

NARVA Brand Refresh



Goals for brand relaunch



1. **Increase**
commercial impact



2. **Strengthen**
competitive advantage



3. **Transfer**
a traditional brand
into the next century

Market research for maximized brand impact

Research objectives

1. Measure **brand awareness** of automotive lighting brands
2. Determine **brand image drivers**
3. Test **5 new NARVA logos** and **3 packaging options**
4. **Test winning** NARVA brand identity concept **against current** NARVA logo/packaging

Research done in

Poland



Russia



Morocco



Colombia

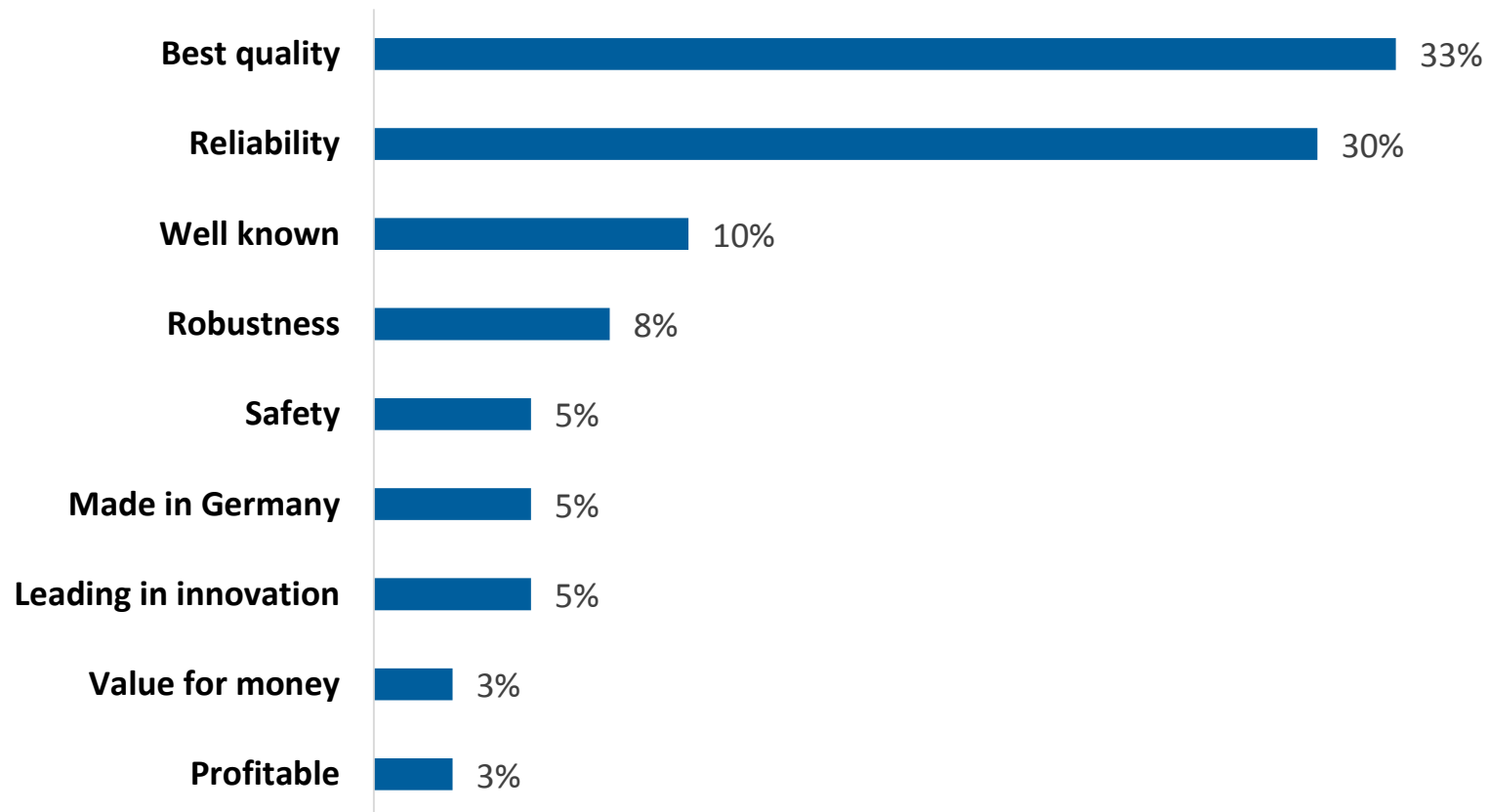


Philippines



Results: NARVA Key Brand Attributes

NARVA Key Brand Attributes



Tested brand elements

1. Triangles

- a. With
- b. Without



Represent light beams

2. "Licht Tradition"

