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# THE HISTORICAL STRENGTH OF LAMPE BERGER

## ALMOST 120 YEARS OF HISTORY AND INNOVATION

### 1898: The Original, a flagship product - source of legitimacy

1<sup>st</sup> Lampe Berger created by Maurice Berger, pharmaceutical assistant, to purify hospital bedrooms

June 1898: First Lampe Berger patent filed



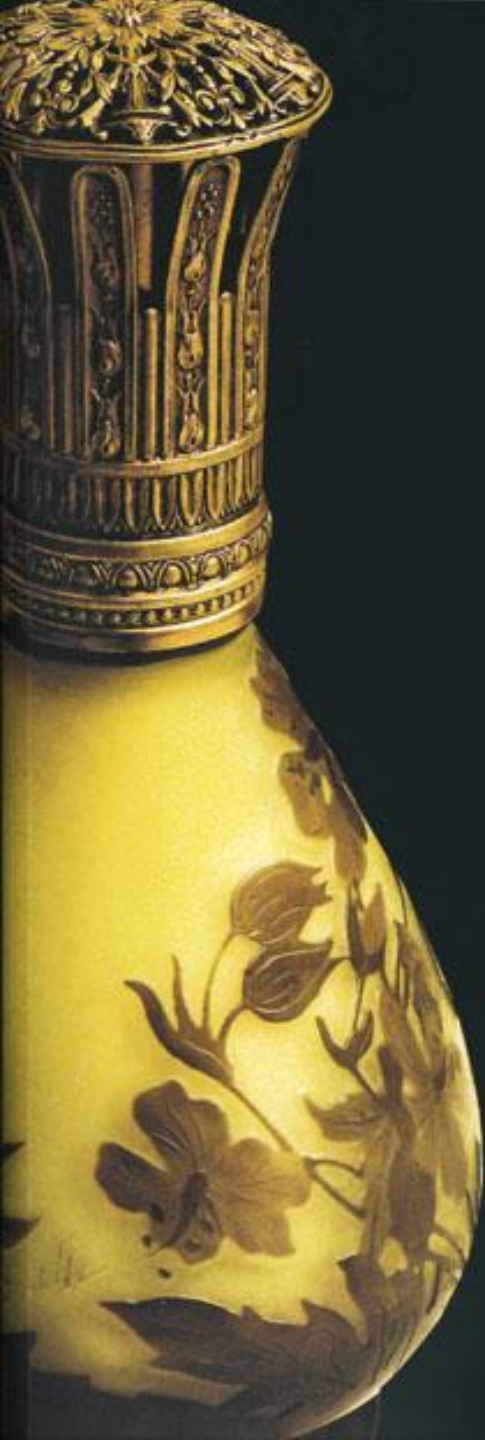
"A Universelle", 1<sup>st</sup> Lampe Berger

1930

**Fragrance enters into the pleasure equation; the taste for beauty is at its peak, the Lampe Berger becomes a collector's item,** every lamp is associated with a designer and a top producer. Cristal de Baccarat, porcelaine de Limoges...







1930s



1950s

Lampe Berger starts advertising and participate to international shows

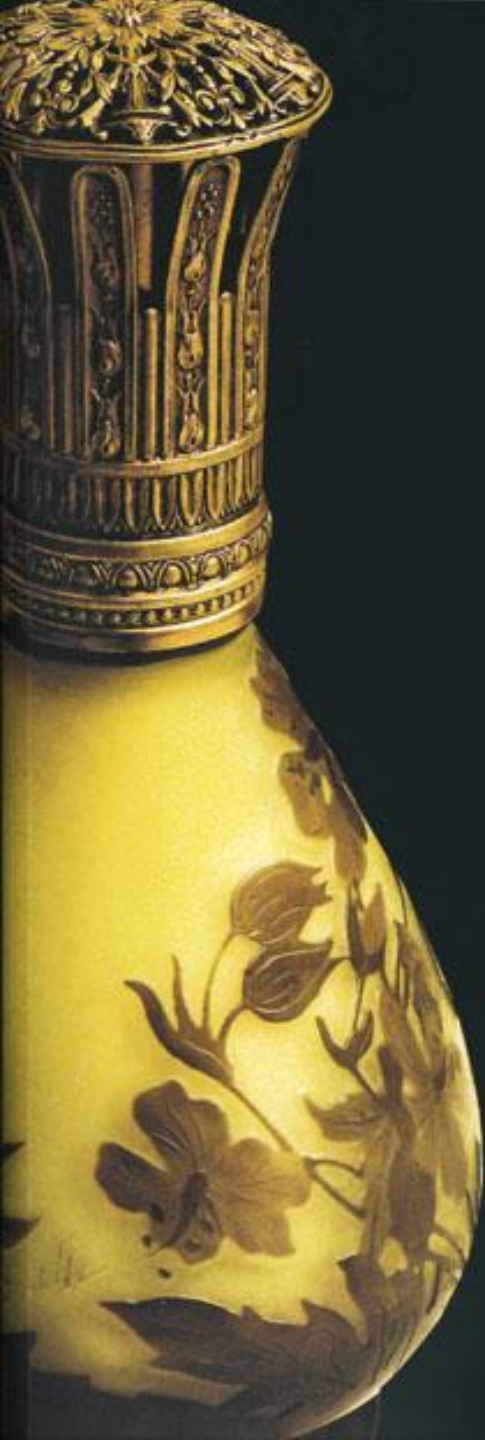


1922-1923



Lampe Berger stand at the Salon des Arts Ménagers, Paris 1952





1930 : Celebrities visit the Lampe Berger shop in Paris to buy their lamp.



**Colette** had a Lampe Berger on her desk.

**Cocteau** used Lampe Berger to eliminate the odours of opium that he smoked.



**According to Picasso**, Lampe Berger is "the smartest aroma".



## From 1950: The supremacy of ceramics

Ceramics provide multiple possibilities that make it a true part of decoration.





## LAMPE BERGER TODAY

- **5 million litres of Home Fragrances and 800 000 lamps** sold every year.
- More than **7,000 sales outlets** around the world (present on all 5 continents).
- **Head office located in France**, at Bourghtheroulde in Normandy.
- Turnover of approximately **48 million Euros in 2016**.
- **150 employees** around the world (subsidiaries in the USA and Canada).
- **3% of turnover dedicated to Research and Development**.





## A FEW PICTURES FROM THE LAMPE BERGER MUSEUM LOCATED IN NORMANDY - FRANCE

A strong & important heritage : more than 10 000 lamps have been created since 1898





First models of lamps (glass lamps)  
1905 - 1920

Lampe Bouton d'Or (buttercup design) - 1928  
Lampe Artichaut (artichoke design) - 1927  
Created by Lalique (Crystal)

Maurice Berger & his wife





Lampe Gallé - 1927/1932  
2 or 3 layers of glass



Ceramic lamps made by Tharaud  
(hand painting) - 1958-1960



Crystal Saint Louis lamps  
1910/1940





Art Editions created since 1990's

## TO CONCLUDE...

- **The first Lampe Berger was created & patented in 1898 by Maurice Berger**
- **Almost 120 years of history: a solid historical background and heritage**
- **A French company with a strong international coverage**



**AN UNRIVALLED PURIFYING  
AND FRAGRANCING POWER!**





# 1. THE UNRIVALLED PROMISES OF LAMPE BERGER

- **PURIFIES INDOOR AIR**

Unlike any other system which only masks odours, the **Lampe Berger truly eliminates all undesirable odours** (cooking, tobacco, animals) as well as chemical pollutants present in the air by destroying them.

- **PROVIDES LONGLASTING FRAGRANCE**

The Lampe Berger **diffuses Parfum de Maison at the same time**, thus providing the best quality of indoor fragrances.

- **DECORATES THE HOME**

A Collection of sublime lamps that are available in all styles, through to the most precious limited editions.



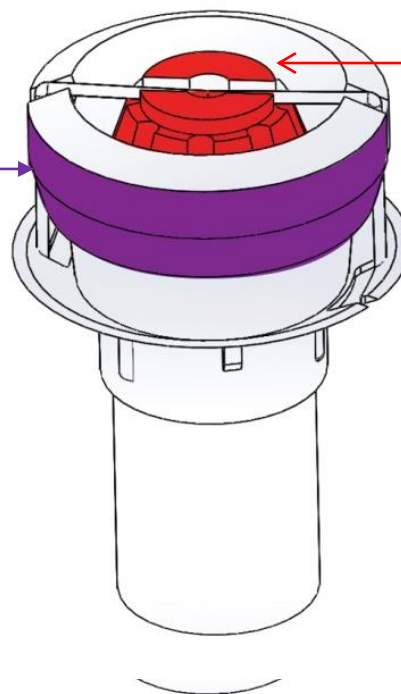
## 2. OPERATION OF THE LAMPE BERGER



## HOW DOES IT WORK?

### **SIMULTANEOUS DUAL ACTION** **destruction of odours & diffusion of Home Fragrance** **THANKS TO THE BURNER**

Destruction of molecules  
(zone to 500°C) and  
avoid their recombination



Diffusion of the Home  
Fragrance (zone to 200°C,  
temperature much less high  
in order to preserve the  
quality of the fragrance)

This know-how functions thanks to a differentiation of temperature zones within the burner.



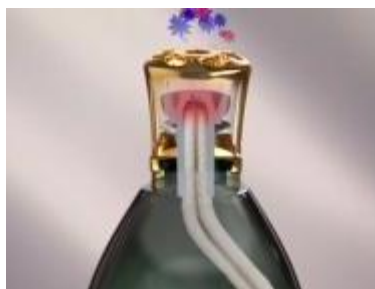
# CATALYTIC COMBUSTION



The heat developed by catalysis attracts and oxidizes bad-smelling molecules (tobacco, cooking, pets, etc.)



The burner's catalyser prevents the recombination of these molecules



The burner's rim acts on the destruction of odours while the burner's centre diffuses the fragrance



The air is purified, the fragrance will remain present over time (several hours of fragrance for 20 min of operation)\*

\* 20 minutes of diffusion for 8 sq.m



## THE BURNER, AN INCOMPARABLE TECHNOLOGY

The LAMPE BERGER PARIS Research & Development Laboratory has perfected its catalytic burner which is now the subject of **6 international patents**.

