

Rayher.

Just create.

WWW.RAYHER.COM



Being creative brings happiness.
Everything related to the creativity can be found at Rayher.

Rayher.

Anyone who thinks about crafting, thinks automatically of us.

With **over 20 000 high-quality items** in the area of handicrafts and do-it-yourself, we are among the leading companies in the hobby and craft sector. So, the DIY-fans find within our company an almost **limitless range** of products and product ideas for a creative designing, tinkering and handicrafts. Our comprehensive assortment extends from papers, stamps, paints, casting & modelling products through jewellery, products for children and accessories up to seasonal and event-related handicraft and decorative items.

Since we are active both as **a wholesaler and a retailer**, we can rely on different perspectives and thus interpret correctly the influences and the impulses on the market. For nearly 60 years, we are now successfully emerging latest trends and hobbies,

and promote, with our innovative products and ideas, the creativity and the free artistic expression.

70 million products sold per year and the satisfaction of our customers, prove us right. With our subsidiaries, we currently employ 400 employees at home and abroad, and supply the specialist retailers in the creative sector and the end users with our products and ideas. Together we will continue to do everything to be on the pulse of time with our collections in order to handle the trendiest topics.

Always according to our motto:

**Being creative brings happiness.
Everything related to the creativity
can be found at Rayher.**



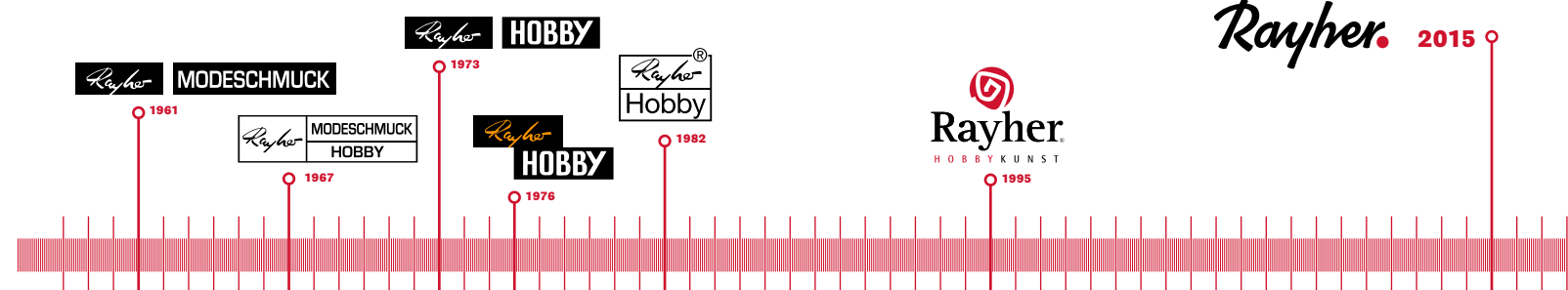
Rayher MODESCHMUCK

A great pioneering spirit

Wolfgang Rayher was 20 years old when he founded a company for fashion jewellery on 1st April 1961 in Marbach am Neckar. Since some parts of jewellery creations exhibited signs of wear over the years, it raised in 1967 the issue of the need for spare parts. Hence the idea emerged of offering single parts for self-made necklaces. Over the years more products followed from the craft sector - the product ranges and the company grow.



A second-generation owner-managed family business: the company founder Wolfgang Rayher with his wife Monika as well as CEO Stephan Rayher with his wife Heike.





Rayher.

Security. Quality. Innovation.

The Rayher brand embodies the security, the quality and the innovation for generations.

The kind of **security** that you require and expect while buying a high-quality product without harmful ingredients. That is why we work exclusively with certified companies. In addition, we have an in-house, professional testing facility for hazardous materials, trained specialists, and a security & quality management system. This special checking procedure ensures that only high & reliable quality shows up in your store and reaches your customers – without fuss or quibble!

One thing that is particularly important to us in addition to the numerous creative possibilities, is the quality of our products. Some have a good quality – we have a proven excellent quality for limitless creativity.

Creativity means **innovation** and therefore our team of management & product experts is searching several times a year for the best and the most innovative products – worldwide. This includes visits to trend trade fairs from Asia through Europe up to the USA. In our workshop, these products and product ideas are further improved with new impulses and suggestions by a lot of creative minds and hands.

