



you are about to meet duux!



Duux as a brand

Duux - the word is a combination of dulcet (soft) and luxury - was established in 2007 by the former owner of a baby product import business. For the prospective parent, Duux offers the security and reliability of technically high-quality products with a distinctive design that brings out the unity of the concept. An up-to-the-minute solution for modern parents who enjoy a fashionable lifestyle. Duux is all the evidence you need that high-tech products can be beautiful!

From extensive market research and many years of experience in the baby product industry, we have learned that success in baby electronics does not just depend on developing a product. Consumers are more discriminating in this market, where you have to be different to stand out from the crowd. **Enjoy the difference!**

Mission Statement
Duux is committed to develop exclusive, reliable, high quality baby electronics with a beautiful design and great ease of use to support parents and newborns in enjoying their first exciting years.

Vision
Duux's vision is to be parents' first choice in baby electronics.

Unique design

We design products for parents, not for babies. Duux shies away from traditional pastel-coloured baby electronics with fluffy pink and blue clouds. That's why we believe that a modern, clean design can really make a difference. Characterised by their simplicity and compactness, our products feature solid aluminium casings, colour LCD screens and capacitive touch controls.

Optimum ease of use

A sublime combination of an exciting design with the reassurance provided by the latest technologies and optimum ease of use; that's what Duux is all about. After all, the strength of a good design lies in the fact that it dispenses with complicated and superfluous features. Duux products are extremely easy to use because they have a user-friendly interface which can be controlled by any parent.

Complete range

Duux is passionate about baby electronics and will be developing a complete product range over the next few years.

enjoy the difference!

a stunning appearance...



...combined with
a unique experience!



Duuxperience

Our uniqueness is not only reflected in our products, it's the whole Duux concept that gives parents an unforgettable experience! This Duuxperience extends all the way from a clever packaging concept to a personal web page. As a modern and progressive company, we use the internet as our main communication portal. This allows parents and parents-to-be who have bought a Duux product to register their warranty online. They can do so by logging in to the Your Personal Duux (YPD) portal which will also contain a total support solution including troubleshooting tips, tutorials, a discussion board and much more besides. But that's not all. YPD will have lots of attractive and exciting deals on offer. The portal has the most eye-catching features, which are –in addition – continuously renewed and updated. This makes YPD the number one platform for parents and parents-to-be!



duux as a business partner

Selected sales channels

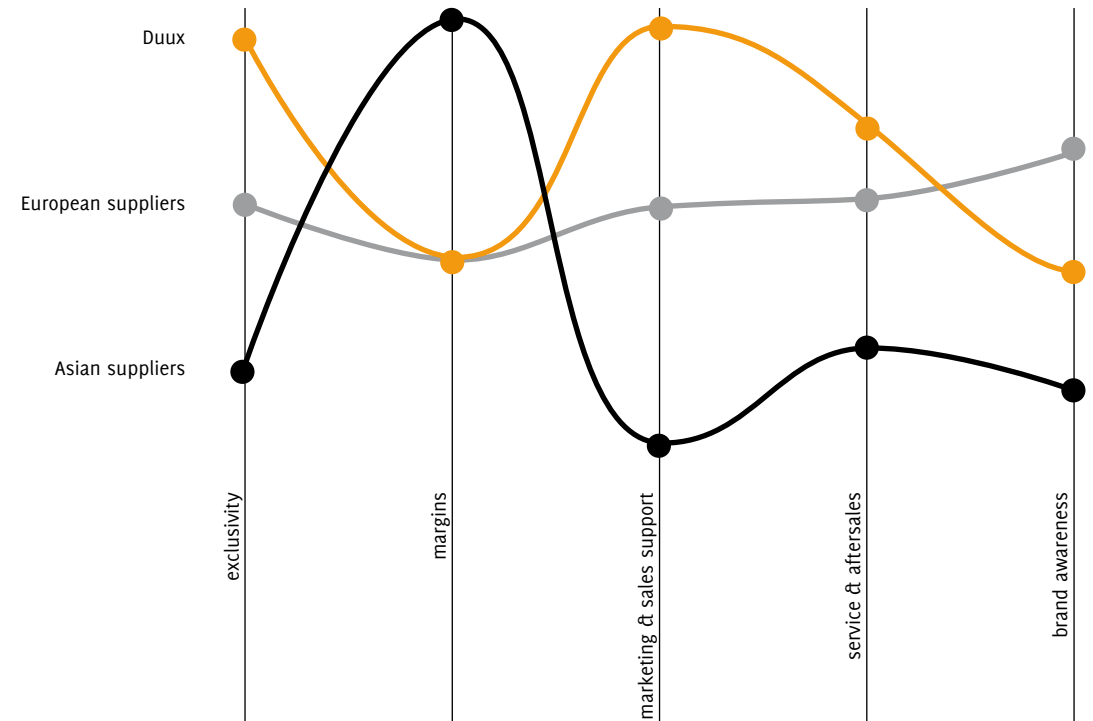
Duux is more than a range of products; it's a concept. That's why we focus entirely on selected distributors and retailers. It's not only about selling our products; we need business partners who will represent our entire concept. Distributors and retailers with an eye for quality and design, who will communicate our vision and help us launch this distinctive concept on to their domestic market. In return, Duux offers ready-made solutions, ready-to-use in-store communication, effective tools and maximum support.

