

# LORENA CANALS 2021

Sales tools: the key of your success



LORENA  
CANALS 2021  
**MARKETING &  
BRANDING  
STRATEGY**

Where are we heading to?



## Current Situation

- **#StayHome**
- Physical stores closed
- **+25%** of growth in e-commerce sales



## Goals

- Continue to gain **online visibility**.
- Having **online brand ambassadors around the world**.
- Turn into a company **100% digital**.
- Keep growing on the “**Home Decor**” market.
- Keep being one of the main “**Kids Decor**” brands.
- Reach **other targets** with our matching accessories.
- Provide our customers all **necessary tools**.
- Create a closer relationship between **Lorena Canals and influencers**.
- Give more relevance to our **brand values**.

LORENA  
CANALS 2021  
**SALES TOOLS**  
**MEDIA CENTER**

What do we have  
at your disposal?



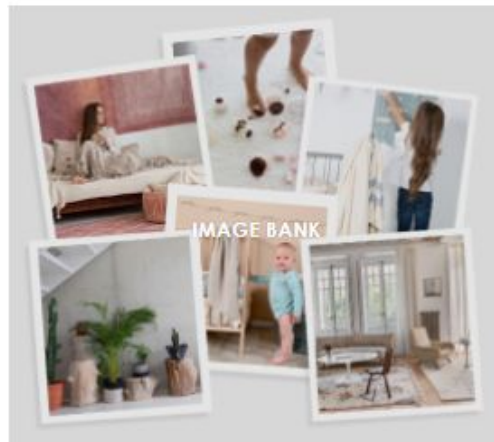
# Digital Marketing Tools

## INTRODUCING THE MEDIA CENTER

We shall no longer be using *Dropbox*.

Instead, you can find all our marketing tools at the new **MEDIA CENTER**, just one click away:

- Image Bank
- Videos
- Selling tips
- **Branding Guidelines**
- Tips
- Catalogs
- Press releases



## BRAND VALUES



Nuestros productos están hechos de algodón natural.



Los colores de nuestras alfombras y complementos se consiguen mediante la aplicación de tintes naturales



Te lo ponemos fácil. Nuestros productos pueden lavarse en casa y meterse en la secadora.



Nuestros artesanos cuidan de cada detalle y hacen que cada pieza sea única.



Nuestros productos son seguros para toda la familia. Siempre se mantendrán limpias.



Estamos muy comprometidos con la educación de niños en India.

### OFFICIAL FONTS

Century Gothic Regular

**Century Gothic Bold**

*Century Gothic Bold*

PATRICK HAND SC

### OFFICIAL SOCIAL MEDIA



@lorenacanalrugs



@lorenacanal



@lorenacanalrugs



Lorena Canals



@Lorena\_Canals



lorenacanal.com/blog

### OFFICIAL HASHTAGS

#LORENACANALSRUGS

#WASHBLERUGS

#LORENACANALSWASHBLERUGS

#LORENACANALSHOMEDÉCOR

### MAIN COLORS



DARK GREY  
#3c3c3b  
R:60 G:60 B:60  
C:0 M:0 Y:0 K:90



CAMEL  
#c2bd94  
R:194 G:171 B:143  
C:23 M:30 Y:40 K:8



NEW WHITE  
#ededed  
R:237 G:237 B:237  
C:0 M:0 Y:0 K:10

## IMAGES & VIDEOS



WASHING MACHINE -  
LAVADORA

191 fotos



BY CATEGORY

7765 fotos en 133 sub-álbumes



BY COLLECTION

4934 fotos en 46 sub-álbumes



BY ROOMS

359 fotos en 8 sub-álbumes

An easier,  
faster and  
more  
intuitive way  
to find the  
content you  
need

- XXS - diminuto (240 x 180)
- XS - extrapequeño (432 x 324)
- S - pequeño (576 x 432)
- M - mediano (792 x 594)**
- Original (800 x 600)

Download in the format and  
size you want **according to  
your needs**

110  
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CREATIVITIES

840 fotos en 57 sub-álbumes

## ONLINE BRANDING GUIDELINES

### 1. BRAND PAGE & BANNERS

A brand page and a banner on the home page is essential to bring more visibility to the products on your website.



Creator of the Washable Rug Concept, Lorena Canals is dedicated to create safe and functional environments with eco-friendly and handmade rugs and accessories. All made with natural fibers and dyes to ensure durability after washing, comfort and safety for everyday life.

Lorena Canals' decor allows for a stylish and modern, yet practical decor.

LET YOUR KIDS GET MESSY



### 2. PRODUCT NAME & DESCRIPTION

We recommend you to use key words in the name of the product such as "Lorena Canals" and "Washable". Catchy sentences and descriptions will attract the attention of online users. It's essential to describe the design as well as possible.



New

Washable rug Monstera Honey

INSTOCK SKU: C-MON-HNY



Because in real life not all leaves are green, Lorena re-invented her classic green Monstera rug and came up with a whole range of colorful leaves in natural and rich but subtle color nuances! This new color version is a rich combination of sophisticated colors such as Honey, Coffee, and Soft Brown on a canvas base mixed of Olive and Honey, imitating the textures of nature. From the 1960s collection, it is 100% natural cotton, machine-washable (conventional washing machine with / kg capacity), so original that it makes the living room or dining room a special place. Perfect to move from one room to another and use as a playmat. Handmade by artisans, this rug is unique.

Size: 130 x 180

1 €139.00

Shipping cost: from €6

Average worldwide delivery time: 6 days

BUY NOW



See collection



## ONLINE BRANDING GUIDELINES

### 3. UP-TO-DATE IMAGERY

Make sure you are using the imagery we have at your disposal. Lifestyle pictures are essential and the rugs coming out a washing machine will help to understand the "machine-washable" concept.



