib – from idea to innovative solutions for users



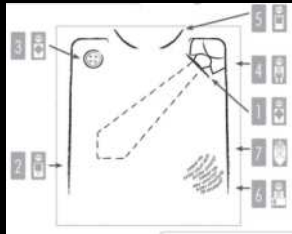
Peter Florjančič, inventor

Darko Bračič, President of the Board of Directors Paloma d.d





Idea about the product that satisfies the need to protect the clothing beside the primary need for decoration and wiping



Prototype, patent application, testing



Deployment in production



Communication and the personalisation of offer to specific needs of a customer or consumer

Idea about the product that satisfies the need to protect the clothing beside the primary need for decoration and wiping



Prototype, patent application, testing

- Development of tissue paper that doesn't leak and is compact enough due to function of perforation and soft enough to provide the comfort when using

- Development of optimal perforation

- Patent application (worldwide) and protection of the brand Palbib (Europa and selective countries outside the Europe)

- Testing in the development department and with the end-users (in restaurants)

- Development of packaging



Deployment in production

- Intern regulations and standards
- Settlement of optimal assortment
- Line extension according to the needs of the primary target group (HORECA, public institutions) and extension to the new target groups (households, kids segment...) : new colours, designs, packaging...



19.11.2012

Communication

- Trade fairs (Gast Klagenfurt, Gast Split, Promo Rovinj, Gast Ljubljana, VinDel Maribor)



Communication

- Sales promotion in cash&carry stores (demonstration of the product, leaflets, direct mailing)
- Advertising in specialized magazines
- Direct mailing and sampling
- PR, press conference



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Communication

- Events (VIP reception and catering), Inovation Kongress in Villach...



19.11.2012

Communication

- Web, social network



Thank you for your attention!



Darko Bračić, President of the Board of Directors Paloma d.d