This burner is the result of **several years of research**.

LAMPE BERGER PARIS has chosen:

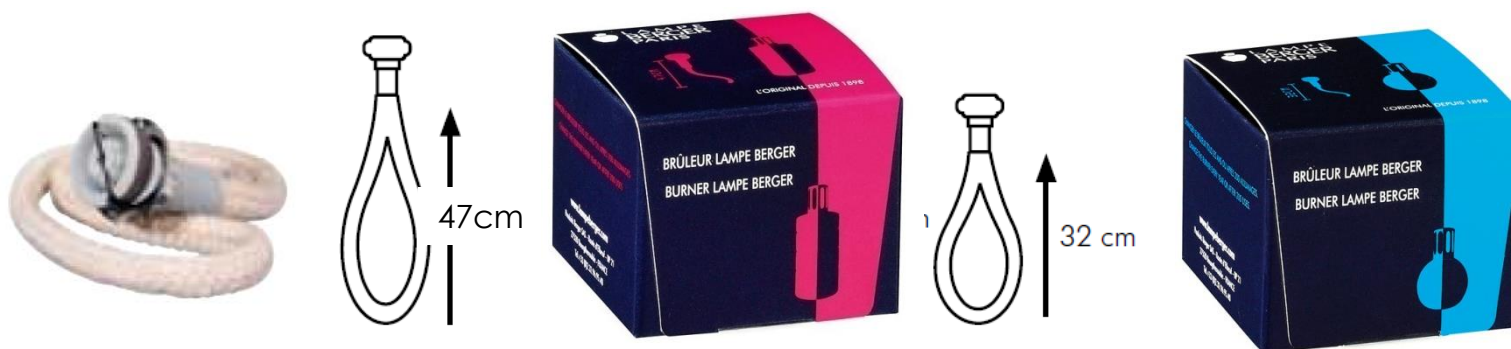
- A catalyser made from a noble metal: **platinum**. This metal is placed all around the burner's rim.
- A compound that feeds the catalysis which is isopropyl alcohol** in compliance with European and American pharmacopoeias.
- A holder for the catalyser: ceramic**

This system of catalysis will make it possible to purify the air in your home while destroying bad smells.



## THE BURNER, AN INCOMPARABLE TECHNOLOGY

2 models: short wick, long wick depending on your lamp



To be changed after being lit 200 times, or every year.

Only the use of the Lampe Berger with its burner and Parfums de Maison guarantees both quality and safety.



## PRODUCTION OF THE BURNER...

Lampe Berger has kept the most precious part of its know-how in its factory: the secret of the burner's manufacture.

- **A secret formula** with the use of specific raw materials in meticulously controlled quantities...
- **A closely monitored manufacturing process**, carefully developed...
- **A Personnel trained on the special and rigorous assembly of the burner**, one of the keys to its excellent working order...

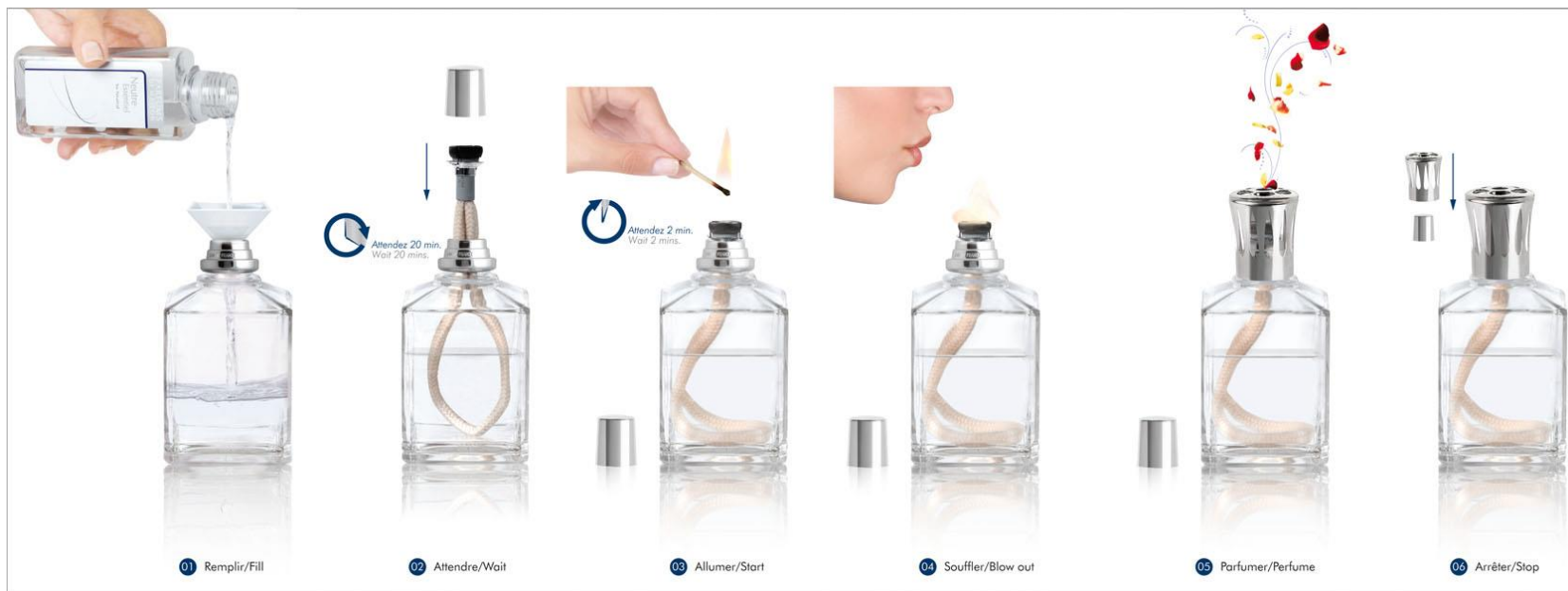


## WHAT IS THE TOP FOR ?

- **The top accelerates the circulation of the air around the burner and therefore enhances the destruction of bad smells** (if a top is not “opened” enough the air circulation will not be good and the burner may not function).
- **The top protects the customer by preventing access to the warmest part of the burner** when the lamp is working.
- **The top is chosen to harmonise with the design of the lamp** (shape and color). It is an essential aesthetic piece of the lamp.



## A UNIQUE RITUAL



1. First of all, fill your Lampe Berger 2/3 full with your favourite Parfum de Maison.

2. Insert the burner into the lamp, then replace the extinguisher. Wait 20 minutes at the first time of use.

3. Light the burner and wait 2 minutes.

4. Blow the flame out.

5. Put the mounting back on the burner... your Lampe Berger is now working: it purifies and perfumes (1 min/sq.m or 20 minutes for 8 sq.m).

6. To stop it, take the mounting off and put the extinguisher back on the burner.



### 3. THE LAMPE BERGER COLLECTION



## THE LAMPE BERGER COLLECTION

Put a LAMPE BERGER in your home, is about find an object which fits in your home style decoration and color.

### LES ARDENTES Flames



### LES GLACEES Ices



### LES CREPUSCULES Twilights



## THE LAMPE BERGER COLLECTION

### LES EPICEES Spices



### LES OCEANES Océans



### LES VIOLINES Purples



### LES ILLUSTRÉES Patterns





## GIFT SETS



## ART EDITIONS



# Focus on... The Essentielles

2 essential boxes for discovering the Lampe Berger



1 Burner

+



+



1 round or square  
Essentielle Lamp

1 Parfum de Maison Neutre  
Essentiel 180ml + 1 Parfum de  
Maison 180ml\*

=



\* Parfum de Maison variable in line with boxes



## THE “Art Editions” COLLECTION

Well-known artists, designers and craftsmen create unique works of art for Lampe Berger



This is not a Lamp  
Jean-Baptiste Sibertin Blanc

*Entirely made of genuine pewter, This is not a Lamp blends the majesty of this traditional metal with modern finishes.*



Lumiere Lamp

*Italian jewellery designer Stefano Poletti has created an exceptional top (entirely hand made, in pewter and decorated with glass beads). The body of each lamp is unique and made from engraved double-layer crystal.*



# To know more... Creating a Lampe Berger

Creating a Lampe Berger, requires 18 months of work...

At the genesis of a lamp there are...

- **The trends in interior decoration**, studied each year by our Marketing department so as to detect new trends and create products that will fit into those trends.



## To know more... Creating a Lampe Berger

### - Designers:

Since the beginning, Lampe Berger has always worked with many designers, from different backgrounds, so as to continually renew its collection (industrial design, fashion environment, interior furniture, interior architecture, etc.).



#### **Jean-Baptiste Sibertin Blanc**

Designer who has worked with top brands such as Daum, Hermès, Christofle...and many more and has been working with Lampe Berger for nine years. Has created 5 Art Editions and worked on the Tendances 2012 & 2013 collections.



#### **Chafik Gasmî**

architect and industrial designer, has worked with Baccarat and is developing Artistic Management activities for Lancôme. Created the Art Edition Aladin.



#### **Jean-Charles de Castelbajac**

International fashion designer, inspired by music.



#### **Hilton McConnico**

Designer, painting artist, artist, in the artistic world he is a real jack of all trade...





## To know more... Creating a Lampe Berger

### -Brief:

Written by Lampe Berger's Marketing department, this brief expresses the features that are desired for the lamp and summarises the technical constraints specific to the development of a Lampe Berger.

Some examples:

- Dimensions to be respected for the lamp to be inserted into the Tendance box.
- Volume: minimum 250 ml in order to ensure that the burner functions correctly.
- Shapes: not working with sharp edges.

**The brief is sent to designers, who return their proposals to Lampe Berger. An in-house selection committee then chooses the best proposals.**

**Lampe Berger regularly receives spontaneous proposals from designers.**



## To know more... Creating a Lampe Berger

- Then comes the stage of technical and economic assessment of the project which is as yet only a drawing...

