

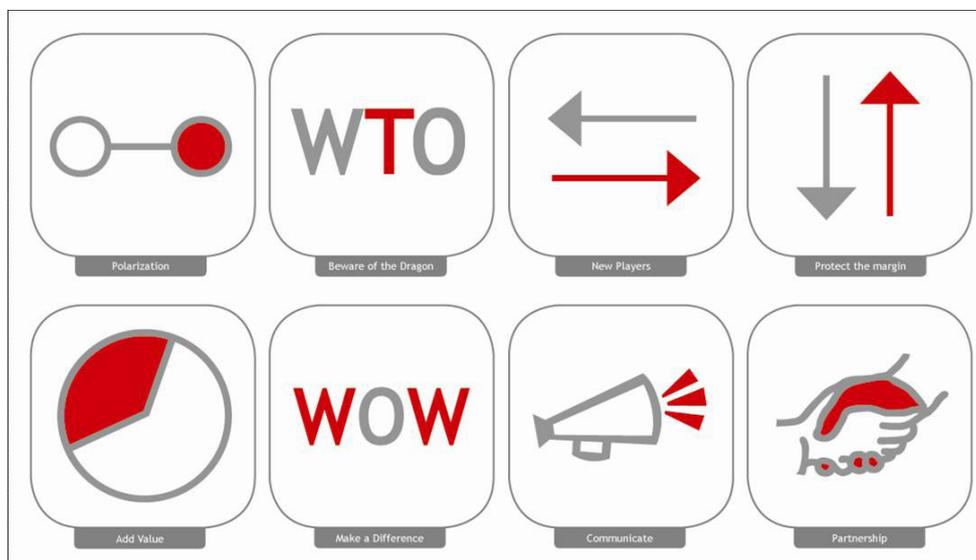
The Company

FLEXA Group is a family owned business based in Hornsyld, Denmark. Since 1972, FLEXA Group has been entirely devoted to developing, manufacturing and selling high quality children's furniture made of solid pine. The FLEXA children's furniture is basically manufactured in Europe and finished by special FLEXA finishing centres in Denmark, USA and China, close to the customer.

The Background

Recently, FLEXA Group has developed the unique FLEXA Shop Concept. Why?

Look at the pictograms! That's how we at FLEXA identify the problems and opportunities of today's global retail market.



For some time, retailers have been facing a strong polarization (1). It's wise to decide whether to compete on price or additional value. The globalization (2) tends to bring product price deflation or at best price stabilization while operating costs are going up (3) putting a squeeze on margins. At the same time, retailers experience that new players attack the traditional patterns of distribution (4).

Therefore, we have to add value to our offering (5). We have to be different and to create WOW (6) - and we have to effectively use the store as a strong marketing platform (7) considering that the squeeze on margins (3) urges us to rethink the effect of traditional advertising expenditure. And in order to succeed, we need to establish strong relationships and mutual confidence throughout the supply chain (8).

And that's why we have developed the FLEXA Shop!

Now, the FLEXA Shop concept is being offered to qualified retail partners all over the world to help them become successful retailers in today's global market place!



The FLEXA Shop Concept

The FLEXA Shop concept offers a truly unique shopping experience designed to WOW the customers. It revolves around the creative process of parents themselves designing a completely individual solution for their children - and a solution which can grow with the child.



At the heart of the experience is the Workshop.

Here the customer and a FLEXA employee create the room with the aid of a completely 3D digital environment that we call FLEXA 3D.

It is an exceptional tool for explaining all the unique advantages of our concept and it makes it easy for parents to vividly imagine their child sleeping, playing, or studying etc. in the furniture settings displayed.

WOW

But the Workshop is not the only thing exceptional about the FLEXA Shop concept. The entire shop profile is in fact distinctive and supports value adding and brand essential storytelling. The layout of the FLEXA Shop is carefully designed and optimized to encourage flow, and the products are presented in an inspiring and realistic way to increase appeal and support add-on sales. In short: we leave nothing to chance.

All these features are of course supported by creative campaign packages, changing themes and events that create a dynamic image keeping the FLEXA Shop looking fresh and appealing at all time. And finally, add to this, a high level of service, quality customer support, and after sales services like transportation and installation, which is a must for customer satisfaction and loyalty, and you have customers that go: "WOW!"



The Responsibility

The FLEXA Shop concept also tells a story about responsibility!

Selling products aimed at children takes a special approach. All products have to be carefully tested and approved for safety by relevant authorities all over the world.

But at FLEXA, we want to take it further. Our children is our future and we feel that we have to do a very special effort to protect the environment.