The outcome:
uncompromising security, quality and innovation.



Prizewinning product world

Quality means for us to bring thought-through product ranges to the market that are in line with the spirit of the times and setting new benchmarks. Our product novelties are regularly rewarded with the industry award called Creative Impulse Award.

Rayher.

Product world. Corporate design. Sales.

With us - you get everything from a single source! With over 20 000 high-quality items in the area of handicrafts and do-it-yourself, we are among the leading companies in the hobby and craft sector.

Since we are a **full-range supplier**, you will find a **competent partner** in us for all creative product ranges. From standard materials through paints, paper and scrapbooking up to jewellery and books – we look forward to assist you in the selection of product ranges and hot topics that are most suitable for you.

All our products are distinguished by our **uniform appearance**, and thus you benefit from a full range that reflects our highly recognizable brand. Those who once have bought quality, they want to experience again the opportunity to purchase a high-quality product.

As a result, you are increasing with us your sales by offering classical creative topics as well as current DIY trends. 70 million products sold per year and the satisfaction of our customers, prove us right.

Total customer satisfaction

The perfect product for every application. Our range of products allows you to meet individual customer requirements as well as to fulfill them.





Innovation, quality and diversity reflect again our product world at first glance. We offer you both standard and hot topics in a modern style and unified look. The appropriate advertising material and appealing patterns top the appearance off.



Rayher.

Competence. Range. Trade.

To be closer to the needs of the creativity enthusiasts and to feel the pulse of the market, our company operates successfully in recent years the branch franchising, the shop-in-shop concepts and its own stores in Germany.

Already during the introduction of our new product ranges, we are offering you various **elaborated presentation possibilities** for your business or your creative department. Furthermore, any structure can be **specifically** adapted to your requirements, and thereby it is not only practical, but also **customizable**.

Personal advising goes without saying for us. Together with you, we want to rework sales solutions that are **perfectly and individually** tailored

to your specific needs. In doing so, we also pay due regard to **innovative and space-saving sales systems**. Which means for you: **more sales per square meter!**

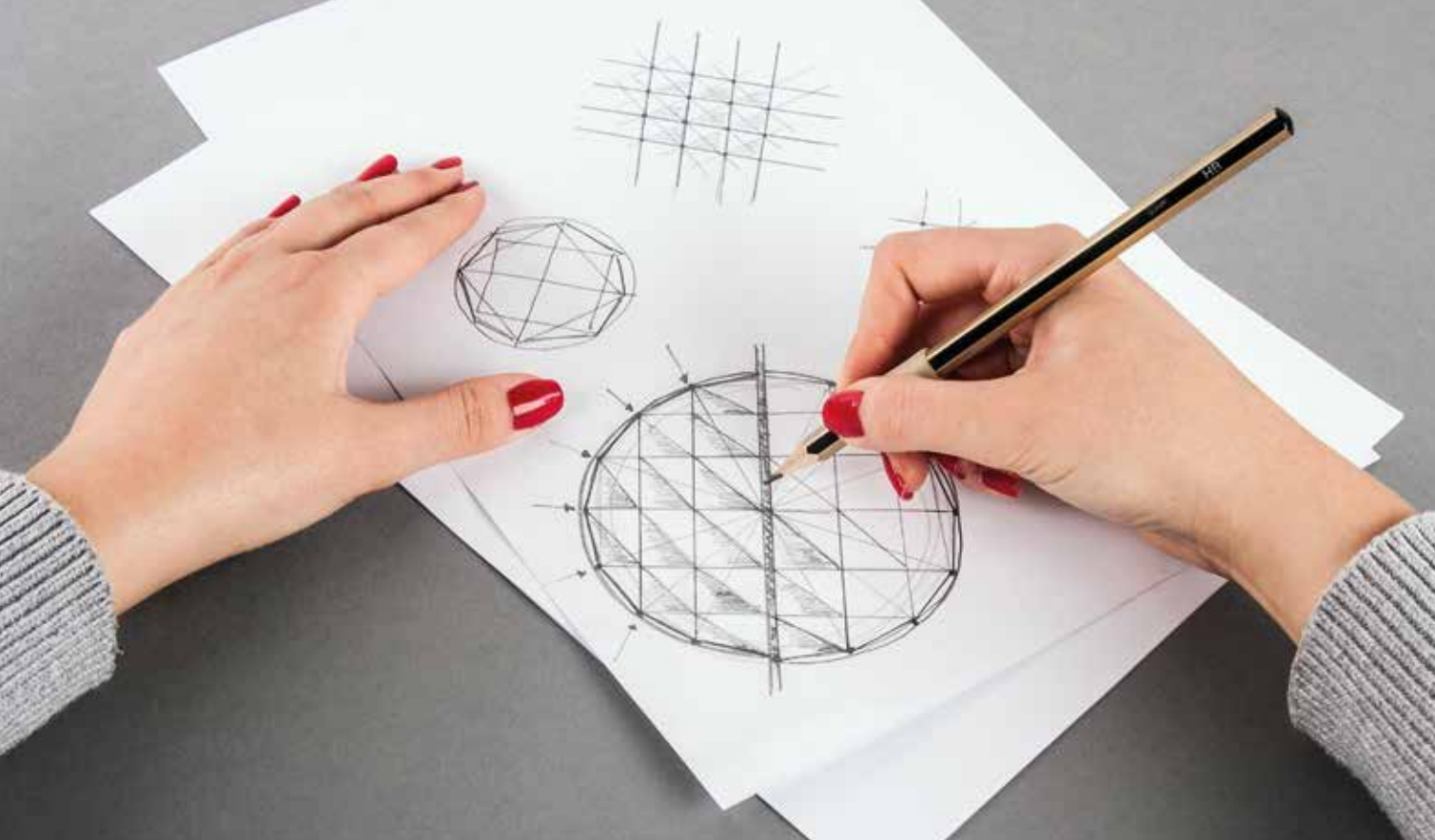
Our **unified and modern designed packagingings** provide in a flash a better overview of the walls or displays. In addition, our high-quality displays offer an **attractive and space-saving product presentation** at the POS.