In order to produce the lamp's body, **Lampe Berger surrounds itself with well-known manufacturers, specialists in their field.**

Glass makers, porcelain makers, etc...



*Semi-automatic glass making*



*Automatic glass making*



*Removal of the porcelain mould*



*Preparation for the porcelain cooking*



## To know more... Creating a Lampe Berger

### - Glass makers:

**Lampe Berger works with the top French glass makers** (Saint Gobain, Saverglass, etc.) in order to guarantee the best quality of glass (transparency, strength and composition).

Once they are produced, these glass lamp bodies can then be frosted, lacquered, sanded, or decorated.



**Lampe Galet Blanc**  
(in sanded glass)



**Lampe Passion**  
(in lacquered glass)



**Lampe Pampille verte**  
(in metallized glass)



**Lampe Stone givrée**  
(in matt frosted glass)





## To know more... Creating a Lampe Berger

### - Porcelain makers:

Porcelain making remains very much a traditional craft, with each porcelain maker possessing their own manufacturing secrets.

### Examples

◦The Lampe Barque is made by porcelain maker Jars, whose particular capability, thanks to their technique, is to create visual effects from the materials (enamel crackle glazes).



◦Lampe Fifi: the "Oven blue" colour is obtained in particular by the producer Artoria who, thanks to their know-how, understand the secret of cooking the porcelain at such a high temperature.



**Certain models will then be enamelled** (in order to be coloured) **or decorated with chromos** (designs placed as transfers onto the lamp body, then fixed by cooking).

◦Lampe 4 Saisons: chromos affixed by the producer Goebel who knows how to work with chromos containing gold and is capable of working on contiguous chromos (where the chromo covers the lamp and the decoration is joined without any trace or demarcation).



## To know more... Creating a Lampe Berger

An Art Edition...

**These prestigious model, produced in small quantities, are the result of French luxury craft production** (handmade, human involvement).

Example of pewter craftsmen working at the *Orfèvrerie d'Anjou* in France, workshop that produced *Ceci n'est pas une Lampe* (lamp made entirely from pewter).



Melting the pewter



Polishing



Stamping

## To know more... Creating a Lampe Berger

- Then once the project is approved, it's time for Prototyping:  
Production of a prototype of the chosen model, which is subjected to many tests:

### 1. Validation of the product's industrialisation (by the Lampe Berger Production department)

Example: the lamp's body is crimped at the Lampe Berger factory. It is therefore necessary to check, to the closest millimetre, whether the lamp's neck can be easily crimped (in particular to avoid a potential leak from the lamp).

### 2. Validation of the product's correct operation (by the Lampe Berger laboratory)

Examples :

- Operation of the lamp in daily, weekly and monthly use with different levels of filling with Parfum de Maison so as to guarantee and cover as far as possible the use of our products, whatever the methods and habits of every consumer and market.





## To know more... Creating a Lampe Berger

- **Flame test mounting:** incorrect use by the consumer is simulated by putting the mounting back onto the burner's flame. In this case, the lamp must stand up to the thermal shock caused by such incorrect use and not break, in order to ensure safety in use for the consumer.



- **Flame test lamp:** an accidental spillage of home fragrance is simulated, then the lamp is set on fire. In this case it must stand up to the thermal shock and not break, in order to ensure safety in use for the consumer.



- **Resistance test on materials used:** the resistance of coatings used for lamps and mountings, to home fragrances as well as to mechanical stresses, is checked in accordance with a protocol specific to Lampe Berger.



## To know more... Creating a Lampe Berger

- Once the prototype is validated, we move on to the stage of carrying out pilot productions, which in their turn undergo the same tests as the prototype.
- Once the pilot productions are validated, **mass production is launched.**
- **Lampe Berger carries out systematic checks on receipt of each lamp body coming from outside producers:**
  - o Porcelain body: each lamp is inspected manually in order to check the quality.
  - o Glass body: a quantity in proportion to the overall quantity delivered is inspected manually.

If too many defects are observed, the batch of lamp bodies is refused.



Inspection of the lamp body



- **All lamps are crimped in the Lampe Berger factory.**  
They are then packaged and sent all over the world.



Crimping of a Lampe Berger



Packaging





## To know more... Creating a Lampe Berger



1. Sketch sheets from  
designer Jean-Baptiste  
Sibertin Blanc on the theme  
"Nature / Structure"



2. The design chosen by  
Lampe Berger is reworked by  
the designer, to evoke the  
shape of an antique lamp,  
with a Vintage look.



## To know more... Creating a Lampe Berger

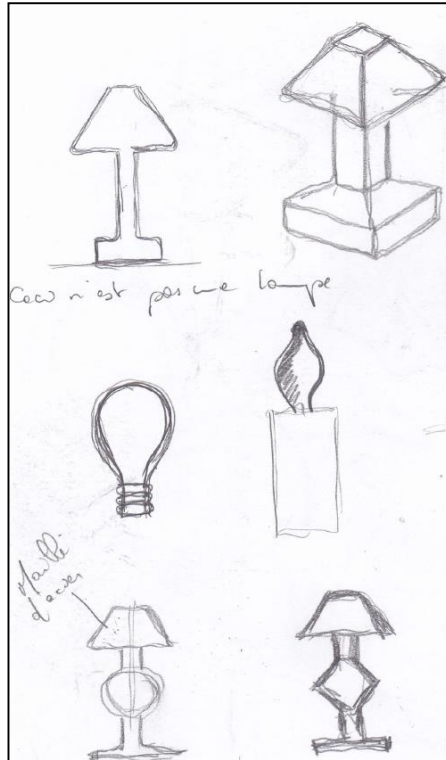


3. The final shape and its scale drawing.

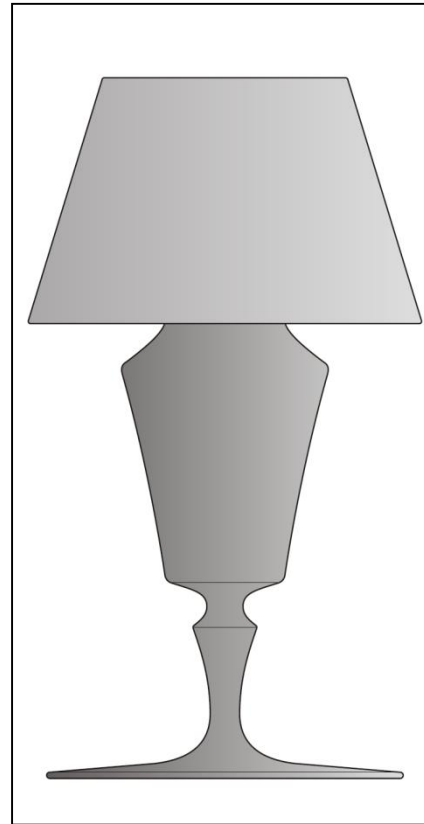


4. The Lamp Heritage on sale since January 2013.

# To know more... Creating a Lampe Berger



1. Sketch sheets & inspiration from designer Jean-Baptiste Sibertin Blanc for a new Art Edition "This is not a Lamp"



2. The final shape and its scale drawing.



3. The technical drawings for final production



4. The final product "This is not a lamp"



## TO CONCLUDE...

- **A wide collection to meet everyone's tastes and fit in every home:**
  - From classical to contemporary designs
  - Variety of colors
  - Variety of materials
  - Price positioning
- **Creating a new lamp takes 18 months : every lamp is designed by a professional designer**
- **Boxed set are perfect for :**
  - Gifts
  - Easy to buy product (all in one)
  - Self service stores





## 4. THE HOME FRAGRANCES COLLECTION





# THE HOME FRAGRANCES COLLECTION

## 57 REFERENCES SHARED IN 7 OLFACTIVE FAMILIES

### Rêves d'Orient



### Rêves Gourmands



### Rêves de Fleurs



### Rêves de Fruits



### Rêve de Pureté



### Rêves de Fraîcheur



### Les Fonctionnels



The best home fragrances quality, all made in France.



**Blue trim**  
(same blue as logo) for a  
**classic and elegant look**

Name of Home Fragrance in  
**the centre** (in FR/GB),  
written in **the colour of**  
**the olfactory family**

Logo in  
**main area**

**Line in the colour of the**  
**olfactory family**  
(ex: pink = Dreams of Flowers)

Illustration of  
**2 of the fragrance's**  
**key ingredients**

**2 terms to qualify the fragrance**  
(in FR/GB),  
in addition to the illustrated ingredients

**3 sizes available**



**1L** -160h of  
fragrancing for  
40 hours of use



**500ml** -80h of  
fragrancing for  
20 hours of use



**180ml** -28h of  
fragrancing for  
7 hours of use



## Focus on... The Functionals

### So Neutral



- **Purifies without fragrancing**
- **Helps to adjust the intensity** of the Parfum de Maison by diluting it (1/3 Neutral with 2/3 fragrance)
- Used in between 2 Home Fragrances, **it optimises the burner's operation**, cleans it and extends its useful life

### Antibacterial

- **Cleans the surrounding air by destroying bacteria**
- **An active substance:** the 2-phenylphenol active ingredient which reduces the biologic contamination development risks and protects efficiently from airborne germs.
- Efficient for **8 hours after diffusion**.
- Don't mix with **Home Fragrances** or **So Neutral**



### Anti-Mosquitoes

- **A simple ritual simple for long-term elimination of mosquitoes** (2 minutes alight, 30 minutes diffusion\*, 8 hours continuous protection)
- **2 versions to meet everyone's choice**
  - "Anti mosquito": kills mosquitoes without fragrance.
  - "Anti mosquito scented with Ocean Breeze": kills mosquitoes while diffusing fragrance, to create a fresh and light atmosphere.
- **An insecticide formula developed with the consumer's safety in mind.**

\* In a 12 sq.m. room

# To know more...

## Creating a Lampe Berger Home Fragrance

The birth of a new fragrance is the result of painstaking, accurate and long-term work.

