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Snake Wave Curtain Track System



Marketing Launch Kit

Silent Gliss Snake Wave

05/2016

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


1. Introduction

Snake Wave – This Will Make Waves!

Introducing Snake Wave: the new curtain track system by Silent Gliss that completely lives up to its name. Falling in waves, the curtain slithers along the curved tracks – smooth, even and silent.

Whether used as an interior window treatment, room divider or design statement, it creates a unique and exclusive look – a room design guaranteed to make waves!

1.1 Overview Silent Gliss hand operated curtain tracks applicable and approved with Snake Wave

System	Application range	Remarks
Silent Gliss 1060	Light weight	Light weight hand operated curtain track system, very elegant and thin v-shaped profile 
Silent Gliss 6465	Light weight	Light weight hand operated curtain track system, very elegant and thin square-shaped profile 
Silent Gliss 6010	Light to medium weight	Light to medium weight hand operated curtain track system, very elegant and thin v-shaped profile 



2. Sales Advantages

Snake Wave offers an astonishing new appearance of our bestselling hand operated curtain tracks.

Exclusive and astonishing appearance due to

- evenly and exactly bent tracks due to more than 60 years of experience
- wave-like hanging of the curtains (no Wave Curtain Heading System → cost-effective)
- creation of an emotional and perfect room appearance

Silent Gliss' high-end quality

- made to perfection bending of tracks
- very smooth and silent operation
- excellent Swiss curtain sewing technique (see 4.2)

3. Launch Objectives and Market Positioning

Launch objectives

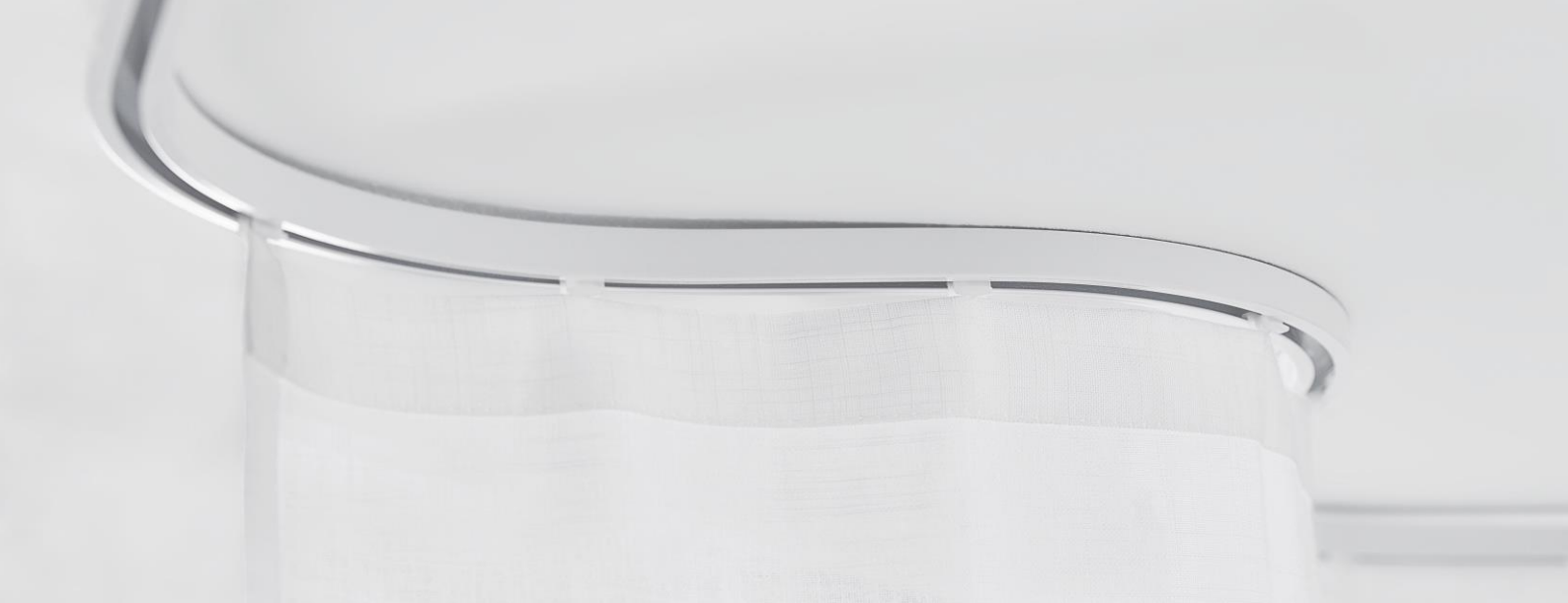
- Market a trendsetting innovation with an emotional value for room design
- Snake Wave creates a great atmosphere and a perfect look
- Reconfirm position as innovator in the curtain track business and **world's leading bending specialist**
- Regain market share and fight competition by raising emotional brand awareness with an extraordinary product
- Launch start from SG-Cs to their markets will be **June to December 2016**

