

## Brand policy

ZWILLING J.A. HENCKELS AG manages two strategic global brands under one roof:

ZWILLING J.A. HENCKELS – the premium brand,

J.A. HENCKELS INTERNATIONAL – the value-for-money brand.

Both brands have to follow the guidelines and values of ZWILLING J.A. HENCKELS AG.

They are being run independently, unmistakable among themselves and differentiated against the competition in all areas that are relevant for brand profiling.

The definition is characterized by:

1. segmentation of the market through
  - range
  - price
  - distribution
2. the targeting of different consumer groups through
  - demographic and
  - psycho-graphic aspects

## Brand strategies of the global brands



ZWILLING  
J.A.HENCKELS

### Premium- Positioning

- top quality
- timeless design with 100% functionality
- high and medium price segment



J. A. HENCKELS  
INTERNATIONAL

### Upmarket „Value for Money”- Positioning

- best quality in the respective price segment
- functionality, trend-oriented
- medium and volume price segment