**At Lampe Berger, the birth of a fragrance requires 9 months.**

**4 key stages:**

### 1. Identification of an olfactory gap

Analysis of worldwide olfactory trends, present-day or future trends, analysis of “Indoor Fragrance” competition, need identified for a market or in order to balance the existing Parfum de Maison range.

### 2. Writing an olfactory brief

What is the launch context, the desired olfactory or creative direction, the technical constraints, the calendar, etc. This olfactory brief is accompanied by a storyboard showing images of the desired fragrance.

It is sent to 2 or 3 perfumers.

Storyboard having given rise to the Escale Caraïbes Parfum de Maison





## To know more...

### Creating a Lampe Berger Fragrance

#### 3. Work by the perfumers

In addition to the creation of a high quality perfume, the Lampe Berger also requires **technical skill relating to catalytic combustion**.

The fragrance, in the case of Lampe Berger, will be diffused by the burner area which reaches 200°C, which will affect the perfume's result.



Work with experienced "Noses" is therefore a key consideration for obtaining a high quality Lampe Berger fragrance. **Lampe Berger works with top perfumers, located in France** (the same as those for body perfumes).

Olfactory submissions are then sent to Lampe Berger who assesses them and orients perfumers towards a possible olfactory reworking of the tone.



## To know more...

### Creating a Lampe Berger Fragrance

**Then comes the time for laboratory tests in order to validate that the fragrance is in compliance with Lampe Berger quality standards** (for example: tests guaranteeing the absence of detected BTEX ((benzene, toluene, ethyl benzene, xylene), smoke produced when lighting, sooting up of burner).

**Lampe Berger also uses an independent laboratory.**

If the liquid is not in compliance, it is reworked to ensure that the olfactory rendering remains identical but in conformity with Berger quality.

When all these results are good, the fragrance is qualified and ready for putting on the market!



## To know more...

# Creating a Lampe Berger Fragrance

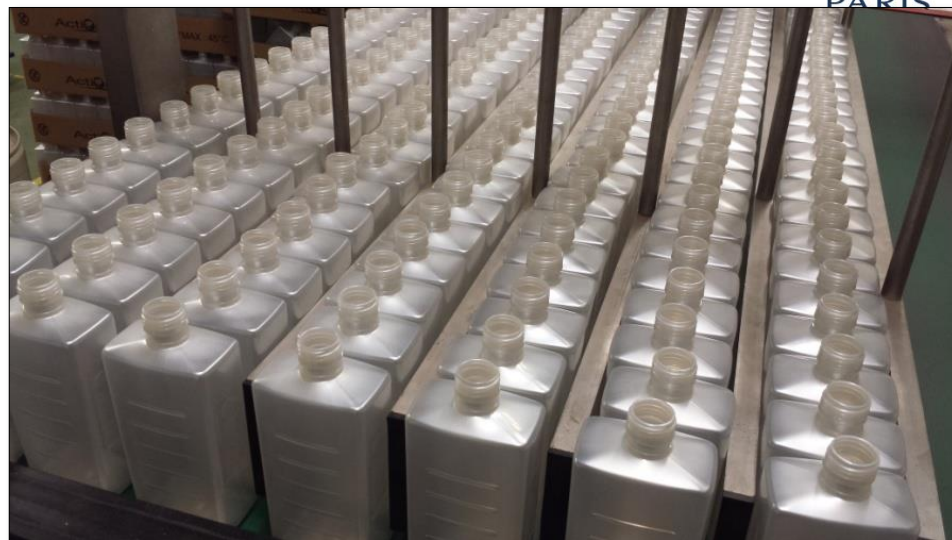
### 4. Introduction on the market

- The Lampe Berger Marketing department chooses a name for the new fragrance and creates a visual for the label.
- Validation tests on a panel of consumers are then carried out so as to measure the appreciation of a new fragrance.
- Then the Parfums de Maison are developed, bottled and packaged at the Lampe Berger factory before next being shipped all over the world.





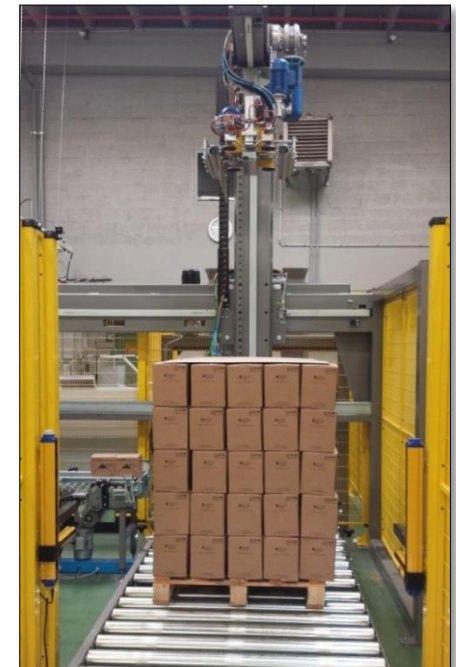
1. Filling bottles with  
Home Fragrance



## 2. Attaching labels & control



## 3. Packaging





## To know more...

### Composition of a Lampe Berger fragrance

#### The secret of producing a Lampe Berger Home Fragrance...

Meticulous measuring out of 3 raw materials...

- **Cosmetic quality isopropyl alcohol** in compliance with European and American pharmacopoeias.  
It is the alcohol with the best performing catalytic combustion. It is frequently used as a pharmaceutical solvent, in fragrance or in oil dilution.
- **Fragrance concentrates** subjected to specific Lampe Berger standards.
- **Reverse osmosis water** (reverse osmosis water is obtained by a purification procedure which retains the minerals contained in the water).





## To know more...

### The ingredients...

- **Natural ingredients or synthetic**

Just like the textile industry, where new materials such as lycra or polyester allow to create clothes with different properties, perfume takes advantage of the same chemical process in terms of fragrances.

- **Synthetic molecules complete the range of fragrances available to the perfumer.**

The odor of synthesis is sometimes even more faithful, as in the case of the rose.

- **Some raw materials are particularly difficult to find** (flowers that grow only a few days a year or synthetic musk that preserve certain animals such as civet or ibex). Thanks to the synthesis, **a stable fragrance can be obtained in large quantities.** The synthesis also makes it possible to reproduce a note and **to formulate it without allergen.**

- **The synthesis makes it possible to enrich the range of perfumers with totally new odors and making them very successful on the market.** In the past, the perfumers only had 300 different odors at their disposal, whereas today they have more than 4,000 to choose from and create their fragrances... this number is constantly increasing!

## Did you know ?

- 50 to 90% of the composition of a body perfume is composed by synthetic molecules.

Chanel N ° 5 combines for the first time synthetic substances that include a mix of Mai roses and Grasse jasmine, resulting a mysterious and indefinable scent.



-Perfumers work with more than 400 natural ingredients and 3000 synthetic molecules.



Perfume organ.

- The fragrance of lily of the valley is impossible to extract: we are obligated to use the perfume of synthesis to reproduce it.



To know more...

## How to “read” a Lampe Berger Parfum de Maison?

The most widespread method in the Perfumery business is to use an olfactory pyramid, which defines the structure of a fragrance.

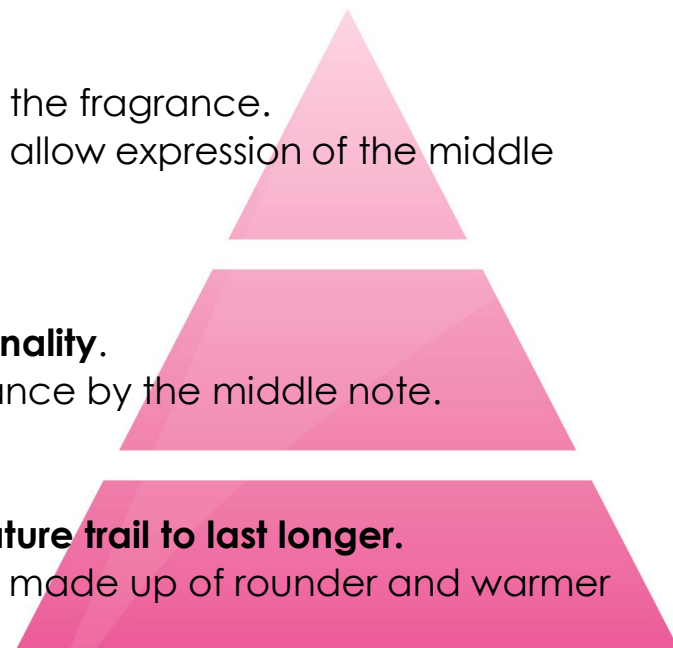
This consists of **3 sections that describe the main notes that one notices as and when a fragrance changes** over time.

Depending on the ingredients that it contains, certain scents are longer lasting and others less so, the more resistant ones continue while the more transient ones disappear.

**Head notes:** These create the first impression of the fragrance. **Transient and volatile, they swiftly disappear** to allow expression of the middle notes.

**Middle notes:** These form the fragrance's personality. Richness and character are given to the fragrance by the middle note.

**Base notes:** These enable the fragrance's signature trail to last longer. Complementary to the other notes, the base is made up of rounder and warmer notes.





To know more...

## How to “read” a Lampe Berger Parfum de Maison?

Since presenting a fragrance by means of its olfactory pyramid is **generally understood by all consumers**, Lampe Berger has therefore chosen this method of communication to describe the main ingredients that make up each of its Parfums de Maison. **Each Lampe Berger Parfum de Maison therefore has its own olfactory pyramid.**

Example: Reading the olfactory pyramid of *Absolu de Vanille*

At the head, the intoxicating fragrance of rum combines with the sugary sweetness of star anise...

**Rum**  
**Star anise**

**Vanilla pods**  
**Vanilla liquor**

...in the middle, the gourmet character of vanilla pods is combined with the complex flavour of vanilla liquor...

... emphasised at the base by the strength of cocoa and tonka beans, enveloped in the creamy softness of musks.

