

# PRADE

WOHNAKZENTE

PRADE WOHNAKZENTE AG Carl-Benz-Str. 26 71154 Nufringen

Nufringen, April 2011

## AKZENTE – 2<sup>nd</sup> edition

Dear Sirs and Madams,

Please find enclosed our second edition of our magazine AKZENTE with topic “exotically distinguished”. With this edition we would like to present exciting novelties of our premium brand BLOME. Exotic shapes, living colours and refined new designs – stay tuned.

People with selected tastefulness appreciate very well the reputed inconsiderable interior detail curtain rod. This is our consistent experience in consulting and contacts. We would like to introduce the renaissance of the curtain rod and send you into the world of social media. Share with us the enthusiasm for this individually decorative element and let us discuss the topic “curtain rod” on current social media platforms like facebook, Twitter and Xing and follow curiously the emerging dynamic.

Our culinary corner on the last page of this edition is a new highlight. A melodic name, a bouquet full of spirits and a wonderful finish.. In the middle you can find our POS poster. Please take note that this can be ordered as high-quality print for your showroom.

As this magazine is only available in German we did translate the different articles you can find on the next pages. In case you have any further questions please don't hesitate to contact us.

With best regards  
Prade Wohnakzente AG

Friederike Köper

Maria Köhler

PRADE WOHNAKZENTE AG Carl-Benz-Str.26 D-71154 Nufringen • Tel +49(0)7032 320930 • Fax +49(0)7032 3209319  
www.prade-wohnakzente.de • info@prade-wohnakzente.de • HRB 123456 Gerichtsstand: Stuttgart USTID DE267667567  
Vorstandsvorsitzender: Stephan Prade • Vorstand: Friederike Köper • Aufsichtsratsvorsitzende: Petra Kutschal  
Bank Kreissparkasse Böblingen • Kto-Nr.:46442 BLZ:603 50130 • IBAN: DE31 6035 0130 0000 046442 • BIC: BBKRDE6B

B L ● M E

PIER 36

indecok

# PRADE

WOHNAKZENTE

## **„Erfolgreiche und konsequente Drei-Marken-Strategie“ Successful and consequent three-brand-strategy**

Dear readers, after the throughout positive year 2010 we are looking forward to the requirements in 2011. The restructuring of Prade Wohnakzente AG made it possible to realize a successful distribution strategy of our three brands Blome, indeko and Pier 36. The past few months, premium concepts of brand indeko and novelties of brand Blome have been introduced. Since this year the novelties of brand Blome are available. Presented in four clearly arranged brochures, we show innovative trends in material and surfaces. In view of our success-oriented and trendsetting focus, our web site has been redesigned.

Please visit [www.prade-wohnakzente.de](http://www.prade-wohnakzente.de). On this site you get information concerning the brands and their products and with our topic **NEWS** we always keep you informed.

We are looking forward to a still successful cooperation wishing you a positive business. Yours Stephan Prade

## **“SOCIAL MEDIA – Steigen Sie ein, in den virtuellen Dialog.” SOCIAL MEDIA – Get in, into the virtual dialogue.”**

With our facebook site you don't only get information about our company but also insights in current and new collections of rods BLOME and indeko as well as Pier36. Sign in and become fan, so you can participate in activities of our company.

Through written comments you can get in touch with us in an easy way. Activate with us the dialogue all about curtain rods and bath accessories. Benefit from a rising number of interested persons. Our branch still is represented not that much on this growing platform. Together we can take the chance to place our topics in a prominent manner.

Too complicated? Nothing for you? In case you have any questions, we would be pleased to assist you. Just give us a call. We are looking forward to a varied information exchange.

## **“BLOME. NEUHEITEN 2011 – Hochglanz / Wohnfarben / Porzellan / Kristall” BLOME. NOVELTIES 2011 – high gloss / living colours / porcelain / cristal”**

high gloss: with the high gloss finished surfaces white, red and black, combined amongst others with nickel and genuine wood we are following current trends.

living colours: create an additional warm ambiance with the new living colours cashmere and champagne. The rod sets are available in brass and iron.

porcelain: This centuries-old material will be used for curtain rods of brand Blome. Porcelain in brushed surfaces combined with iron and stainless steel.

crystal: The success of our crystal collection with Swarovski elements now will be emphasized by a further model in combination with porcelain.

Join high-quality surfaces and materials for your window decorations.

# PRADE

WOHNAKZENTE

***“indeko Die Show. Exzellent verpackt, unwiderstehlich präsentiert.”***

**indeko The show. Packed sparkling, presented irresistible.**

Packed sparkling

We did reduce the charming carton package with a generous viewing window to only four sizes. This allows creating an unexpected calm overall picture at the exhibition space.

