



# MUEHLMEIER

ENGINEERS OF BODYSHAPING

**MUEHLMEIER stands by you! ... SUPPORT from the BraCup Experts by sharing competence and creativity to multiply Your SUCCESS**

## At the heart of Your Bra! ... the BraCup

Since 1949 established in fashion and state of the Art German textile engineering, the MUEHLMEIER BraCup experts of today keep in touch with latest market demands. Regularly “touching down” to promote new BraCup technologies and innovative products. This specialized offer guarantees your success as a brand.



## SAY IT LOUD – „ BraCup INSIDE!”

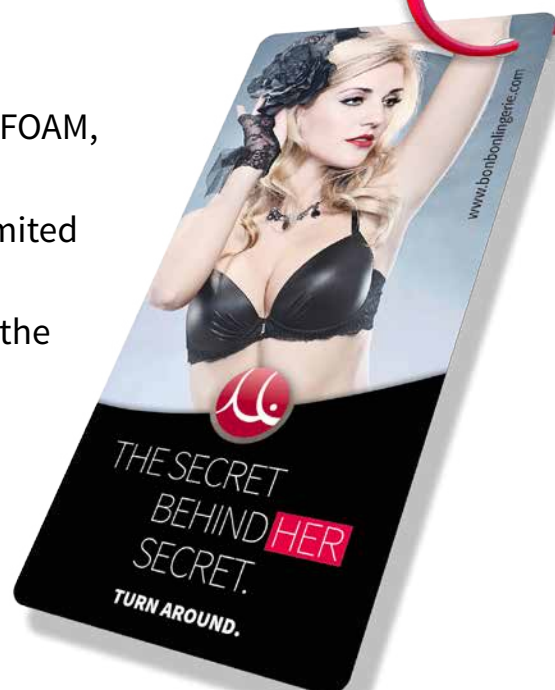
The most important sales – argument is to make a difference.

Our name stands out for quality because the products are the result of BraCup production for 25 years. Demonstrate quality and enhance this component`s advantages.

## BraCup means – Competence

There are continuously **tested basic demands to a BraCup** to assure permanent, reliable quality:

- The especially developed M-TEC® MUEHLMEIER FOAM, which is tested regularly
- The foam is “breathing” in lingerie and has a “limited water-absorption” in swim
- The Durability of foam and materials stabilizing the anatomically optimized support
- Fast & innovative BraCup-Mould-development based on high-tech 3D-CNC-Technology
- Exact control of the moulded 3D Dimensions and defined thin “run out” of the rims



DISCOVER IT. [WWW.MUEHLMEIER.EU](http://WWW.MUEHLMEIER.EU)



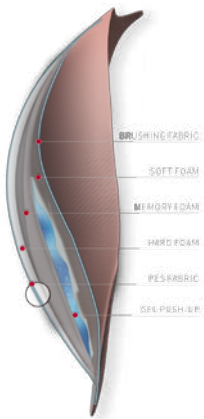
# BraCup INSIDE

## MUEHLMEIER

### BraCup - A dooropener to reach our female consumers

#### 1. Offering outstanding Product Ideas & Innovations

- e.g. The M-TEC Real Breast Feel Cup as Breast-Identical Bra Enhancement



#### 2. Promotion by Co-Branding

- Info Hang Tags on the product
- Posters, Flyers at the POS
- Advertisements
- Displays



#### 3. Winning the attention of the Customer

- Preference and Purchase Building
- Promotional Journalism
- Social Media Presence



### CO-BRANDING: The BraCup Advantage for the Retailer

- Effective communication to the shop. „Support” for the retailers’ sales team: Key Advantages of the M-BraCup Inside are regularly promoted
- Hi-Lite on Quality: Show the customer, that your shop runs more attractive and innovative products than other retailers, “from product presence to product preference”
- Generate more Sales Volume: Upselling Possibility – Customer is motivated to choose the Premium Product with higher margins Potential

### CO-BRANDING: BraCup Advantage for You, our Brand Partner

- MUEHLMEIER BraCups offer Clearly Communicated Benefits as a Positive Message to the female consumer
- Positive Bra Cup Features communicated to the female user mean: Added Value to your Brand`s product
- MUEHLMEIER supports the product on the POS
- The joint effort to win the female heart: By providing state of the art breast enhancement, like „volume without surgery“ with real Breast Feel we work at women`s heart.

### BraCup Hang Tag means – effective Customer Benefit based on the first choice component in her Bra

- Informative Hang Tags for the ladies to know precisely, what she is wearing next to her skin.
- We help you to define the special USP of your BraCup! Clearly communicated product benefits increase the buying impulse by more than 60% (Research of Creations Lingerie, Lycra 2010)
- You will receive with your cups M-TEC® Hang Tags free of charge.

### CO-BRANDING STRATEGY – LET’S WORK TOGETHER!

We offer a complete Co-branding Sales-Promotion Concept. For more information about joint development opportunities and Co-branding Marketing with partners, contact:

Mr Tamas Bödöcs,

tamas.bodocs@muehlmeier.eu

European market