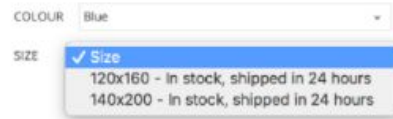
### 4. VIDEOS

Video is king content. You can create your own audiovisual material and upload it to your social profiles or integrate our videos on your site directly from our official YouTube Channel.



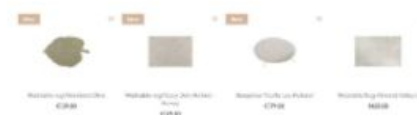
### 5. SIZES AVAILABLE

We have designs available in different sizes for smaller or bigger spaces. Remember to add all of the sizes available to meet your customer's needs.



### 6. CROSS SELLING

If your goal is to increase the IPO (Items per Order), including rugs and accessories, it will be useful to mention all the matching accessories available in the "related products" section.



## ONLINE BRANDING GUIDELINES

### 7. QUALITY

Artisanal and Eco-Friendly concepts are increasingly essential for consumers. We recommend you to let everybody know how our products are handmade one by one. Make sure to use our quality logos!

#### Quality

This is a handcrafted piece and a carefully designed product. Each piece is unique, which is why there may be small variations in color and shape.

Wash logo will avoid stains when used during use. This is not a defect, but a characteristic of the natural wool fiber used.

An artisanal wool rug. Handmade in Spain. From the rug collection.

Get Street of Compliance (2019), ISO 9001, ISO 14001, Oeko-Tex.

Made in Spain



### 8. WASHING & CARE

If we are selling a machine-washable product, it is a must to show how it can be washed and how we can take care of it. You have our washing instructions available for you to add some tips

Washing and Care Instructions

#### Washing and Care Instructions

Hand wash in cold water with mild detergent.

Do not use bleach.

Do not use fabric softener.

Do not use iron.

Do not use steam.

Do not use dry cleaning.

Do not use tumble drying.

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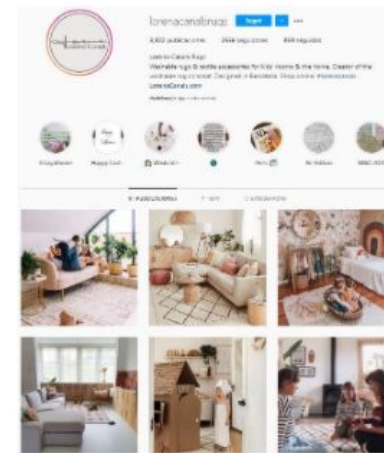
### 9. PRESS

Promote the product by taking advantage of our press appearances. Pioneers of the washable rug concept, our worldwide brand has an international impact and influence in media.

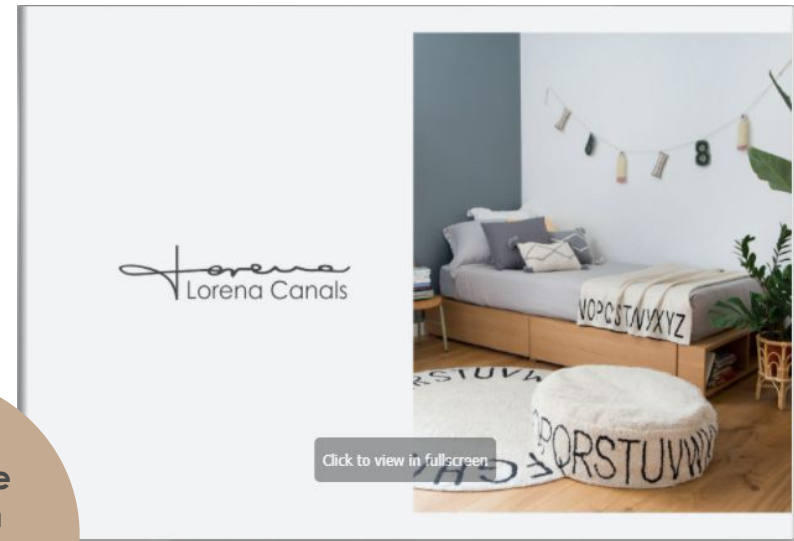


### 10. SOCIAL MEDIA

Gain more visibility by sharing our photos in your social media accounts and tagging us at @lorenacanalrugs and using official hashtags (#lorenacanal) to announce you as our online retailer.



## DIGITAL CATALOGUES



Catalogs are update with each new collection

## DIGITAL TUTORIALS & TIPS



Brand Presentation

What to do when you launch New Lorena Canals Collections?

Sales Tools

Launch New Collections

Store Event

PYJAMA PARTY

Store Event Proposal

Selling tips ( all in one place)

Any doubt?  
Go and  
check our  
useful  
tutorials.  
anytime!



PYJAMA PARTY	HOPI	FREE YOUR SOUL	FIELDS	BOHEMIAN CLASSICS
BEREBER CANVAS	ABC	AZTECA	BACK TO SCHOOL	BEREBER
BEREBER CLASSICS	TRACE	TRIBUTE TO COTTON	TRICOLOR STARS	BISCUITS

# Marketing Tools

## POINT OF SALES MATERIAL



- **Eye catching.** Innovative and attractive design.
- **Mix and Match!** For both rugs and accessories.
- Identify the brand.
- Safe product.
- Clear classification by category.
- Customizable



OFFICIAL DISPLAY



# THANK YOU

Your success is our success