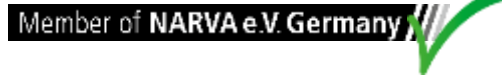
- a. German
- b. English
- c. Without



Traditional German brand

3. "Member of Narva e.V. Germany"

- a. With
- b. Without



Reliable brand with German heritage

4. Flag

- a. With
- b. Without



German quality as a reference

5. "Germany"

- a. With
- b. Without



Test results

As a conclusion, the new logo is composed out of below elements:

1. With triangles
2. Licht Tradition in German
3. Include “Member of Narva Germany e.V.”
4. Include Germany



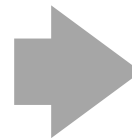
Member of **NARVA e.V. Germany** ///

Logo

- **Refreshed blue**
(older blue is too close to black)



- **Decoupled association to Narva consortium**
for increased brand logo clarity



Member of **NARVA e.V. Germany** ///

Quality seal

The new quality seal supports the high quality of the products and is a promise to the consumer:

- Guaranteed quality
- Experience and tradition
- Association membership



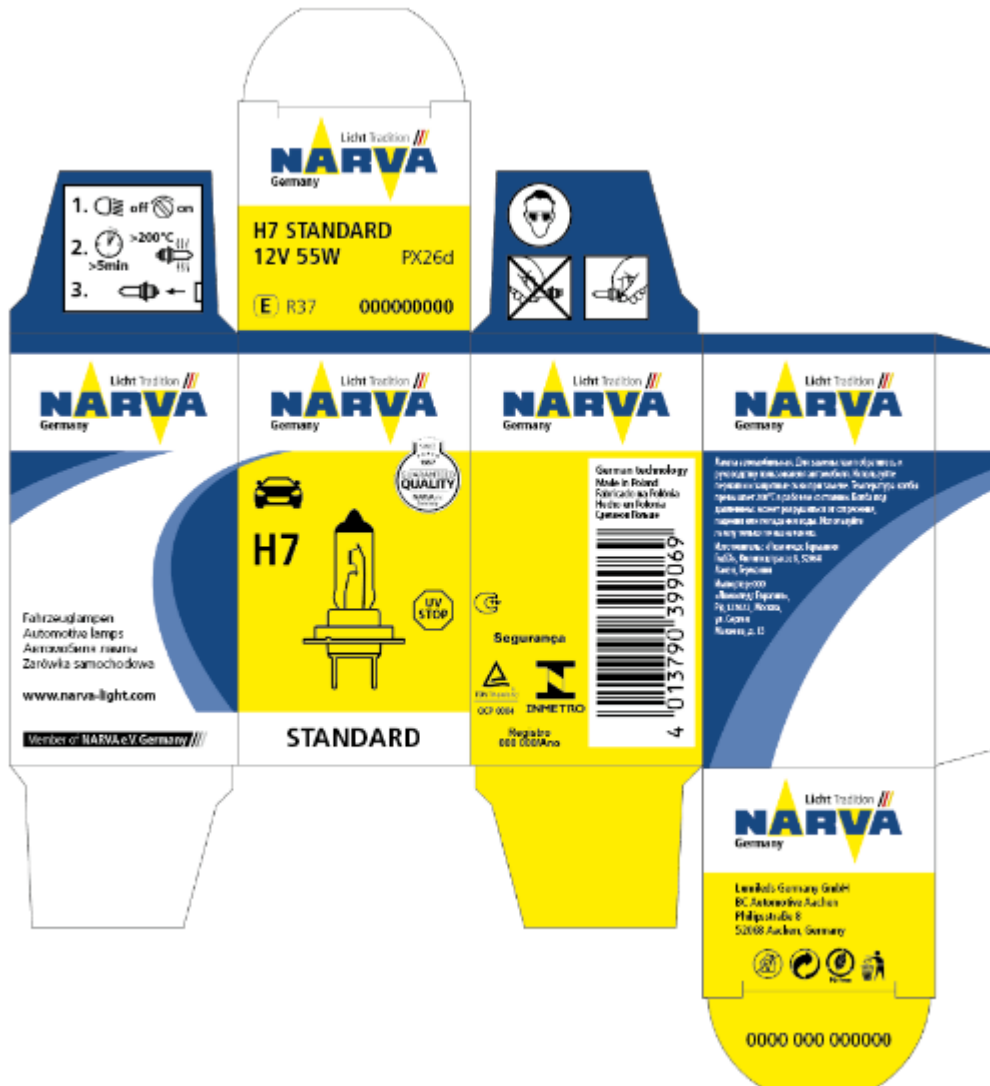
Road shape

With our road shape we illustrate our automotive specific DNA.

The road shape is a design element to add consistency and dynamic to any NARVA layout.



Winning combination of Logo, Packaging and Quality Seal (new global packaging)



Evolution of packaging types

