

PEEK INSIDE NORDMENDE

NORDMENDE

A BRIEF OVERVIEW OF THE BRAND

established.
incorporated



PEEK INSIDE

established.
incorporated The Creative Licensing Company.



BLAUPUNKT

THOMSON

NORDMENDE

FERGUSON

SABA



VICTROLA



PROSCAN

NORDMENDE

CONTENTS

01. Introduction and Brand Overview

- Overview, Objectives and History
- Evolution and Milestones
- Brand Identity and Values

02. Brand Licensing Opportunities

- Licensing Overview and Categories
- Product Range Overview
- Successful Collaboration and Benefits for Partners

03. Brand Marketing Strategies

- Market Presence
- Brand Positioning
- Brand Awareness



OVERVIEW, OBJECTIVES AND HISTORY

A European Icon of Quality and Elegance

Nordmende, originally from Northern Germany, has historically been a renowned major consumer electronics brand, celebrated for its high-quality televisions and domestic appliances.

- ...A HISTORICAL Brand - recognized
- ...A RELIABLE Brand - qualitative
- ...An INNOVATIVE Brand - technological
- ...A COMFORTABLE Brand - cozy
- ...A STYLISTIC Brand - for passionate



OVERVIEW, OBJECTIVES AND HISTORY

Innovative Technology: Amplifying Passions

The Nordmende brand evokes comfort, passion, and innovation. With a focus on efficiency and reliability, **the brand is associated with products trusted by families all over Europe.**

Nordmende was a pioneer in radio and television, and today, innovation continues with accessible products because many of us acknowledge that the uncomplicated things in life are still the best. Its products are designed to be intuitive, simple, and attainable for all, without sacrificing the latest technological advancements. **Delivering innovation at affordable prices gives consumers the opportunity to live life and enjoy it.**



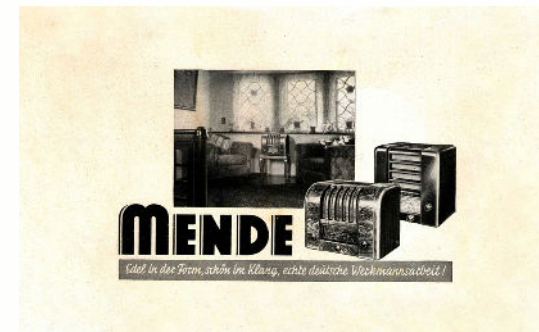
EVOLUTION AND MILESTONES

A Major European Brand

Established in 1947 as "North German Mende Broadcast GmbH" in Bremen, Nordmende quickly **became a prominent manufacturer of consumer electronics in Germany.**

In the 1950s and 1960s, **it pioneered the industry with the launch of Europe's first color TV set** and a diverse range of products including radios and tape recorders.

NORDMENDE



EVOLUTION AND MILESTONES

Innovating Through the Decades

In 1987, Nordmende introduced the first "super planar" TV set in Europe, showcasing its commitment to innovation.

Renowned for its avant-garde design in the 1990s, Nordmende has consistently set new standards in technology throughout its history, **remaining a symbol of excellence in the consumer electronics market.**

1923



1947

1950



1953

1958



1967

1968



1969

1970

1980



1977

1995

1997



2008

2011



2017

2018



2019

BRAND IDENTITY AND VALUES

Commitment to Quality and Style

Through setting new standards in technology, quality, and design, Nordmende continues its legacy today by offering products **with exceptional reliability, efficiency, style, and comfort**. Each product is meticulously designed, tested, and proudly crafted. **It is no wonder why generations of passionate people trust Nordmende!**

“The Nordmende brand believes in the power of innovative technology to amplify all passions.”



LICENSING OVERVIEW AND CATEGORIES

Wide Range of Products

Nordmende is a major European brand for high quality electronic appliances such as televisions, DAB+ radios, digital receivers, wearable devices, phones, large appliances and professional displays.



NORDMENDE

PRODUCT RANGE OVERVIEW



SUCCESSFUL COLLABORATION AND BENEFITS FOR PARTNERS

Maximizing Brand Visibility

Nordmende boosts its brand visibility by participating in **key national and international tradeshows worldwide**, alongside the support of our brand community.

From IFA Berlin to CES Las Vegas and AWE Shanghai, these events provide invaluable platforms to unveil our latest innovations and connect with diverse audiences, underlining our dedication to delivering state-of-the-art technology on a global scale.



