



Prizes guaranteed with Herlitz's 2012 promotion

Every deal's a winner: Herlitz's NR.1-DEAL

Branded products manufacturer Herlitz is set to launch its NR.1-DEAL promotional drive for 2012 in November. Many Herlitz products – such as the easy orga to go filing line, the maX.file range of lever arch files and the x.book writing pads – will all come with a “lucky code” guaranteeing a prize win. Customers will win top prizes upon entering their lucky code on the campaign's website, www.number1deal.eu (start: 1 November); the prizes on offer include 11 MINI One Cabriolets, 111 Samsung Galaxy Tabs and over 11,111,111 myphotobook vouchers. The NR.1-DEAL is a real bull's eye for retailers as well: thanks to the use of eye-catcher displays and high-profile advertising and communications campaigns, the promotion will turbo-power sales of Herlitz stationary.

Berlin, 13 October 2011 – Branded products manufacturer Herlitz is set to commence its big promotion across Germany and in thirteen other European countries in November. Over the duration of the campaign, which will run from 1 November 2011 until 31 December 2012, Herlitz products are guaranteed to occupy the pole position for customer awareness and sales throughout the year.

Top Herlitz brands like the new “easy orga to go” range of PP organisers, maximal “maX.file” lever files and top-selling paper products from the “x.book” range will become even more attractive thanks to the NR.1-DEAL. Much sought-after NR.1-DEAL product inserts have been placed in almost every article in the three product ranges and guarantee every buyer a top prize. Because the “lucky code” inside the product can be directly redeemed in exchange for a great prize on the campaign's website www.number1deal.eu.

Every code guarantees a win! The top prize – a zippy MINI One Cabriolet – can even be won 11 times. 111 lucky codes hide the perfect digital companion for the office, the modern Samsung Galaxy Tab. A further 11,111,111 codes offer immediate prizes: buyers will win a myphotobook voucher valued at 12 euros*, a primo deal if ever there was one. The vouchers can be redeemed over a time-span extending well beyond the campaign, with buyers having the chance to cash them in until 30 June 2013.

NR.1-DEAL

Primo deals, primo prizes, a primo promotion: Herlitz's NR.1-DEAL guarantees a win for both customers and retailers. Thanks to the attractive prizes on offer, Herlitz's wide range of products will be a customer magnet on retailers' shelves for the whole year. The eye-catching designs of the NR.1-DEAL display will inform customers at the point-of-sale about the promotional campaign and entice the target group to buy on impulse. Herlitz will also support the NR.1-DEAL promotion with a high-profile communications package featuring advertisements with prominent eye-catchers, targeted online marketing and PR.

*Further information and conditions of participation are available at www.number1deal.eu. Participation is limited to those over 18 years of age; only one myphotobook voucher can be redeemed per customer. The contest closing date is 31/12/2011; myphotobook vouchers can be redeemed until 30/6/2013. Differing voucher values: Switzerland 15 CHF, Norway 93 NOK, UK 10 GBP, Denmark 100 DKK, Sweden 100 SEK. It is not possible to redeem myphotobook vouchers for cash, and any residual value lapses. Sell-on is prohibited. Judicial review is precluded. Campaign area is D, A, CH, UK, B, NL, L, I, F, E, P, N, S, DK. Campaign duration: 01/11/2011- 31/12/2012.



NR.1-DEAL

Garantiert gewinnen mit dem maX.file & x.book Produkten stecken 1A-Preise: 11 MINI One Cabriolets, 111 Samsung Galaxy Tabs 10.1.v und über 1.111.111 myphotobook-Gutscheine im Wert von je 12 €.* Einfach auf www.number1deal.eu gehen, registrieren, Gewinncode eingeben und gewinnen.

NR.1-DEAL von Herlitz! In vielen Herlitz easy orga to go.



About Herlitz

Herlitz (Paper, Office Supplies and Stationery) AG, is headquartered in Berlin and is one of Europe's leading manufacturers of quality products in paper, office and stationery (POS) as well as papetery. The company includes the **brands** "Herlitz", "Falken" and "Susy Card". The Herlitz range comprises a total of approximately 10,000 articles from pencil sharpeners to drawing pads. Current **product innovations** are the carbon-neutral x-book exercise book range, the design-oriented my.pen family and the maX.file-assortment which combines features, quality, durability and sustainability in one product. These are complemented by target group-driven trendy licenses such as Pussy Deluxe. The idea of **sustainability** is Herlitz`s identity. Standard and licensed exercise books from the product range have the FSC™ seal, which is a certification of the **Forest Stewardship Council (FSC™)** wood products from responsibly managed forests. Furthermore, the exercise books carry the CO₂ seal, representing our commitment to lowering CO₂ emissions during the production of exercise books. Other articles, such as products from the Green Design Series are 100% recyclable and marked with the environmental label Blue Angel, which is the label for environmentally tested and high quality products. Furthermore, Herlitz takes the social responsibility initiative with the **BildungsCent** incorporated society. The non-profit association is committed nationwide to the long-term promotion of the teaching and learning culture in Germany. The **international branded goods company** with more than a 100 year history today is positioned with nine subsidiaries. In addition to production sites in Brandenburg Herlitz also manufactures in Poland, Romania and Britain. The products are delivered from there to almost all countries of the world. The Herlitz Group in Germany includes the Herlitz AG, Herlitz PBS (Paper, Office Supplies and Stationery) AG, Falken Office Products, the supply chain service providers eCom Logistics, and the IT service providers Mercoline. Herlitz: www.herlitz.eu.

Board: Thomas Hübner (Chairman), Cheong Seng Ng, Thomas Radke
Chairman of the Supervisory Board: Georg C. Domizlaff

Reprint permitted, file copy requested.
Images and product samples on request

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