Commercial



Blister



Duobox



POS Tools



Floor Display



Double-sided totem 12V/24V



Wall Dispenser



Counter Mat Portfolio



Counter Display 12V



Counter Display 24V



Shop Sticker

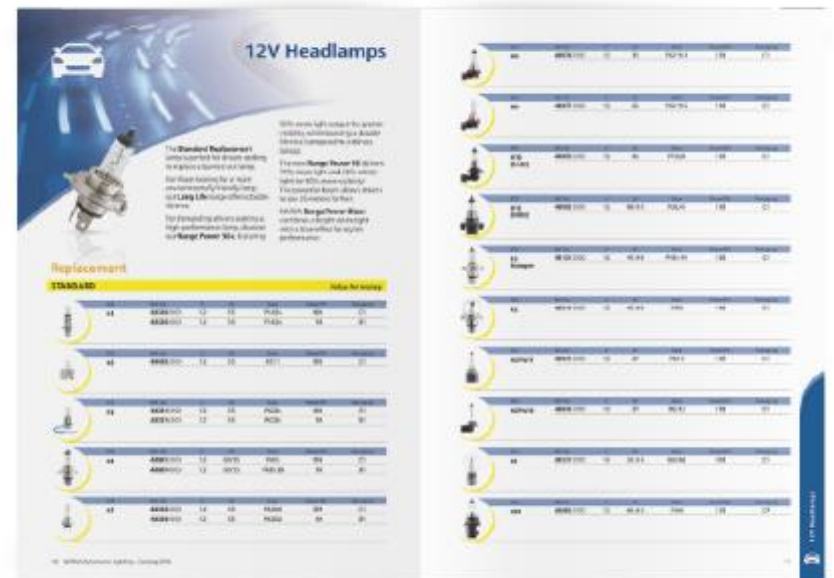
Exhibition

Solutions halogènes 12 V							
Standard 3000K 550lm 12V 35W 12V 35W 12V 35W 12V 35W	Long life 3000K 550lm 12V 35W 12V 35W 12V 35W	Range Power 500 3000K 550lm 12V 35W 12V 35W 12V 35W	Range Power 80 3000K 550lm 12V 35W 12V 35W 12V 35W	Range Power 100 3000K 550lm 12V 35W 12V 35W 12V 35W	Range Power 150 3000K 550lm 12V 35W 12V 35W 12V 35W	Relife 3000K 550lm 12V 35W 12V 35W 12V 35W	
Solutions halogènes 24 V							
Standard 3000K 550lm 24V 70W 24V 70W 24V 70W	Heavy Duty 3000K 550lm 24V 70W 24V 70W 24V 70W	Relife 3000K 550lm 24V 70W 24V 70W 24V 70W	Solutions Xénon L'ultime ultime Technologie HID 35W 35W 35W 35W			Solutions LED 3000K 550lm 12V 35W 12V 35W 12V 35W	
Lampes baladeuses LED							
Sans fil, rechargeable		Rechargeables, flexible					
SLID10		FLEX10					



Equip Auto Paris, 2015

Brochures



Infopasses



Light Tradition
NARVA
GERMANY



NARVA LED WORK LIGHT

SLID10
LPL30NVAB1

With its functional slide-out design and 2 light modes Narva SLID10 provides optimal illumination to light any shadow.

