



Berlin ExpoCenter City
1 – 6 September

IFA Global Markets STATION-Berlin
3 – 6 September (trade visitors only / 4 days)



Today Blaupunkt is more broadly diversified than ever. More than 15 different product groups proudly bear the blue dot, and the car audio segment is still an important area of operations. The global brand family stands for reliable technology in every field of entertainment, communication, navigation, mobility, logistics, household electronics, kitchen devices, climatic control, security and hobbies. These business segments are attentively looked after for by the partners of the constantly growing Blaupunkt Global Brand Community.

All of these hand-picked partners are leaders in their own specialist field, providing an unrivalled market and product knowledge in their individual segments.

The benefits of a Blaupunkt Brand Partnership

The benefits of a Blaupunkt Brand Partnership are clear. The Blaupunkt Brand Partners are able to take advantage of many attractive opportunities, such as the direct availability of powerful added brand value, negating the need for cost intensive and time consuming individual brand set ups. Thanks to their long-standing familiarity and trustworthiness, strong brands such as Blaupunkt generate appeal and warmth on the basis of their mere presence.

Blaupunkt Brand Partners benefit from decades of proven market competence and can thus overcome market entry barriers. Furthermore, Blaupunkt Brand Partners benefit from the Blaupunkt brand image, which has become established on the basis of innovational power, quality, technological competence, reliability and the outstanding level of affection between the company and consumers.

In return, Blaupunkt expects brand partners to enter into an enduring and lasting partnership, with transparency and fair communication, offering products and services which conform to the Blaupunkt Brand Values. Not forgetting the clear positioning in the upper price segment and the strict observation and implementation of the Blaupunkt Cl.

Furthermore, Blaupunkt Brand Partners should be open to new ideas and possess a first class knowledge of their own field of operations. Additionally, intensive interactive exchanges and polling on the matter of quality assurance, compliance with standardised product-releases and an active Blaupunkt Marketing Communication are a matter of course.

We, the management of the Blaupunkt Global Brand Community, are enormously looking forward to lively and informative talks on the subject of the Blaupunkt licensing concept on Stand 108 in Hall 2.2.

BLAUPUNKT A forceful trade show presence at four distinct locations of the Berlin Exhibition Centre.

The Blaupunkt Global Brand Community

The products of the traditional brand Blaupunkt are to be found everywhere here.

Blaupunkt 's omnipresence at Berlin's IFA in 2017 gives an impressive demonstration of the continuing growth in the Blaupunkt Global Brand Community. The importance of an effective brand management concept has yet again been emphasised, showing just why this hugely successful Blaupunkt Brand Management has given the brand itself an unprecedented strength in breadth across the market.

The impressive Blaupunkt portfolio, encompassing more than 15 different groups, is reflected throughout the IFA. Each exhibition hall, in which Blaupunkt brand partners are represented with their products, has been marked with blue dots and numbers on the IFA hall layout shown here.

1 Hall 2.2/108: Blaupunkt Global Brand Community, The Blaupunkt main trade fair stand with Blaupunkt audio products for eastern Europe (market leader in Poland), Blaupunkt car audio for the whole of Europe, TV for Israel, security and smart-home-products for the whole of Europe, mobile phones and SDA (small domestic appliances) for the whole of Europe, as well as Blaupunkt built in kitchen devices, manufactured by HK Appliances and exclusively marketed by the "Häcker Küchen" company from Rödinghausen.

2 Hall 7.2 b/207: Blaupunkt Audio Western Europe – in this Hall, Blaupunkt introduce their new audio products, including the record player TT 100, which will be available from October. The semi-automatic record player is finished in matt black and features two playing speeds. The top-end pickup from Audio-Technica has an excellent sampling rate and creates a linear sound

pattern. The compact design speaker Sound Tube 1000 is another new addition.

3 Hall 8.1/200: Air Conditioning and Air Treatment / Blaupunkt Air Conditioning Systems. The mobile air conditioning unit Arrifana 08C is a recent innovation of the Blaupunkt Competence Center Aircons Mateko.

In order to satisfy the most exacting demands of users, great attention was paid to the compact construction and functionality in the design of this product. The air conditioning unit is fully automatic and can be adjusted using the remote controller.

4 Hall 11.2 / 104: Blaupunkt TV Europe. The UMC (Universal Media Corporation), to which the European Sharp-TV-Business belongs, produces Blaupunkt high-end LED and LCD TVs. The newest models are being presented at the IFA.

Blaupunkt has a long tradition as a high quality brand. Even so, the brand with the blue dot is as young and vital today as it ever was. The passing of the decades since the founding of the company haven't aged the dynamic identity one iota, and Blaupunkt's star is still firmly in the ascendant. Today, as in the past, Blaupunkt is firmly numbered among the most popular of German brand names.