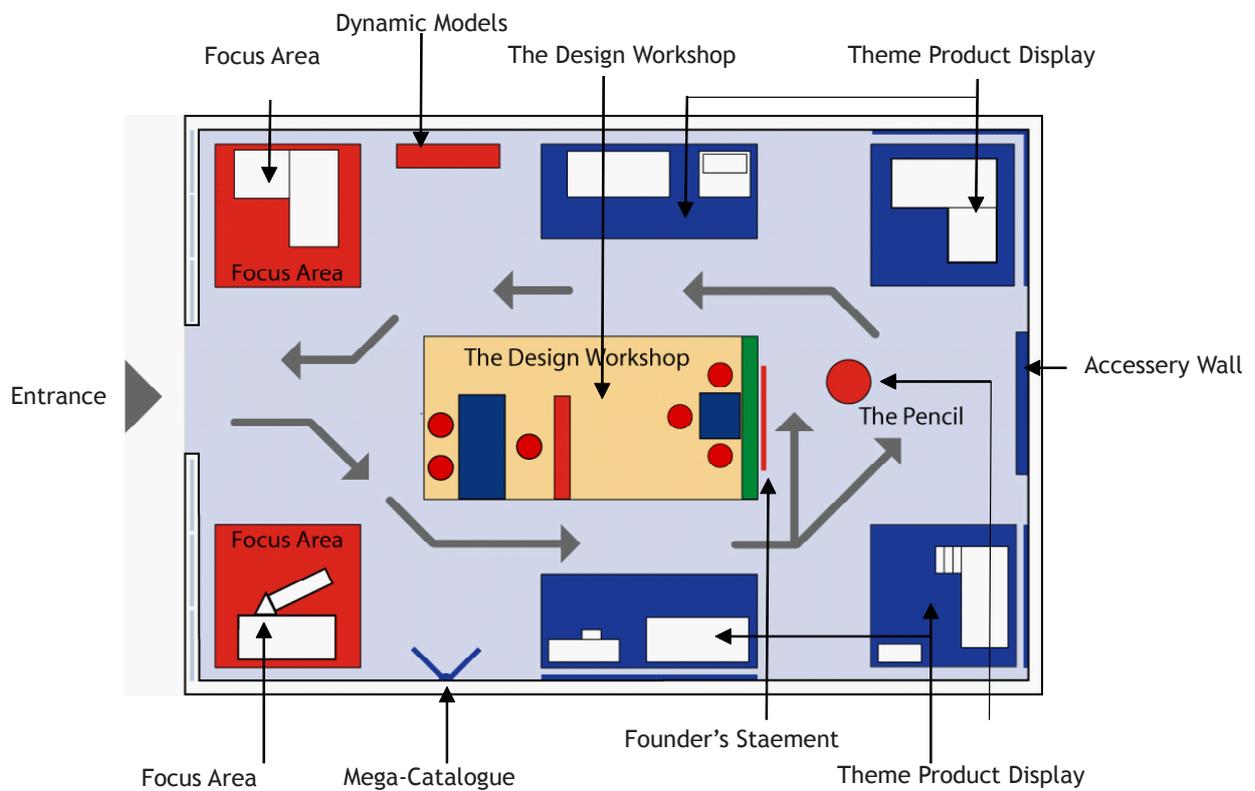
FLEXA wants to control the entire supply chain to ensure that our strong company ethics and strict environmental standards are observed. And that is not just cheap talk. Our latest move has been to invest in a rather large forest in Russia. We like our wood to come from trees which have grown slowly in the cold north thus increasing the quality and strength.

Our new forest is four times the size of the Spanish island of Mallorca - or twice the size of the US state of Delaware, so FLEXA has now guaranteed access to the raw material necessary to supply a very considerable number of FLEXA Shops all over the world with childrens furniture of high quality produced in a sustainable way. And nothing goes to waste. Sawdust and leftover wood are made into CO2 neutral bio fuel at FLEXA's own pellet factory.

This is an important part of the story told in the FLEXA Shop



Design Brief







Hos FLEXA dyrker vi søde træsnitte, der bruges til vores børnemøbler!

FLEXA's skov ligger i det kolde nord, hvor træerne vokser langsomt, så træet får den rette hårdhed og styrke. Det er en del af FLEXA-kvaliteten.

Og hos FLEXA ønsker vi at sikre os, at der er noget håndværk og kærlighed på den bedste mulige måde!





Shanghai



Torino



Copenhagen



Valencia



Los Angeles



Nicosia



Rome



Manacor



Guildford



Namjing



Torino



Paris



Results

Already, the highly effective FLEXA Shop Concept has proven a successful tool for our retail partners worldwide. Currently, there are more than 100 FLEXA Shops operating in Denmark, Norway, UK, France, Spain, Italy, Greece, Abu Dhabi, China, South Korea, Singapore and the US - and a considerable number of new FLEXA Shops are in pipeline all over the world.

Due to the Workshop philosophy and the unique size of the stores (50 to 150 m²), FLEXA Shops are increasingly located in high profile shopping centres as an unexpected and exiting product offer to families with children.

And quite a few of our retail partners have decided to build regional clusters of several FLEXA Shops...