**Cocoa and Tonka beans**  
**Musks**  
**Vanilla cream**



## 5. LAMPE BERGER PARIS, AN EXCEPTIONAL QUALITY CHARTER

- **The consumer's guarantee of safety**
  - Through the quality of the Parfums de Maison and through systematic checks on raw materials and on the absence of chemical pollutants being issued into the air (LAMPE BERGER quality charter).
  - Through the burner's reliability and performance.
  - Through the quality of the lamps, tested and validated in operation before being marketed.
  - Through a very detailed method of use, in 21 languages, explaining precisely how to use the product.
- **Technical products that are the subject of international patents**
  - Patented Lampe Berger burner.



## QUALITY CHARTER "LAMPE BERGER HOME FRAGRANCES"

### WELLBEING AND ENJOYMENT

Invented at the end of the 19<sup>th</sup> century in an effort to fight bacterial proliferation in hospitals, Lampe Berger has always held to its aim of improving the quality of air inside buildings.

While the use of indoor fragrances has expanded considerably over recent decades, not all products have the same advantages; at a time when environmental concerns are high on the agenda, Lampe Berger's technology is one of the only means of offering a true improvement in the quality of air inside the home. In effect, diffusion by catalysis, perfected over the years by Lampe Berger, truly destroys the molecules responsible for undesirable smells. Thanks to its patented burner, the Berger lamp also allows a very fine diffusion of fragrances ensuring the rapid, homogenous and long-lasting perfuming of a room even when it is large in volume.

Because it is attentive to air quality in all its dimensions, Lampe Berger brings together some of the greatest perfumers to develop refined olfactory worlds, while at the same time ensuring that only substances which are perfectly mastered and controlled are diffused into the air. An important guarantee for those who are concerned about the quality of the air they breathe and one that few products can boast.

In this respect, Lampe Berger guarantees you the following:

#### RIGOROUS CHECKS ON RAW MATERIALS

- ✚ Cosmetic quality isopropyl alcohol
  - In compliance with European and American pharmacopeia standards
  - Meets the requirements of standards ASTM D770 – DIN 53245
- ✚ Fragrance concentrates subject to specific Lampe Berger standards
  - More restrictive than for body perfumery in major brands and more severe than those required by IFRA(\*) (for example a threshold for the presence of toluene 10 times lower than that required by the international standard).
  - Corresponding to an exclusive set of specifications aiming to eliminate BTEX (\*\*). All our suppliers of fragrance concentrates have undertaken to comply with this for Lampe Berger (MANE, GIVAUDAN, PAYAN BERTRAND...)
  - More severe than those required by European pharmacopeia standards (2005 Edition)
- ✚ Reverse osmosis water
  - Reverse osmosis water is obtained by a purification process that retains all the mineral substances contained in the water.

- ✚ Systematic duplication at Lampe Berger of all tests required at our suppliers: checking of all raw materials contained in home fragrances.

- ✚ Lampe Berger also works with an independent Laboratory SGS (\*\*\*) (cf. Certificate in appendix)

(\*) IFRA : International Fragrance Association

(\*\*) BTEX : (Benzene – Toluene – Ethyl-benzene – Xylene), Styrene, Naphthalene, Formaldehyde, Acetaldehyde.

(\*\*\*) SGS : Société Générale de Surveillance

#### QUALITY OF DIFFUSION IN THE AIR DUE TO ITS BURNER

- ✚ Development of our fragrance formulations is carried out in association with our catalytic combustion burner, the first effect of which is to reinforce the accuracy of the scores. This technology is protected by 6 international patents.
- ✚ Control of the catalytic combustion of isopropyl alcohol necessary to the burner's operation eliminates the perception of any disagreeable or pungent smell of pure alcohol, giving way to the scented fragrance.
- ✚ Control of the systems for catalytic combustion and diffusion of Home Fragrances with our burner ensures the quality of products emitted into the air as well as their compliance with standards in force (cf. Certificate and graphs in appendix)
- ✚ The destruction of smells is both quick and optimal with Lampe Berger technology.

Lastly, Lampe Berger reminds you of the simple gestures that should not be forgotten in terms of hygiene in the home: regular airing of rooms, frequent use of a vacuum cleaner (especially if you have rugs or carpeting), lower temperature in living areas, no smoking inside the home, annual maintenance of boilers, regular cleaning of air and ventilation inlets...

**Only the combination of Lampe Berger Home Fragrances with the Lampe Berger burner guarantees the quality and safety of your home fragrance.**



# REFERENCES

Order : 26273 RIVIERAZUR N°1  
 Offer : DR10-5565  
 Received Rouen, 05-11-2012  
 Requested by: MME GOMEZ Corinne  
 ClientID:  
 Description: Parfum de maison  
 Nature:  
 Comment:

PRODUIT BERGER SA  
 1340 ROUTE D'ELBEUF  
 27520 BOURTHEROULDE  
 FRANCE

Saint Etienne du Rouvray, the 06-21-12

CERTIFICAT  
 RN12-08781 Revision 1 Page 1/1

The present document voids and replaces any previously issued document of the same job reference. It must be destroyed or returned to the laboratory.

## *Study of the emission of COV when « Gardens on the Riviera » perfumes combusted*

Study carried out in May 2012,

A quantitative analysis of some compounds was carried out, compounds likely to be emitted in the ambient air when a "Lampe Berger" containing only house perfume of « Gardens on the Riviera » is normal used with a APS3C burner. Three tests were carried out.

### Conclusion :

The study carried out did not show benzene, ethylbenzene, m,p xylene, o xylene, styrene and naphthalene (quantification limit =  $3\mu\text{g}/\text{m}^3$ ).  
 The study carried out did not also show benzaldehyde, formaldehyde and acetaldehyde (quantification limit =  $10\mu\text{g}/\text{m}^3$ ).

Approved by P/O Barbara BEAUVAIS Tel : 02 35 07 91 45  
 Marine CHAPELLE Customer Project Manager

(1) Essai sous traité dans laboratoire SGS (2) Essai sous traité dans un laboratoire partenaire.  
 Ce rapport d'essai ne concerne que les objets ou produits soumis à essais. La reproduction de ce document n'est autorisée, sauf accord écrit du laboratoire, que sous sa forme intégrale.  
 Le présent rapport est émis par la Société conformément à ses Conditions Générales de Services (copie disponible sur demande)

# REFERENCES

Order : 26273 RIVIERAZUR N°1  
 Offer : DR10-5565  
 Received Rouen, 05-11-12  
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 ClientID:  
 Description: Parfum de maison  
 Nature:  
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PRODUIT BERGER SA  
 1340 ROUTE D'ELBEUF  
 27520 BOURTHEROULDE  
 FRANCE

Saint Etienne du Rouvray, the 06-21-12

CERTIFICAT  
 RN12-08781-B Revision 1 Page 1/1

The present document voids and replaces any previously issued document of the same job reference. It must be destroyed or returned to the laboratory.

## **Study of COV in pure perfume** **« Gardens on the Riviera »**

Study carried out in May 2012,

A quantitative analysis of some compounds was carried out in pure perfume.

### **Conclusion :**

The study carried out did not show benzene, ethylbenzene, m,p xylenes, o-xylene, naphthalene and styrene (quantification limit = 100µg/L), benzaldehyde (quantification limit = 160 µg/mL), formaldehyde and acetaldehyde (quantification limit = 20 µg/mL).




Approved by P/O Barbara BEAUVAIS Tel : 02 35 07 91 45  
 Marine CHAPELLE Customer Project Manager

(1) Essai sous traité dans laboratoire SGS (2) Essai sous traité dans un laboratoire partenaire.  
 Ce rapport d'essai ne concerne que les objets ou produits soumis à essais. La reproduction de ce document n'est autorisée, sauf accord écrit du laboratoire, que sous sa forme intégrale.  
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## 6. LAMPE BERGER VS. COMPETITORS

### LAMPE BERGER TESTED\* 2 OF ITS COMPETITORS

*\* Study conducted by Lampe Berger Laboratory in February 2011 for Ashleigh & Burwood (3 lamps including: 1 small lamp, 1 wide lamp and 1 extra wide lamp and 5 perfumes were tested) and July 2011 for Millefiori (4 lamps and 4 perfumes Green Tea, Fiori di cotton, White musk and Lemongrass were tested).*







**Strong points**

- Small firing flame
- Low consumption of the small burner
- Satisfactory perfuming intensity

**Weak points**

- Filling limited to 2/3
- Small burner working difficulties
- Alteration of tops coatings with perfumes
- Presence of pollutants in the perfume, unfavorable to a good quality of the perfume emissions in indoor air

**Strong points**

- Small firing flame
- Flame firing time (4 minutes)
- Satisfactory perfuming intensity

**Weak points**

- Alteration of tops coatings with perfumes
- Non-compliant labeling
- Presence of pollutants



## TO CONCLUDE...

- **A wide collection of Home Fragrances** to satisfy the desires of every customer.
- **Home Fragrances are created by French masters perfumers** (each creation takes 9 months)
- **Diffusion of perfectly controlled substances, with consideration for the consumer's safety.**



## 6. ANSWERS TO THE MOST FREQUENTLY ASKED QUESTIONS...

### **Knowing which fragrance to use?**

Use only Lampe Berger Parfum de Maison. Any other product runs the risk of damaging the burner and the lamp could become dangerous. Do not add essential oils or other fragrances.

### **What precautions to take when handling the Parfum de Maison?**

The Lampe Berger Parfum de Maison is an inflammable product that needs to be handled with care. Do not spill it, as it could damage furniture.

### **How to change the Parfum de Maison?**

Fill the lamp with Neutre Essentiel (approximately 50 ml). Run it for 20 minutes. Stop the lamp and, when the burner is cold, complete the fill with the new Parfum de Maison, without exceeding the lamp's maximum fill level to 2/3. Do not mix Parfums de Maison, except with Neutre Essentiel.



## ANSWERS TO THE MOST FREQUENTLY ASKED QUESTIONS...

### **Knowing more about how it works:**

When the Lampe Berger is working, the burner is very hot even if it isn't red. Catalysis takes place in this burner, i.e. a flameless catalytic combustion, which diffuses the fragrance that you can smell.

