

Olivé

Green Building concept takes the stage

Our international team has achieved a goal it has worked on for over a year – the re-branded OLIVÉ Green Building product family was first presented in October at the VETECO 2016 trade fair in Madrid.

AFTER THE FAIR, Olivé Química's Managing Director Luis Olivé Palau shared his satisfaction with the results and his expectations for a good market reception of the new concept in 2017.

VETECO, Spain's largest fair specialising in glass façades and aluminium doors and windows had been chosen as the venue, on which to introduce OLIVÉ Green Building range to the public. The fair is mainly local, although there were quite a lot of visitors from Portugal and North Africa.

"VETECO has been the right place and came at the right moment to present the new OLIVÉ Green concept straight from the oven", Luis Olivé Palau noted. "We presented to agents, distributors and customers not only the new logo, but also the whole concept, from the new packaging to the new systems-oriented portfolio that will be available under the OLIVÉ Systems label."

The intelligent window installation system "i3+1" raised great interest at the fair, as it offers the customer a full window installation solution - an important part of energy-efficient construction. New, future-oriented energy saving requirements are topical around Europe

and the fair included a number of conferences and workshops on this subject.

"The feedback we received was very good," says the Managing Director of the Spanish company with satisfaction. "The new OLIVÉ logo and product packaging design were praised a lot and many visitors asked for additional information on the "i3+1" window installation system."

Preceded by thorough market research

The decision to update the OLIVÉ brand was taken a long time ago. As the product range is targeted primarily at the Mediterranean market, the Wolf Group team conducted special market research in Spain, Portugal and France. Some of it was literally an investigation of the market: the Wolf Group Business Development and Marketing Director Tiit Arro and Retail Trade Director Dovydas Auštras with the local leaders of Olivé Química visited retail resellers and industrial customers in each country, followed by an analysis of the specific features of the market.

First of all, it was clear that customers were expecting a product that meets the principles and requirements of future



construction. All new and fully renovated buildings in the European Union must be energy-efficient from 2020. To quote José Manuel Castro, the Managing Director of the French subsidiary of Olivé Química: "In our expectations, the new product brand was to comply with the French construction laws that are moving toward the German Passive House concept. The laws have changed in recent years; the first step was RT2005 and the future target is RT2020 (RT = Réglementation Technique + the year). Under these rules, the airtightness and energy efficiency requirements for building are becoming considerably stricter over time."

The packaging supports the professional

Another goal was to give the product series informative and clear packaging aimed at professionals and industrial clients.

The partner for this task, the Spanish branding and design agency SUMMA: was familiar from an earlier cooperation. They helped Wolf Group develop the PENOSIL EasyPRO retail concept and the OLIVÉ Green Building concept. "Thanks to the excellent and detailed brief presented to the agency – prepared under the leadership of Krimelte's Marketing Director Philip P. Philipoff – after just two or three meetings we had the first design routes to be developed further," says Luis Olivé Palau. "At this point, we had three different routes and one big decision to take. Together with



market. The easiest way to perceive the change is to think how the building products have become concentrated in the supermarkets over the past decades, while smaller construction materials stores have been forced to close down or specialise in niche products.

Tiit Arro: “Building products will never be marketed as massively as washing powder or toothpaste, but the logic of the market is moving in the same direction – it is approaching the market for fast-moving consumer goods. For us, this means that the packaging of the construction products has to move in the same direction. We also have to apply all the modern marketing principles, such

Olivé Química’s Marketing Manager María López, we have asked the Sales team to participate in the selection, and the chosen design is the one we then developed and presented at VETECO.”

David Alegret, Sales Director for Spain, says the new packaging concept makes it possible to increase sales, as well as the skills of the Sales team: “With the new product dress we are offering a revolution in packaging, giving technical information on the label itself and, and this way, extra value to our customers.”

“It’s the best solution for a perfect job, adapted to the special technical requirements to soon enter into force,” Castro adds.

Renewed product tree

During the brand repositioning, the taxonomy or ‘product tree’ of the entire OLIVÉ product series was reviewed and renewed. The changes were based on the consumers’ web behaviour and the information they search online.

Dovydas Auštras: “Why did we start a new taxonomy system: first, to make it clear to the buyer what job the product is suitable for; second, to identify where Wolf Group products should be pitching in the market; third, to make clear application categories, which helps us to see if there is any product/ solution missing to complete the full range.”

Dovydas Auštras stresses that the main trend is moving towards a more sustainable future. “We want to take the lead in construction sealants, in order to make the world more sustainable. The



changes start from the product concept, but it will go deeper and wider – I mean the production will be more environmentally friendly, the business process will be more efficient and sustainable, also our customers will be shown how to be more environmentally sustainable. It’s about to change the values of the whole sales channel – starting from supply, ending with product application.”

The logic of the building products market is changing

The need to re-brand comes from the changes in the global building solutions

as user experience design, user benefit, and the unique selling points idea. We thoroughly reviewed our marketing approach in regard to the entire OLIVÉ product range, and we believe that we are on the right path.”

“This new logo, plus labelling, plus product portfolio presentation, together with the systems we will offer, gives us the chance to offer our customers the sealing solutions as required by the market, following the latest European regulations on energy savings, and to be a reliable partner/supplier in the industry,” says Olivé Química’s Managing Director Luis Olivé Palau in summary.