Market positioning

Snake Wave to be positioned as **truly unique and special Silent Gliss interior design product**:

- Swiss engineered product with lifelong durability
- High-end quality product, to be used as trendsetting window treatment, room divider or design statement
- More than 20 original Silent Gliss fabrics with various colour variations available





4. Product Information

4.1 Features and detailed description

Silent Gliss Snake Wave captures through its unique and exclusive design offering an astounding way to decorate any room.

Feature	Description
Even, tight and exact bending of track	Exclusive and unique appearance
Vast application possibilities	Interior window treatment but also perfectly suitable as modern room divider
Two different profile shapes	V-  and square  shape
Two profile channels	3.7 mm and 5.4 mm channels
Swiss premium sewing style	Gliders sewed directly onto curtain head

4.2 Swiss Curtain heading style



The SGCH Swiss curtain heading style has to be used.

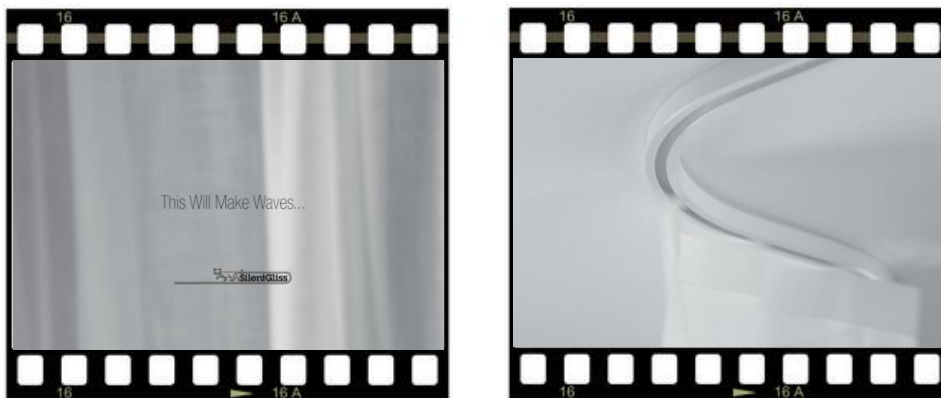
The gliders 3511 and 6082 are sewed **directly** onto the curtain head to guarantee a perfect gliding of curtain.



5. Marketing Communication Tools

5.1 Product video

The video supports the uniqueness of this premium product and presents trendsetting room impressions. It highlights the professional bending technique of Silent Gliss. It will be implemented into the Silent Gliss websites and on the Silent Gliss YouTube channel. **Important:** for sales presentations and trainings. Download: SGNET → Marketing → MLK → MLK Snake Wave



5.2 Pictures

Excellent new room, mood and detail shots of the Snake Wave Curtain Track System are available in the Marketing Database and website image pool. Download: SGNET → Marketing → Marketing Database



5.3 Leaflet

The launch leaflet “Snake Wave Curtain Track System” Promotes the originality of this new premium product as well as Silent Gliss as **the world’s leading bending specialist**. SGHQ MKTG will contact you shortly regarding a coordinated print-run.
Download: SGNET → Marketing → MLK → MLK Snake Wave