Presented irresistible

The exhibition wall is affected by the appearance of our company which creates a real eye-catcher in your exhibition because of its well-sorted presentation of indeko packages as well as its esthetically arranged photographs.

***“Die Nachhaltigkeit. Design, Umwelt und soziales Engagement.”***

**The sustainability. Design, environment and social commitment.**

Sustainability

We would like to make a right effective decision by utilizing our assortment of indeko. We assure you of a product always created contemporarily to interesting conditions.

Environment

Products, which will be used and your customer take in pleasure a long time, won't be thrown away that quickly as usual. Because of this we have high standards on our timeless design.

The package is recyclable very easily because of its high percentage of paper as well as the viewing window made of PET.

Social commitment

Almost the complete procedure of packing takes place in direction of the cooperative society of sheltered workshops. That way, 16 new jobs have been created for disabled persons.

***“PIER 36 Das Wasser umspült den Körper. Wir tauchen ein in eine andere Welt.”***

**PIER 36 Water is moving around your body. We dive into another world.**

Taking a shower refreshes, causes relaxation and washes away your daily worries. More than only a cleaning procedure – but rather a pleasurable ritual. But the pleasure of taking a shower first becomes a unique pleasure with the right equipment. Shower curtains of brand PIER 36 are especially appropriate in this case. The different designs add highlights to your bathroom and give it an individual and personal touch.

Please take a look on our shower curtains and current novelties in our redesigned catalogue PIER 36. All shower curtains are available in standard measurements and as yard goods.

# PRADE

WOHNAKZENTE

*“Sozial verantwortlich gefertigt in Deutschland – Zusammen das tun, was wir gemeinsam besser können”*

Manufactured socially responsible in Germany – Acting together to achieve more.

We, the GDW SÜD, are the cooperative society of sheltered workshops. Our job is to help disabled persons getting a reasonable employment. This year we celebrate our 25<sup>th</sup> anniversary. With its origin in Sindelfingen near Stuttgart the cooperative idea has been expanded in the meantime till Baden-Württemberg, Bavaria, Saxony and Saxony-Anhalt and supplies approximately 15000 handicapped people with ambitious work.

Everybody knows them but nevertheless scarcely anybody really knows what exactly will be done in these sheltered workshops. People often imagine persons tinkering wooden toys, painting post cards or binding baskets. But fortunately there are companies which recognized that these workshops are qualified and reliable suppliers; often classified as top supplier. Not only the automobile industry, banks and assurances but also companies like PRADE WOHNAKZENTE AG are among the satisfied customers.

That way the products of premium brand indeko are assembled by disabled persons of the Bruderhaus Diakonie in Reutlingen.

*“Rennstall der Hochschule Esslingen”*

Racing stable of the academy Esslingen

Engaged students design racing cars – the academy Esslingen takes part the fifth time at the Formula Student. The ambition of this competition is to design, to construct and to manufacture a racing car within one year. After the finish all teams meet each other on worldwide competitions to present their results and to compete in different fields in front of a jury with jurors of the automobile industry and motor sports. How is this all related to PRADE WOHNAKZENTE? Since 2008 company Prade did support regularly the team with bending the tubes of the frame. Only through an exact bending of the tubes, the fabrication of a frame, accurately fitting and according to the regulation, is possible. Next competition in Germany Hockenheim: 02.08.2011 – 07.08.2011.

# PRADE

WOHNAKZENTE

## Domaine LA PRADE MARI

In Garrigue des Minervois, in the midst of the Mediterranean nature between Carcassonne and Narbonne, you can find the vineyard LA PRADE MARI. Their wines inspire the sense of taste. They are always well-balanced and develop pleasant as well as for this region untypical flavour. Elegance, energy and simplicity come together in your mouth. Three of these wines we have selected and stored for our customers. Get the South of France into your home and enjoy the wonderful flavours.

### Conte des Garrigues

#### AOC Minervois 2007

Great red wine, strong but elegant, fruity and floral, spicy and vanilla flavours with soft tannins. 12 months barrel-matured, French oak (Nadalié, Demptos).

### Secret de Fontenille

#### AOC Minervois 2008

Soft red wine, complex, predominantly red fruits, very enjoyable.  
Grape varieties: Grenache, Syrah, Carignan.

### Viognier

#### Vin de pays d'Oc blanc 2009

White wine with golden colour and greenish reflex, flavor of exotic fruits, apricot, peach and with a taste of spicy bread and honey together with a pleasant sourness.