Our customers include small & big specialist retailers in the creative sector, creative departments of large department stores, drugstores, DIY store chains and discounters. With our authorized dealer program, the specialist retailers in the creative sector can take advantage of particularly favourable conditions.

Structured presentation

The appearance plays a decisive role! For example, our Paperline-wall or our BeadBox sorted by colour, showcase themselves in a customer-friendly manner. In one easy movement the right item is reachable; the time-consuming search for an item can be forgotten.





Rayher.

Development. Production. Assembly.

With our own **production & packaging facilities** we can offer you two additional significant advantages.

Thanks to our **broad know-how**, our innovative products are **developed, produced and packaged completely by ourselves**. In recent years, this section was little by little expanded, and thus, we offer you a big choice of products in our range that from the very first sketch through the prototype up to the end product are manufactured by us.

Moreover, we can always maintain our **high standards** in type of packaging and appearance by our own assembly department. We can even ensure a rapid but effective response to all product demands. There is also the possibility to implement individual customer solutions (e.g. private labelling).



Short response time

Our in-house assembly enables us to provide besides a fast response time to a short-term increase in demand, also an efficient support to the implementation of a quality management.



Rayher.

Storage quota. Logistics. Delivery time.

A smooth-running logistics that is rarely discussed. It is nonetheless a process that usually runs in the background that only falls apart when it does not function properly. We are fully aware of the importance of a perfectly functioning warehouse & delivery performance for a trouble-free ordering process.

From our location in Baden-Württemberg Laupheim, we supply over 5000 specialist retailers in the creative sector. Through the flawless interaction between our **competent staff** and **state-of-the-art logistics**, we are able to offer you a **reliable and fast delivery service**.

Starting with the extended **warehouse**. Our **high inventory** allows for **immediate delivery** of a good part of our products. In order to improve furthermore this storage quota, our company headquarters is being expanded regularly to provide further **larger storage areas**. For a steady quality of all our stored products, we work according to the FIFO principle („first in – first out“), and consequently take into account batch numbers and sell-by dates.

Thanks to our experienced staff in logistics area, our deliveries are always **quickly** and **correctly** done. We can also react **flexibly** to an increased order volume and unusual item structures, so you never have to worry about any seasonal delays.

We also work with **professional shipping service providers** that deliver your ordered goods on schedule and in mint condition. Our many years of experience in **customs clearance** also allows us a smooth delivery abroad.