### **When to change the burner?**

Lampe Berger recommends replacing the burner when it has been lit 200 times or every year.

In the case of extended non-use (holidays for example), make sure that you remove the burner from your lamp, so as to avoid any risk of clogging which would affect it being correctly relit.

### **How long to leave the Lampe Berger running?**

Only the time needed for purifying or perfuming. We recommend that you should not exceed 20 minutes for a room of 8 sq.m.







# 1. TIPS FOR YOUR SUCCESS IN SELLING LAMPE BERGER

- **Emphasise its function of PURIFYING the air**
  - The Lampe Berger purifies the air like no other product.
  - The benefits of fragrance and decoration are in general easily understood by consumers.
  - *Suggestion:* first of all, start by selecting the colour of lamp that will be best in your consumer's interior, then identify the style of decoration of the room in order to choose a model of lamp.
- **Run a DEMONSTRATION at the time of each sale**
  - Always have a demonstration lamp working in your shop.
  - The customer must see the flame!
  - A customer who has a good understanding of their Lampe Berger will use it more often in their home.



## TIPS FOR YOUR SUCCESS IN SELLING LAMPE BERGER

- **Recommend that your customer should use their Lampe Berger EVERY DAY**
  - This is a way to increase your sales of Parfums de Maison.
  - *Suggestions for use to be given to your customers:*
    - Create a fragrant atmosphere before the arrival of guests
    - Eliminate undesirable smells of smoking or cooking in the home
    - Lampes Berger can be used in all rooms of the house: drawing room, dining room, bathroom, kitchen, office, bedroom, corridor, entrance. Create the atmosphere that you want in line with your chosen Parfum de Maison and the room.





# TIPS FOR YOUR SUCCESS IN SELLING HOME FRAGRANCES

- **Get your customer talking so as to define with them their preferred olfactory families** (flowery, woody, fruity, ...), then guide them in their research: let them discover a first fragrance and depending on what they feel, redirect them to find the one that corresponds to their taste.
- **Grouping fragrances into families makes it easier to orient consumers based on their personal tastes** or to help them discover a fragrance in a family that they already know.
- **Take advantage of the seasons:** fresh and flowery fragrances are more in demand in spring and summer, and warmer fragrances in autumn and winter.



## TIPS FOR YOUR SUCCESS IN SELLING LAMPE BERGER

- **At the end of your sale: always open the box holding the lamp in front of your customer so as to show them all the items making up the set:**

### **The lamp**

→ Check that it is in perfect condition

### **The burner**

→ Explain again how to insert the burner into the lamp body and how to position it correctly on the base

### **Funnel + mounting + extinguisher**

### **Method of use**

- Show the customer the page that corresponds to their own language and to the pictograms so that they know that they can always reread the explanations if in any doubt.
- Add a consumer brochure for additional information.
- Place your shop's stamp on the back of the consumer leaflet so that the customer will be able to return and purchase their bottle of fragrance, especially if this is a gift.



## 2. LAMPE BERGER BUSINESS MODEL

**Recruitment:** through the function purification of air and diffusion of fragrance

**Additional sales:** repeat purchases of bottles of Parfum de Maison



**Additional sales:** item of decoration suitable for every room in the house

## LAMPE BERGER SELLING MODEL

- **Recruiting new consumers with Lampe Berger functions:**
  - **Purifies air by eliminating unpleasant odours**
  - **Recruit a new consumer with:**
    - The Essential Box
    - Or 1 lamp + 1 bottle of Parfum de Maison 500ml or 180ml
  
- **A repetitive selling model that develops customer loyalty**
  - **Daily use of the product**
  - **A first purchase often triggers a second purchase for a more decorative** lamp that will better match the room in which the lamp will be located
  - **Repetitive purchases of Parfums de Maison:** one bottle of Parfum de Maison 500ml = 40 days of use (20 minutes per day)





### 3. MERCHANDISING

#### MERCHANDISING, WHY?

- **To boost sales**
- **To explain** a product's **key functions**
- **To catch the consumer's eye** by bringing the products to life and by telling consumer's a story (perfume or style)
- **To make the consumer buying experience easier**
- **To boost the brand Lampe Berger visibility**



## WHAT IS IT THAT ATTRACTS? THE LAMPS

### OUR SUGGESTIONS FOR DISPLAYING THEM

- **Display lamps by world of colour** (not shape)
- Further refine the classification in each world of colour, **by grouping the lamps by colour of mounting**
- Place at eye level **a fixed shelf “discovery of the brand”**



- **USE THE DECORATIVE ASPECT OF THE LAMPS AND FRAGRANCES TO CREATE A NON-LINEAR DISPLAY**

- **Always display a few fragrances next to the lamps**, so that the consumer instinctively understands the lamps and the fragrances are inseparable.
- **Use the Plexi-glass stands to create relief in the lamp display** (remember to remove the protective film on the top and bottom of the stand)
- **Group together three or four lamps of the same colour band and similar top**
- **Add a few decorative touches (emphasis on ingredients providing a setting for the Fragrance)**









# WHAT IS ACTUALLY CONSUMED? PARFUMS DE MAISON

## OUR SUGGESTIONS FOR DISPLAYING THEM

- **Group all home fragrances together** to produce a mass effect
- **Exhibit the products by grading them into fragrance families**
- **Double up with a display of 500 ml and 1 l when available** (the visual break will attract the customer's eye)
- **Always show the testers** to facilitate and encourage the act of purchase



**Small ruler holding testers**  
**OR Display holding 6 testers**  
**OR Tray holding testers (50 testers)**



## WHAT BRIGHTENS THINGS UP? THE "all-in-one" BOX SETS

Our staging advices

- **SET ASIDE A SPACE AWAY FROM THE SHELF DISPLAY FOR A PERMANENT BOX SET DISPLAY** (on a table or a counter)

Remember: box set sales accounted for ≈50% of Lampe Berger turnover in 2012. It is essential, therefore, to promote box sets well in stores.

- **PLAY ON THE MASS EFFECT AND CREATE RELIEF ON THE TABLE** (by piling boxes up and using stands of varying height)

- **DISPLAY THE LAMP AND THE 180ML FRAGRANCE BOTTLE OUT OF THE BOX** so the consumer can see the offer.

- **ADD DECORATIVE PROPS** evoking the chosen theme.



## LAMPE BERGER FURNITURE CONCEPT

**Simplicity & Modernity**



**Lightness & Elegance**





## Wall unit & Wall unit Column



- Upper shelves: Lamps to draw attention and capitalize on the decorative positioning.

- Lower shelves: Home Fragrances to maintain the mass effect (and make buying easier for the consumer).

### Wall unit Dimensions

Height	227 cm
Width	80 cm
Depth	49 cm

### Column Dimensions

Height	227 cm
Width	40 cm
Depth	49 cm



## Counter



For a permanent box sets display

### Dimensions

Height	104 cm
Width	90 cm
Depth	50 cm

## Art Edition Column



For Art Editions or to promote new products

### Dimensions

Height	130 cm
Width	35 cm
Depth	35 cm

## Set of 2 tables



To display box sets, create staging away from shelf displays

### Dimensions

Height	85 cm / 75 cm
Width	65 cm / 55 cm
Depth	65 cm / 55 cm

## GENERIC PLV



### Logo Window Sticker

(30x15cm)

9262

To stick in a window or door or a point of sale to indicate that the store sells Lampe Berger



### Brand name on plexiglass

10 x 20 cm

12124



### Kakemono Lampe Berger

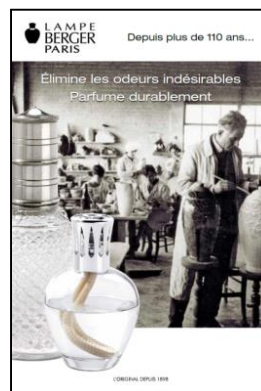
History

60 x 90cm

FR / GB 10667

DE / NL 10669

RU / PT 10670



### Consumer Leaflet (x25)

(10cm x 21cm)

FR 011872 / GB 011873

ES 011874 / IT 011875

DE 011876 / NL 011877

RU 011878 / PT 011879

CZ 011880 / PL 011881

## LAMPE BERGER BAGS



### Art Edition Bag

50cm (l) x 26cm (d) x  
45cm (h)  
9965



### Lamp bag

30cm (l) x 16cm (d)  
x 27cm (h)  
9505



### Fragrance bag

10.5cm (l) x 8.5cm  
(d) x 24cm (h)  
9963

## PURIFIE L'AIR - DÉTRUIT LES ODEURS - PARFUME DURABLEMENT

### Test Strip Lampe Berger Functions

System of small suction-pads that stick on all surfaces (glass, wood, plastic, metal...). To be applied on the edge of a wall shelf, at eye height. Easy application and removal.