SOURCE: 2018 IFA BERLIN

MARKET PRESENCE

European Zone

Nordmende holds a significant brand presence across key European markets. Renowned for reliability and innovation, it excels in Italy, Germany, Austria, Switzerland, Ireland, the United Kingdom, and Turkey.

With a focus on quality and design, Nordmende continues to capture consumer trust and market share in these regions, reinforcing its status **as a leading choice in consumer electronics across Europe.**



BRAND POSITIONING

Innovative & Easy of use

Nordmende prides itself on delivering innovative products that seamlessly **integrate cutting-edge technology with user-friendly interfaces**. Each product is designed with the customer in mind, ensuring intuitive operation and a hassle-free experience.

German & Qualitative

Rooted in German engineering excellence, **Nordmende epitomizes quality and reliability**. With meticulous attention to detail and rigorous quality standards, Nordmende products are crafted **to exceed expectations**, embodying the renowned precision and craftsmanship synonymous with German manufacturing.

Design & Inspiring

Nordmende places a premium on design, infusing each product **with elegance, sophistication, and timeless style**. From sleek lines to modern aesthetics, Nordmende products not only enhance the functionality of everyday life **but also serve as inspiring additions to any living space**.

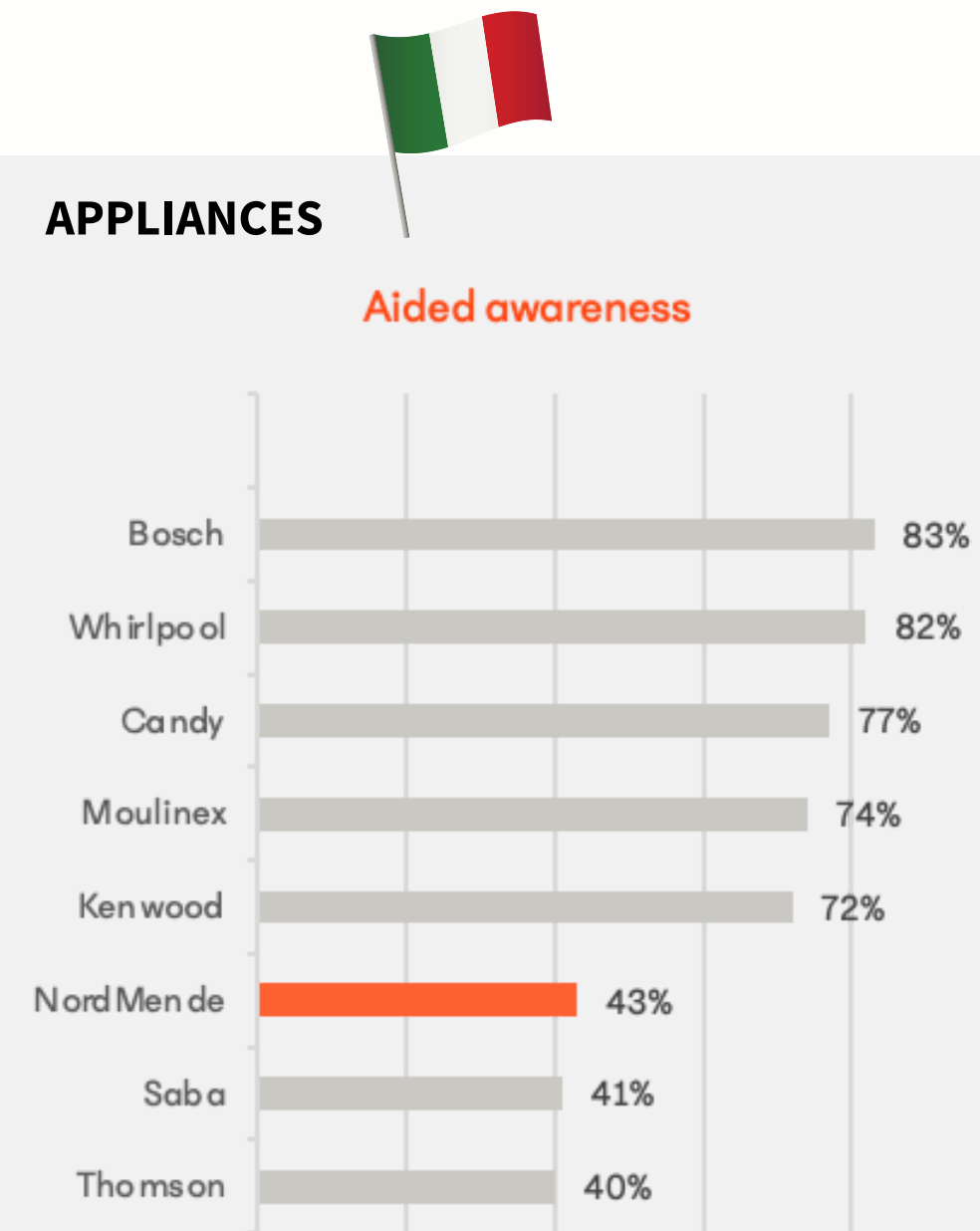
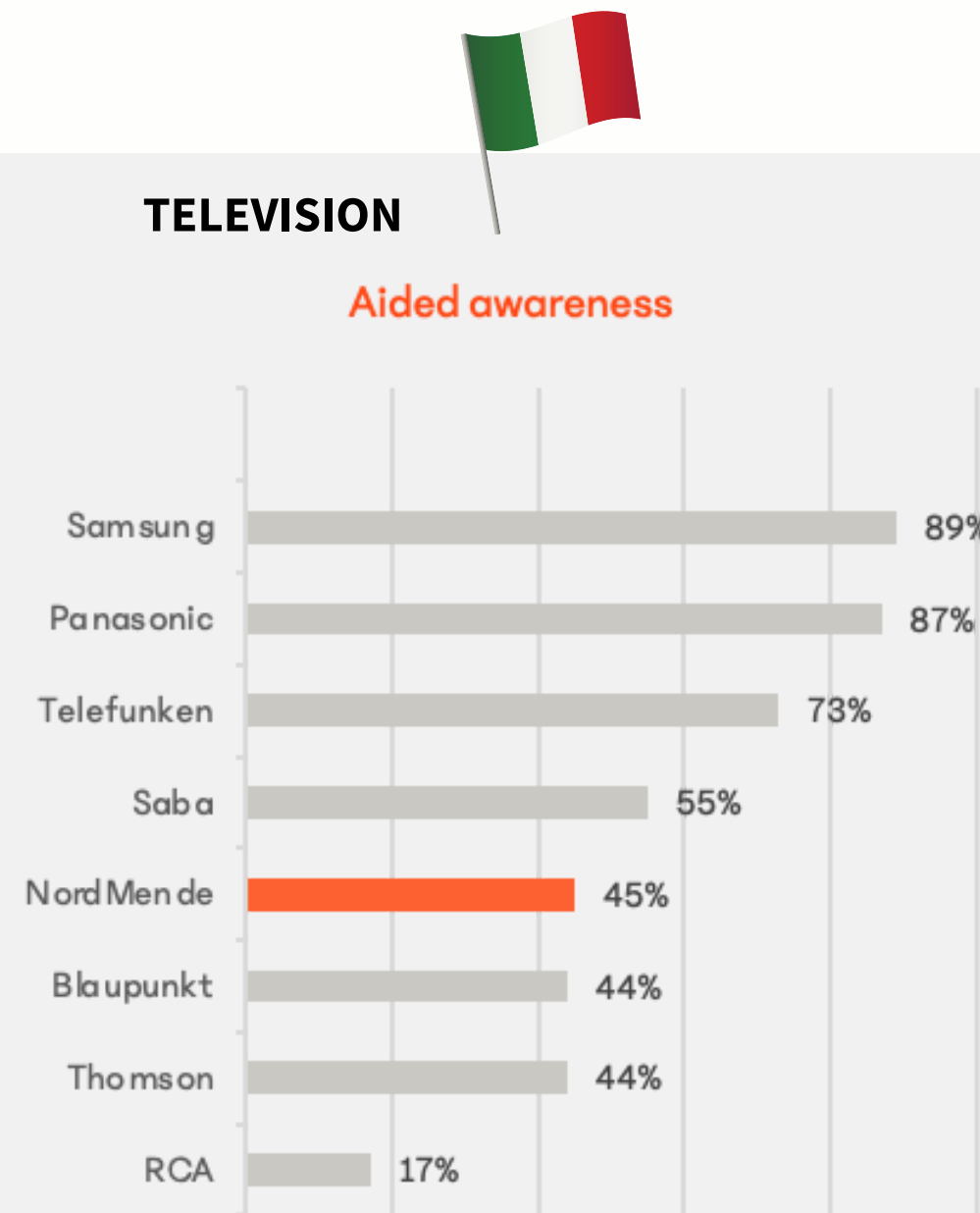
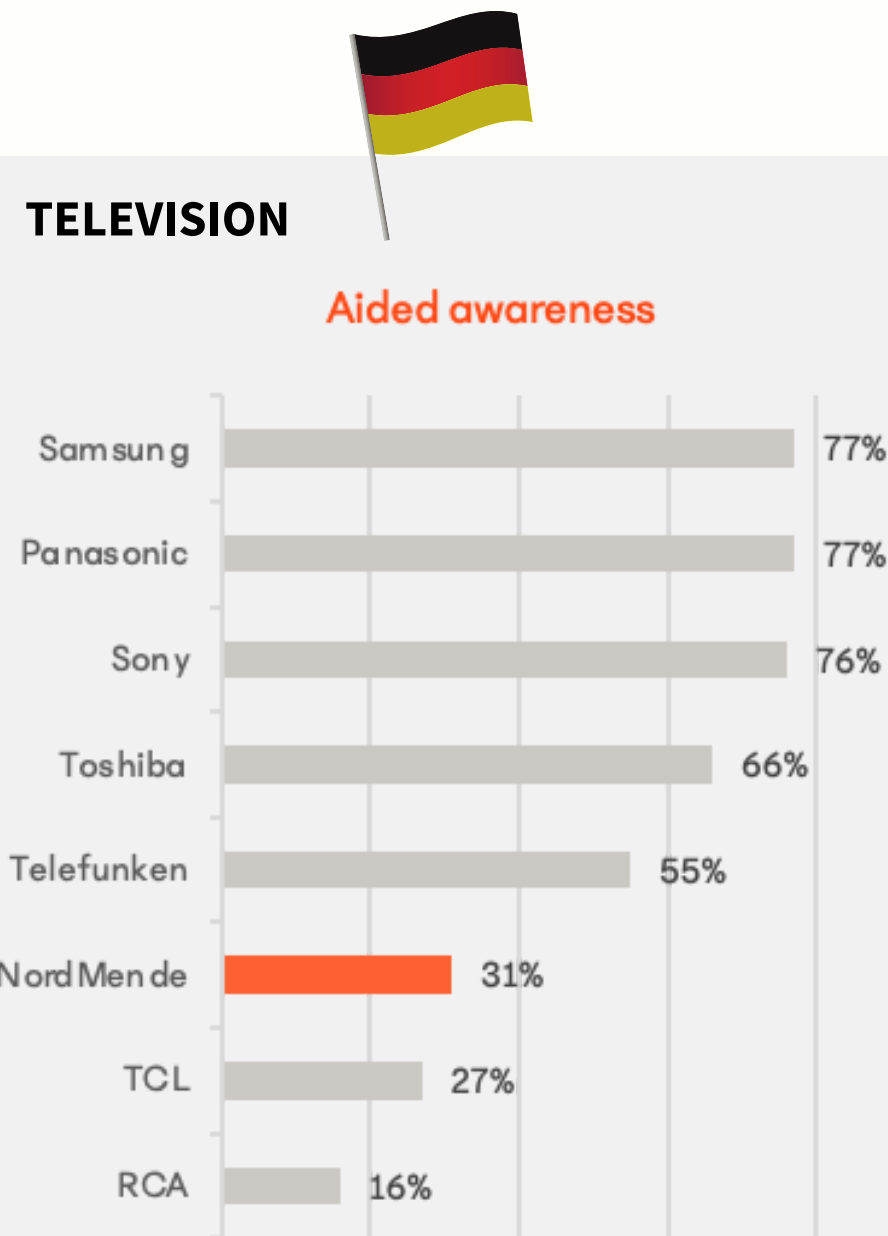
Trust & Robustness

Nordmende **builds trust through robust**, durable products that stand the test of time. With a reputation for resilience and dependability, **Nordmende appliances are trusted companions in households worldwide**, providing peace of mind and reliable performance day after day.

BRAND AWARENESS

2023' Survey Results

Nordmende, originating from Northern Germany, **is a rising force in Europe's consumer electronics market**, particularly in Germany and Italy. With strong awareness and competition in television and appliances, **Nordmende's expanding influence reflects positive reception** among consumers across the region.



SOURCE: HAPPYDEMICS



NORDMENDE is a proud part of established.inc
The powerhouse of profit-boosting licensing brands.

THANK YOU

NORDMENDE
