

**CUSTOMER COMMUNICATION**

# PROFESSIONAL COMPONENTS` -BRANDING

Creating a competitive edge and building momentum. **Together.**

Intel inside. Just two words on your PC or Laptop. But also a promise for the power and reliability of the computer. As far away the worlds of computers and lingerie seem, this is still one of the best examples of successful Co-Branding.

The idea of a competitive advantage built on the component`s qualification of a brand partner is found in nearly every branch. And the number of Co-Branding-Partnerships rises, since products got more comparable with the rise of the internet. A lot of manufacturers - from cars to electronics - tried and still try to focus on aggressive pricing. But this is a field of competition, where Europeans and Americans can`t win on in the long term. We have to concentrate on our true strengths, like quality, reliability and innovation. And we have to tell this to our customers - over and over.

We must give them the chance to learn about our efforts to provide them with products they love. Their faith in brands is the promise we have to fulfill.

This takes us right back to the path of Co-Branding. Adding a supplier brand to a consumer brand can enhance the power of both. But this is not only true for two strong brands.

Although MUEHLMEIER Bodyshaping is "only" a supplier to the fashion branch, they always had a focus on the consumer communication. With an innovative product strategy the awareness for the

MUEHLMEIER brand among women around the world will be growing. And the innovative supplier of Bra-Cups is working hard on this matter (c.f. Interview with Roman Muehlmeier).

Their new campaign - based on the idea „The Secret behind Her Secret“ can be the implementation of an industry leading Components`s Branding strategy. It is strengthening the quality brand in the consumer world and offers additional benefits to the female brand follower of MUEHLMEIER`s partners.

This is just the beginning. Always spun around the theme „The Secret

**Take the chance for your additional product benefit now and tell it to crowd!**

**Contact the Co-Branding responsible at MUEHLMEIER, Mr. Tamas Bödöcs.**

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**„PRICING IS A FIELD OF COMPETITION, WHERE EUROPEAN AND AMERICAN MANUFACTURERS CANNOT WIN.“**

behind Her Secret“ MUEHLMEIER can`t wait to show new and creative ways of bringing this Co-Branding-Strategy to life.