Due to our B2C (business-to-consumer) online shops that we handle with our own warehouse, we can offer you customized solutions on the issue of “fulfillment”. In this way, you can connect directly your online store to our storage & delivery processes, and thus benefit from our expertise in this area.

Flexible service

Thanks to our fast & bespoke logistics as well our wide product range, we can respond to your individual needs at any time.



Rayher.

Consultancy. Trade fair. Field service.

Visit us at our **in-house exhibitions and trade fair booths**. Our trade fairs offer interesting talks in a relaxed atmosphere, inspiring presentations, explanatory demonstrations and workshops, as well as innovative new products and techniques. We can then start together the forthcoming season.

We also offer you our **dealer trainings** in different cities. We would like here to interchange experiences with you, and to impart our new topics & techniques. Moreover, you can take advantage of shared time to live out your enthusiasm for creative work, to make new contacts and have fun with other dealers.

Workshops and other hands-on activities in the sales rooms are nowadays the essential means to promote sales. We will gladly support you with our trained demonstrators that are familiar with the topics and true professionals in the creative sector.

Our experienced and comprehensive **field service** makes us your reliable Europe-wide partner in setting up your retail shop or your creativity department. If you need any further information or question, we will be happy to help you.

Longstanding experience

Since 1963 we are exhibiting at branch-related fairs. The first in-house exhibition of the branch took place in 1988 at our headquarters in Laupheim.





Rayher.

Support. Marketing. Digital.

As a support for you and as an inspiration for your customers, we develop several times a year, new **brochures and craft tips** for new and existing product lines. Matching **poster** is also available. We provide you always with these advertising materials for free. We are working out **presentations** on the current topics and provide you with personalized **posters and flyers**.

With our website www.Rayher.com, we want to offer you and your customers a versatile support. Explanatory videos on current creative trends can be viewed any time. Moreover, all brochures and craft tips as well as numerous creative instructions can be viewed and downloaded. In addition, the monthly **newsletter** informs you about new creative trends and innovative techniques. We send a newsletter both to you as a dealer and to the end user. And naturally we keep up with the times by being present **on social media platforms** such as Facebook, Pinterest, Google+ and Twitter.

Through an active press work, we introduce our new products and techniques to the end users, thereby strengthening the brand Rayher. Appealing **ads** and numerous **editorial articles** in foremost creative, interior and lifestyle magazines increase demand – in your shop too!

We support you also in the IT sector by offering you your very own **ordering software** and **product database** that allow an easy product addition. Additional interfaces provide among other things a **connection to your online shop**. Furthermore, you can access to our image data and adapted content. Our performance management supports you in the electronic planning of your product range.



All-round carefree package: catalogue
In our extensive catalogue you will find our products as well as your point of contact and information for the sales promotion.

Rayher.

Ecology. Economy. Social affairs.

Sustainability is on one hand the most important concept in the present era. This concerns the conservation of environmental, economic and social standards. As a company with international suppliers, we are aware of our responsibility.

The sustainability means to us a wise leadership balanced by a high product quality and a cost-effective production. The responsibility towards human-kind and nature is a moral obligation for us. That is why we are committed to implement worldwide recognized **environmental and social standards/demands**, for e.g. as those of FSC®.

Several times a year, our employees of all departments are involved together as hobby-farmers. On this occasion, some vegetables are planted and harvested onto company's ground. In addition to the environmental and economic aspect, the **social framework** of the company is also strengthened.

On 1.800 square meters of the proprietary surface grow colourful mix of flowers. They serve as a source of food and habitat for numerous insects and other animals – a small pond offers a home to amphibians. After the harvest in September, the **renewable raw material** “flower meadow” serves as biogas supplier. The **alternative energy production** does not stop yet. The photovoltaic system covers a significant part of the energy demand. At the same time, we are trying to use more efficiently the gained energy.

Besides, our company appears as a sponsor of regional sports clubs. The kindergartens and hospitals are regularly supported with product donations. We see **the promotion of youth** as our task - not only creatively!

All the while, we want to contribute towards future generations by leaving the world as a better place - **environmentally, economically and socially.**



House-made honey

More than 210 000 bees from seven colonies collect nowadays diligently the nectar on behalf and by order of our company – and perform thereby their worthwhile role.



Rayher Hobby GmbH

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