Duux works with...

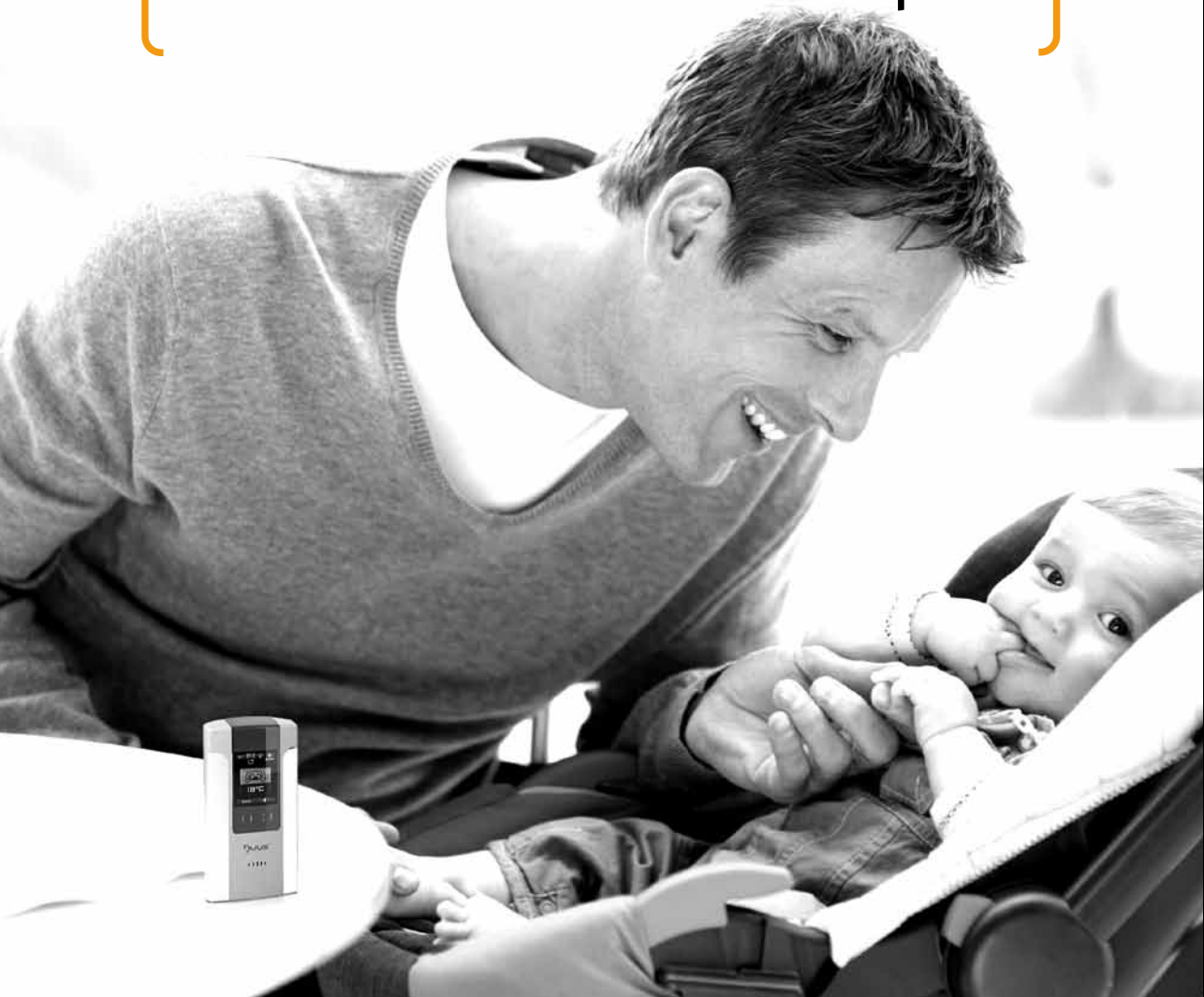
Quality distributors. To take our proposition to the market we will be represented by quality distributors willing to commit to our concept. Partners with an extensive network of retail outlets, consisting mainly of specialist stores.

Exclusive retailers. To keep our products exclusive, Duux will be available at specialist stores only. So no more price competition with hypermarkets and discounters, but a product exclusive to these selected retailers.

strategy canvas business



well conceived concept



Duux full concept approach

Duux has developed a new consumer-based approach to all activities in the supply chain. This approach provides excellent benefits for distributors, retailers and consumers alike.

All-in-one retail concept

This concept offers retailers a ready-made solution which will enable them to meet the wishes and requirements of consumers to the maximum possible extent.

Stock flow system

This ingenious stock and delivery concept ensures shorter lead times and permanently lower costs.

1-2-3 distribution

By using the 1-2-3 distribution method, Duux creates the conditions that ensure optimum cooperation between the various links in the supply chain.



interested?

Don't hesitate to contact us!
We'd love to tell you more
about the Duux concept!



Duux International BV

Losplaats 20, 5404 NJ Uden, The Netherlands
P.O. Box 145, 5400 AC Uden, The Netherlands

T +(31)413 256 366

F +(31)413 256 369

E info@duux.com

www.duux-international.com