Get the job done with quality LED light

Compact slide-out design

- Smart combination of compactness and dual light function
- Quick access to main light by sliding out the lamp
- Color temperature at 6000K

Optimal illumination

- 200 lm of main light for homogeneous illumination
- 80 lm of LED spot light for dark cavities
- 120° wide beam angle

Hands-free light

- Lamp rotation thanks to magnet and hook

Quality finishing

- Comfortable hand grip
- LED lifetime: 10 000h
- IP rating: IP20
- Shock resistance: IK05



Member of NARVA eV Germany

Lumileds Germany GmbH
Poststraße 2
32261 Achter, Germany
Tel: (0514) 915-10 211-100-200
info@narva-light.com www.narva-light.com



Light Tradition
NARVA
GERMANY



NARVA LED WORK LIGHT

Highlights

Compact with dual-light option
Illuminate light dark compartments with bright LED spot light enjoying smart tool ergonomics or take the full advantage of powerful main light by simply sliding out the lamp.

Optimal illumination

Main light: 200lm
Spot light: 80lm
Beam angle: 120°
Number of LEDs: 8 + 1
LED lifetime: 10 000h
Color temperature: 6000K

Robust

IP rating: IP20
Shock resistance: IK05
Drop test: 12 times free drop from 1,5 m
Operating temperature: -10°C to 50°C

Hands-free

Rotating hook and magnet

Power source

3 x AA batteries (not included)

Logistic data

Order carton

Number of consumer packages: 6
Outer carton: 31,5 x 31,5 x 14,2
Gross weight: 1,00kg
GTIN: 401370000479

Ordering information

Product: Slid10 LED Lamp
NARVA Code: 900024000
EAN1: 4013700000492
EAN5: 4013700000479
GDC: 00024000
Order Entry: LPL30NVAB1



200lm



120°



80lm



LED 8+1



6000K



IP20



360°



AA

Member of NARVA eV Germany

Lumileds Germany GmbH
Poststraße 2
32261 Achter, Germany
Tel: (0514) 915-10 211-100-200
info@narva-light.com www.narva-light.com

Product Branding



Engraved



Etched



Embossed, blue print



Embossed, black print



Embossed, white print



Raised, blue print



Raised, black print



Raised, white print



Blue print



Black print



White print



Website

The screenshot displays the Narva website interface. At the top left is the Narva logo with the tagline "Light Tradition" and "GERMANY". To the right is a search bar with a magnifying glass icon and an "OK" button. Below the logo is a navigation menu for "Catalogue Automotive" with links for Cars, Bus and Trucks, Two-Wheeler, Xenon, and LED Work Light. A secondary menu "Discover more about our brand" includes links for Brand and Technology. The main content area features a large banner with a mechanic working on an engine, overlaid with the text "Get the job done with quality LED light" and a numbered list 1-4. To the right of this banner is a "DOWNLOAD NARVA Catalogue 2016 HERE" button and a "NEW" badge. Below the main banner are three smaller promotional tiles: "Which lighting solution do you need?" showing product packaging, "Up to 90% more vision Range Power 90" with a "NEW" badge and a road image, and "Find your Local Dealer" with a globe icon. At the bottom, there is a footer with social media links (Facebook, Twitter, LinkedIn, YouTube), "Legal Terms", "Contact Us", "Sitemap", and the copyright notice "© Lumileds Holding B.V.".

<http://www.narva-light.com/en> EN/

Timeline

- **New packaging**

- 28.03.2016
Poland+CE
- 11.04.2016
All regions worldwide



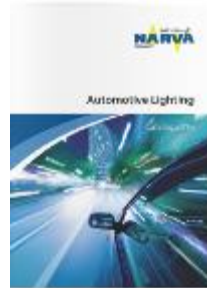
- **Packaging images**

- 14.03.2016



- **Catalog 2016**

- 01.02.2016
Printed version
(intermediate version)
- 31.03.2016
PDF version
(final version)



- **Brand logo**

- 01.02.2016
Available



- **POS tools**

- Equivalent availability
dates as for packaging



- **Press release**

- 31.03.2016



- **Product infopasses**

- 28.02.2016



- **Website**

- 31.03.2016
Soft relaunch
- 2017
New website