(69x2,5cm)

FR-10607

GB-10608

ES-10609

IT-10610

DE-10611

### Lamp price labels

12120



### A5 burner easel

FR 12133 / GB 12134

DE 12135

## 2017 CATALOGUE



### 1st half 2017 Collection

(4 pages)

France - 10636

FR/GB - 10637

Italie - 10638

## POINT OF SALE STAGING



**Demonstration Lamp**  
9001

To turn on to demonstrate how a Lampe Berger lamp works and to allow consumers to discover a Home Fragrance



**Frosted Plexi-glass logo**  
(20x10cm)  
9013

To use on a table or in the window to promote the Lampe Berger brand



**Cardboard logo stand**  
(60x25cm)  
12113

To use on a client's shelves or in the window to promote the Lampe Berger brand



**Plexi-glass display**  
9983

To use on a shelf display or on a table to create relief in the presentation of lamps



**Brochure holder**  
9946

To use on a shelf display or a table, to hold consumer leaflets



**A4 Plexi-glass stand**  
9309

**A5 Plexi-glass Stand**  
10406

To use on a table to indicate offers or new Lampe Berger products



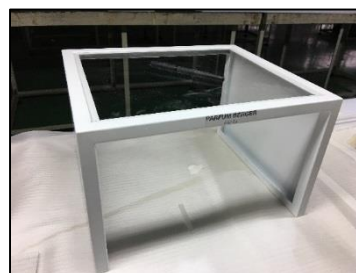
**Lampe Berger Mirror (x2)**  
20x20cm  
9460

To use on a table or in the window to promote the lamps



**Visual-Holder 60x90cm**  
10315

To hang up to the store ceiling or to mount on a wall. **For the store premiums partners** who wish to invest in a animation plan for in store brand awariness and visibility



**Pont LB/PB**  
12253

40 x 35 x 25 cm  
Exposition des produits  
au-dessus et stockage en-dessous

**Présentoir parfums**  
10048

Plexi A5 (10406) et visuel à commander à part



## LAMPE BERGER MOVIES



**Digital photo frame**

(10")  
9577

Order USB Key to get the Lampe Berger movies. To use on a shelf display or a table, especially in self-service shops, to explain how Lampe Berger lamps work

+



**USB Key for digital photo frame - with Lampe Berger movie**

FR – 9578  
GB – 9579  
ES – 9580  
IT – 9581  
PT – 9582  
DE – 9583  
NL – 9584

New Lampe Berger movies to order with digital photo frame 9577



**Vintage screen**  
(50 cm x 34cm)  
10785



## TESTERS & TESTER DISPLAYS



**Empty 50-tester Display**  
10227



**Full 50-tester Display**  
9944



**8-tester ruler (69cm)**  
9504

To use on a shelf display, at the front of the shelves, to display 8 testers in front of the Home Fragrances. Double-sided tape underneath to stick the ruler to the shelf.



**Empty 6-tester Display**  
16.5 cm (l) x 4cm (p) x 5cm (h)  
9453

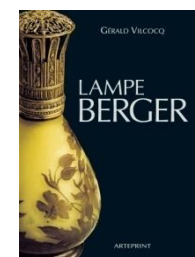
To use in-store to display 6 testers. Four struts underneath to ensure stability (recommended for use in stores that have a small selection of Home Fragrances).



**Perfume strips (x50)**  
10410

To use in-store so clients can smell the Home Fragrances

## LIVRES LAMPE BERGER



**Centenary book**

45.00 €  
FR – 9622  
GB – 9623  
ES – 9624  
IT – 9625  
DE – 9626  
NL – 9627



**Catalogue Desvres**

19.50€  
FR - 9510





**Artichaut screen (18 x 25cm)**  
FR / GB 12171



**A5 Artichaut easel**  
FR/GB 12172



**Christmas Capeline kakemono**

FR/GB 12204  
ES/IT 12205  
DE/NL 12206  
RU/PT 12207  
CZ/PL 12208



**A4 Capeline**

FR/GB 12214  
ES/IT 12215  
DE/NL 12216  
RU/PT 12217  
CZ/PL 12218



**A4 Nova**

FR/GB 12209  
ES/IT 12210  
DE/NL 12211  
RU/PT 12212  
CZ/PL 12213

PLV



**Kakemono ZELINE « cat litter »**  
(60x90cm)  
FR / GB (11950)  
ES / IT (11951)  
DE / NL (11952)  
RU / PT (11953)



**Totem ZELINE « cat litter »**  
(38cm x 116cm)  
FR (11954) / GB (11955)  
ES (11956) / IT (11957)  
DE (11958) / NL (11959)  
RU (11960)



**Postcard ZELINE « cat litter »**  
(10x15cm) x 25  
FR (11961) / GB (11962)  
ES (11963) / IT (11964)  
DE (11965) / NL (11966)  
RU (11967) / PT (11968)



**Kakemono Anti Mosquito**  
(60x90cm)  
FR / DE (12103)  
IT (11038)



**A4 Anti Mosquito**  
(60x90cm)  
FR / DE (12101)



**Postcard Polygone (x25)**  
(10 x 15 cm)  
FR (12090) / GB (12091)  
IT (12092)  
DE (12093) / NL (12094)  
CZ (12095)



**Kakemono Floralie**  
(60x90cm)  
FR / GB (12035)  
ES / IT (12056)  
DE / NL (12057)  
RU / PT (12058)



**A4 easel Floralie**  
FR (12036) / GB (12037)  
IT (12050)  
DE (12051) / NL (12052)  
RU (12053)  
  
**A4 Floralie**  
ES (12049)  
PT/CZ (12054)





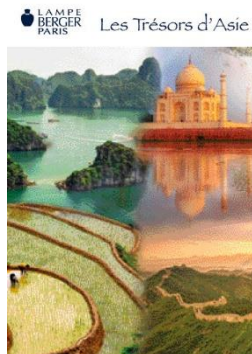
PLV

LAMPE  
BERGER  
PARIS



### Triptych TREASURES OF ASIA

(45X25cm)  
FR / GB (11969)  
ES / IT (11970)  
DE / NL (11971)  
RU / PT (11972)  
CZ / PL (11973)



### A5 TREASURES OF ASIA

FR / GB (11974)  
ES / IT (11975)  
DE / NL (11976)  
RU / PT (11977)  
CZ / PL (11978)



### Triptych TREASURES OF OCEANIA

(45X25cm)  
FR / GB (11997)  
ES / IT (11998)  
DE / NL (11999)  
RU / PT (12000)  
CZ / PL (12001)



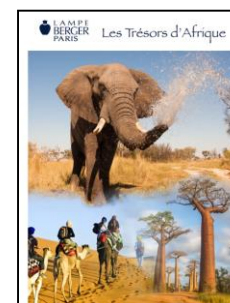
### A5 TREASURES OF OCEANIA

FR / GB (12023)  
ES / IT (12003)  
DE / NL (12004)  
RU / PT (12005)  
CZ / PL (12006)



### Triptych TREASURES OF AFRICA

(45X25cm)  
FR/GB 12173  
ES/IT 12174  
DE/NL 12175  
RU/PT 12176  
CZ/PL 12177



### A5 TREASURES OF AFRICA

FR/GB 12178  
ES/IT 12179  
DE/NL 12180  
RU/PT 12181  
CZ/PL 12182



**Shelf stopper**  
**Enchanting**  
**Sandalwood**  
(7x7cm)

FR / GB (11979)  
ES / IT (11980)  
DE / NL (11981)  
RU / PT (11982)  
CZ / PL (11983)



**Shelf stopper**  
**Water Fruits**  
(7x7cm)

FR / GB (11984)  
ES / IT (11985)  
DE / NL (11986)  
RU / PT (11987)  
CZ / PL (11988)



**Shelf stopper**  
**Delicate Osmanthus**  
(7x7cm)

FR / GB (11989)  
ES / IT (11990)  
DE / NL (11991)  
RU / PT (11992)  
CZ / PL (11993)



**Shelf stopper**  
**Water Wood**  
(7x7cm)

FR / GB (12017)  
ES / IT (12018)  
DE / NL (12019)  
RU / PT (12020)  
CZ / PL (12021)



**Shelf stopper**  
**Luminous Mimosa**  
(7x7cm)

FR / GB (12007)  
ES / IT (12008)  
DE / NL (12009)  
RU / PT (12010)  
CZ / PL (12011)



**Shelf stopper**  
**Ylang's Sun**  
(7x7cm)

FR / GB (12012)  
ES / IT (12013)  
DE / NL (12014)  
RU / PT (12015)  
CZ / PL (12016)



**Shelf stopper**  
**Argan's Silk**  
(7x7cm)

FR / GB (12012)  
ES / IT (12013)  
DE / NL (12014)  
RU / PT (12015)  
CZ / PL (12016)



**Shelf stopper**  
**Dry Fruits**  
(7x7cm)

FR / GB (12012)  
ES / IT (12013)  
DE / NL (12014)  
RU / PT (12015)  
CZ / PL (12016)



**Shelf stopper**  
**Precious Rosewood**  
(7x7cm)

FR / GB (12012)  
ES / IT (12013)  
DE / NL (12014)  
RU / PT (12015)  
CZ / PL (12016)



**Shelf stopper**  
**Festive Cinnamon**  
(7x7cm)

FR / GB (12012)  
ES / IT (12013)  
DE / NL (12014)  
RU / PT (12015)  
CZ / PL (12016)



## PLV "ART EDITIONS"



**Plexi-glass A6 stand**  
10259

*To be used exclusively  
for communicating  
about the Art Editions*



**This is Not a  
Lamp Leaflet**

FR/GB – 92191  
*To be used for the  
lamp display  
instore*



**A6 Lumière**  
FR/GB – 10260  
ES/PT – 10261  
*To slip into the A6  
stand ref. 10259*



**A6 Impératrice**  
FR/GB - 10544  
ES/IT - 10545  
DE/NL - 10546  
RU/PT – 10547  
*To slip into the A6  
stand ref. 10259*



**A6 Pierrot**  
FR/GB - 10548  
ES/IT - 10549  
DE/NL - 10550  
RU/PT – 10551  
*To slip into the  
A6 stand ref.  
10259*