5.4 Press release / website news article

Available as ZIP file including press release and pictures as of **30 June 2016**. Just complete the press release with your SG-C contact information. SGHQ MKTG will implement news text into your local website as of **29 July 2016**.
Download: SGNET → Marketing → MLK → MLK Snake Wave

5.5 Email signature

New email signature including picture/graphic promoting Snake Wave to be used as of launch date in your market.
Information from SGHQ will follow by **30 June 2016**

5.6 Features and benefits

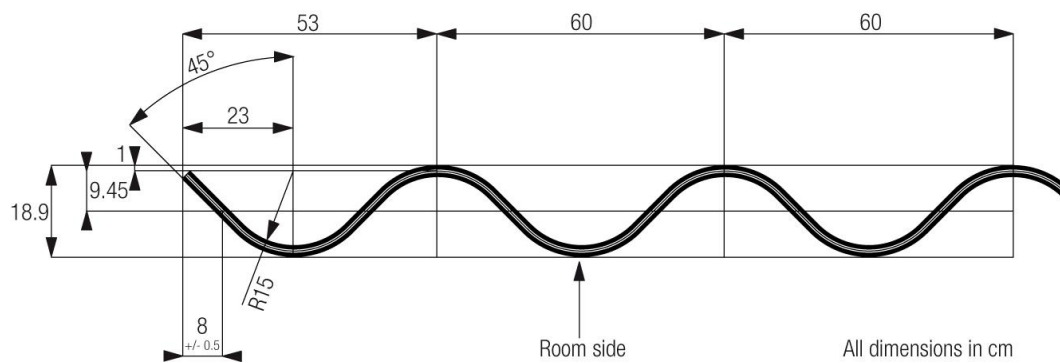
A sales sheet of Snake Wave is available. Essential for sales presentations and trainings.
Download: SGNET → Marketing → MLK → MLK Snake Wave

5.7 Technical catalogue

The catalogue pages of systems Silent Gliss 1060, 6010 and 6465 have been amended with additional information about the new “Snake Wave Curtain Track System”. To be found in the Base Catalogue Maker (BCM). The adapted catalogue pages are available through your company catalogue maker (CCM).
Download: SGNET → Marketing → MLK → MLK Snake Wave



Silent Gliss 6010 - Gliding channel 5.4 mm → **only applicable** with glider **SG 6082**.

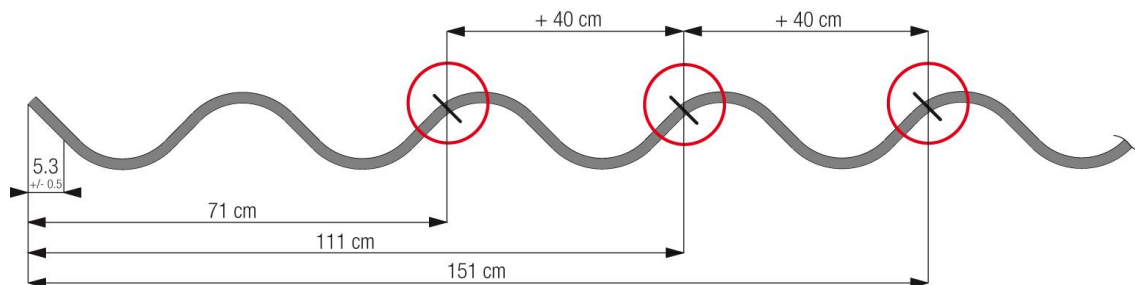


6.2 Symmetric system appearance

The three systems feature three different curve lengths. Bending always starts left as shown in the three previous drawings. System is cut anywhere depending on length ordered.

