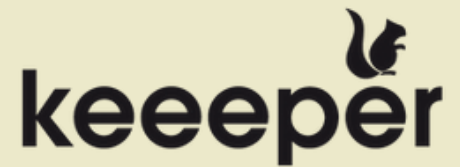


keep what you love.



PRESS RELEASE

keeper premieres at the JdC in Marseille:

INNOVATIVE OUTDOOR SOLUTIONS MEET SUSTAINABLE DESIGN HIGHLIGHTS

Marseille, March 2025. The keeper Group shows how modern storage and sustainability can go hand in hand. With the brand claim “**keep what you love.**” and a wide range of new products, keeper not only brings practical solutions, but also plenty of emotion to consumers' everyday lives.

LOOK & FEEL OF THE NEW LOVEBRAND KEEPER

As part of a comprehensive brand refresh, a new corporate design was introduced in 2024 that focuses on the needs and emotions of consumers. The brand claim “**keep what you love.**” emphasizes the emotional value of the things that are kept. A fresh color scheme and vivid lifestyle pictures convey a uniform, modern and dynamic image on the newly launched website as well as in catalogs, at the POS and on social media.



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Novelties at the JdC 2025: Practical, sustainable, innovative

OUTDOOR FURNITURE TIMO AND TOM

The folding tables and stools impress with their stability and low weight - perfect for spontaneous barbecues or picnics. Thanks to their easy handling, the furniture can be set up in no time at all and stowed away to save space after use. The **timo** table is available in two sizes, and the entire series impresses with its modern olive and nordic grey color variants.

SHOPPING ORGANIZERS & INSULATION BAGS NEO UND NEA

This sustainable range offers flexible inserts and containers to store purchases hygienically, safely and in a structured way. The foldable shopping organizers have been specially designed by keeper and fit exactly into the **ben** and **lea** folding boxes. The accompanying insulated bags in two sizes make them indispensable helpers for the weekly shop, on the go or at home. **neo** and **nea** offer a safe and sustainable alternative to paper and plastic bags, as the boxes are made from recycled PET bottles and their packaging is FSC®* certified. (*Forest Stewardship Council®)

The keep-warm and insulating function of the insulated bags ensures safe storage of dairy products, frozen food and hot meals. The small **nea** insulated bag keeps food warm and cold for four hours, the large bag for up to six hours - and the **neo** bags for five and seven hours respectively.

TRANSPORTATION SOLUTIONS MICK AND OLLI

With the space-saving mick transport cart and the practical trolley **olli**, transporting heavy loads is child's play. Both models are easy to fold up and are therefore perfect for compact storage. Made from recycled plastic (PP regranulate), the transport containers stand for functionality and sustainability at the same time.

FOOD STORAGE BOXES FRANCO

The stackable **franco** product line offers optimum freshness protection and a tight TPE seal - perfect for everyday use. The body and lid are made of high-quality, resistant PP - this makes the **franco** food storage containers suitable for the microwave (without lid), freezer and dishwasher. In addition, the containers, which are available in seven sizes, are designed to be stackable and fit perfectly into standard fridge compartments.

FOLDABLE DESIGN BOX FRITZI

With stylish colors and different sizes, **fritzi** provides decorative order on desks, shelves or in cupboards. A real eye-catcher!

keep what you love.



Visit keeper at the JdC trade fair in Marseille and discover how clever products enrich everyday life - true to the motto: „**keep what you love.**“

Location: JdC Garden Trends, Stand No. K12
Period: 25th to 27th March 2025

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About keeper

The keeper Group, headquartered in Hille, Germany, with its own production and logistics in Europe, is one of the leading European suppliers of innovative, high-quality and sustainable household products. With four product categories for household, kitchen, storage and kids, the Group serves well-known customers from the D.I.Y., food retail, wholesale and furniture retail sectors in over 55 countries under the German Brand Award-winning **keeper** brand. Each product stands for at least one of the four brand promises: **ecological, efficient, essential - enjoy living!**

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