**A6 Bijou**  
12225

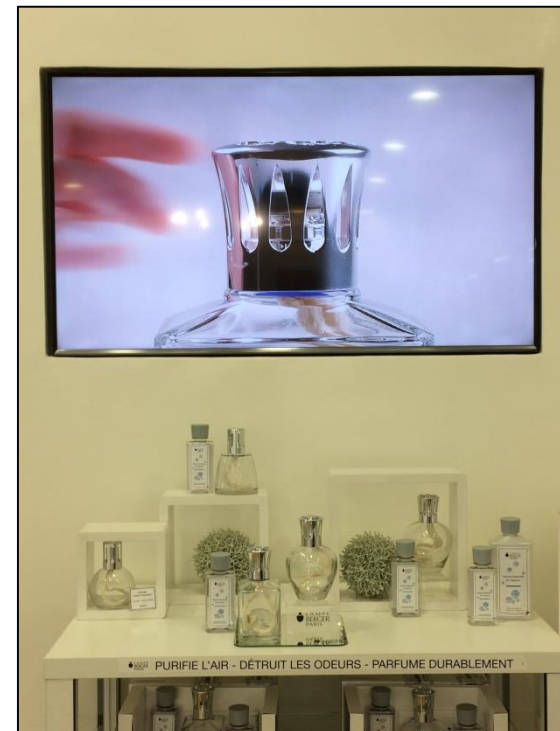
## 5.IMAGES OF IN-STORE DISPLAYS



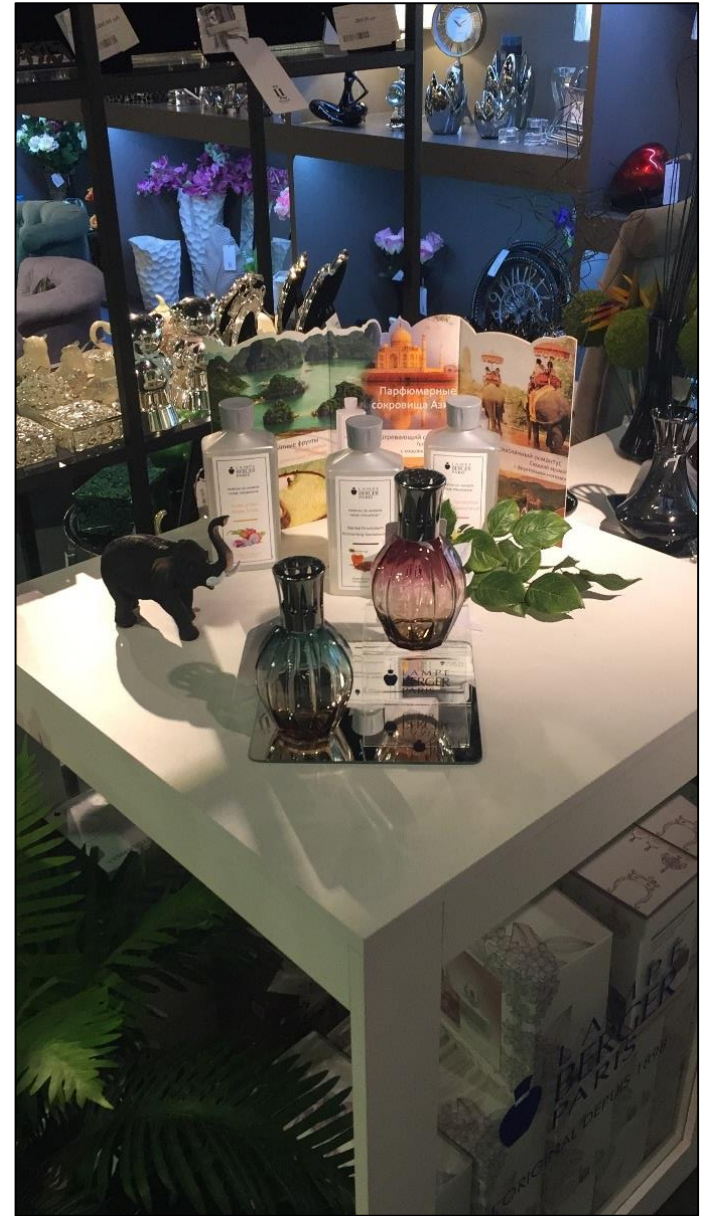
















LAMPE BERGER FLAGSHIP STORE  
27, rue de Marignan  
75008 PARIS – FRANCE



LAMPE BERGER FLAGSHIP STORE  
61, rue Bonaparte  
75006 PARIS – FRANCE





LAMPE BERGER FLAGSHIP STORE  
44, rue esquermoise  
59800 LILLE – FRANCE





LAMPE BERGER FLAGSHIP STORE  
Central park mall  
JAKARTA - INDONESIA



China



MIXC, Hangzhou

In time, Hangzhou





# Hong Kong

Corner, Amoy Plaza



Corner, Kornhill Plaza



Shop, Hillwood Road



Corner, Lok Fu







Kaohsiung



Corner, Pacific Sogo Department Store Kaohsiung



Corner, Talee Department Store Kaohsiung

# Indonesia



Corner, Debenhams - Kemang Village



Corner, Kota kasablanka Mall Sogo



Corner, Metro Mall, Mall Taman - Angrek

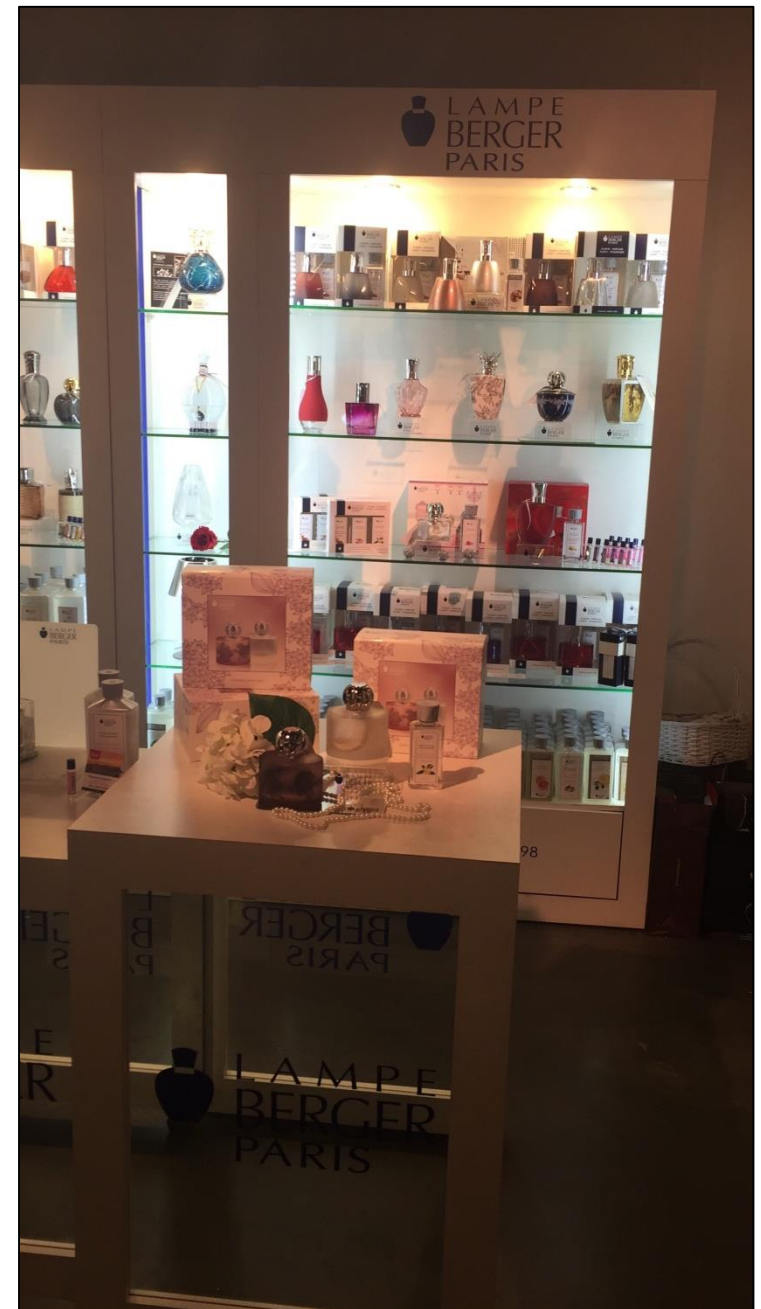


Corner, Sogo Mall - Alam Sutera



# Moscow, Russia

## Corner - Tsvetnoj





# Kiev, Ukraine

## Shop – Mandarin Maison



# Jeddah, Saudi Arabia

## Shop – Stars Avenue Mall





# Dubai

## Galeries Lafayette







Catania - Rapanuji



Merano



Vivarelli - Porretta (Swarovski shop & accessories)



Casamassima - SMP Trade



# Germany



Regensburg – Paper lieb



Bamberg – Obst



Munich – La boutique de Sophie









# Loughborough (Leicestershire), UK

## Tylers





# Derby (Derbyshire), UK

## Love Aroma





London, UK  
Harrod's







# Germany

## Breuninger Stuttgart





# Japan

## Tokyo - Flagship



# Malaysia

(12 shop in shops)





WEBSITE

[www.lampeberger.com](http://www.lampeberger.com)

A website banner for Lampe Berger. It features a light gray world map background. In the center is the Lampe Berger logo. Below the logo is a table listing distribution regions. To the left is a pink peony flower, and to the right is a clear glass perfume bottle with a silver cap. At the bottom center, a white box contains the text "L'ORIGINAL DEPUIS 1898".

AMÉRIQUE	EUROPE	Océanie
BRAZIL - BRASIL	AUSTRIA - ÖSTERREICH	AUSTRALIA
CANADA	BELGIUM - BELGIQUE	
UNITED STATES	FRANCE	
	GERMANY - DEUTSCHLAND	
	ITALY - ITALIA	
	RUSSIA	
	SPAIN - ESPAÑA	
	SWITZERLAND	
	UNITED KINGDOM	

L'ORIGINAL DEPUIS 1898

- For additional information on the brand as well as on each product
- To view the Lampe Berger video and method of use



## TO CONCLUDE...

### THE STRONG POINTS OF LAMPE BERGER

- **LAMPE BERGER PARIS, a French group, the Original:** the first product that was invented in order to purify the air (115 years of innovation).
- **A unique know-how and unrivalled benefits:** destruction of unpleasant smells and long-lasting fragrance.
- **A wide collection of Parfums de Maison** to satisfy the desires of every customer.
- **Items of decoration:** a collection of lamps, with a focus on design, creative and innovative, to suit every style of interior.
- **A unique ritual providing wellbeing and pleasure in the home.**
- **Diffusion of perfectly controlled substances, with consideration for the consumer's safety.**
- **Strong investment by the brand in the place of sale throughout the year** to ensure optimal visibility (Advertising supports on the point of sale, furniture).





**THANK YOU !**

**We wish you all successful selling with  
Lampe Berger Paris !**