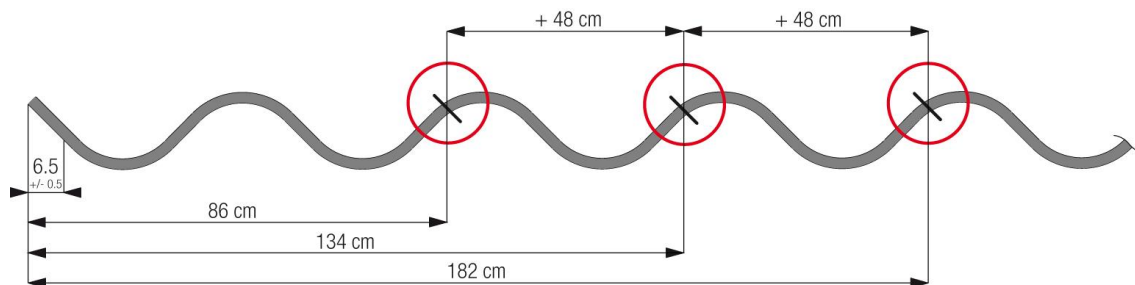
A symmetric appearance of system with equal endings is only possible if profile is cut at the following length examples:

Silent Gliss 1060



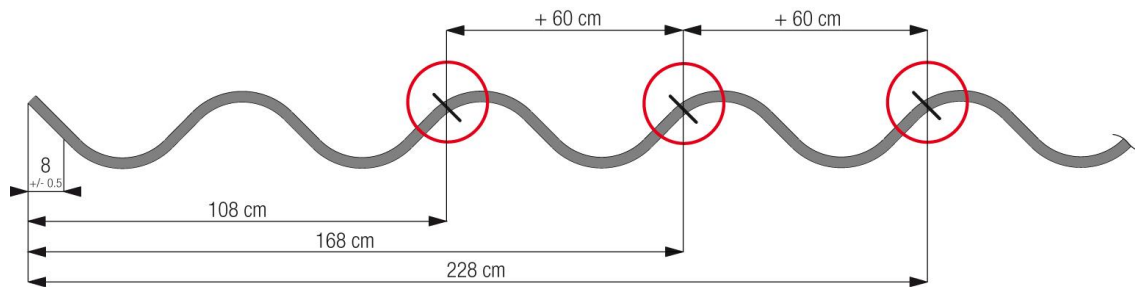
Further symmetric cutting measurements: 191 cm, 231 cm, 271 cm, 311 cm, 351 cm, 391 cm, 431 cm, 471 cm

Silent Gliss 6465



Further symmetric cutting measurements: 230 cm, 278 cm, 326 cm, 374 cm, 422 cm, 470 cm

Silent Gliss 6010



Further symmetric cutting measurements: 288 cm, 348 cm, 408 cm, 468 cm

6.3 Installation & user manual

This manual is for internal and external use, and available in five “language packages”:

- Central Europe (DE / FR / IT / NL)
- Nordic (SE / NO / DK / FI)
- South East Europe (EN / ES / RU / DE)
- Eurasia (EN / AR / TR / GR)
- Asia (EN / CN / JP)

The installation & user manuals to be printed in black and white on 60 gm² paper.

Download: SGNET → Technique → Technical database

6.4 Curtains training package

The training package “curtains” was amended with system option “Snake Wave” for systems Silent Gliss 1060, 6010 and 6465. The package includes a presentation of the entire curtain range (HD, CD, CU, EL) and is complemented with questionnaires, workshop tasks and guidelines on usability.

Please be aware that the training package is very extensive.

Each SG-C to pitch the information needed for local trainings.

Download: SGNET → Marketing → MLK → MLK Snake Wave





7. Supply Chain Information

Supplier

Snake Wave to be supplied by SGFabco. SGFabco offers free sample to SG-C!

Samples

- One free sample / SG-C to be ordered until **17 June 2016** at SGFabco
- Specifications (profile, length and height) according to separate price list
- Delivery ex SGFabco until **29 July 2016** within standard delivery procedure
- Local installation in training / showroom premises until **26 August 2016**

8. Pricing

Price structure ex SGFabco according to separate price list.

