

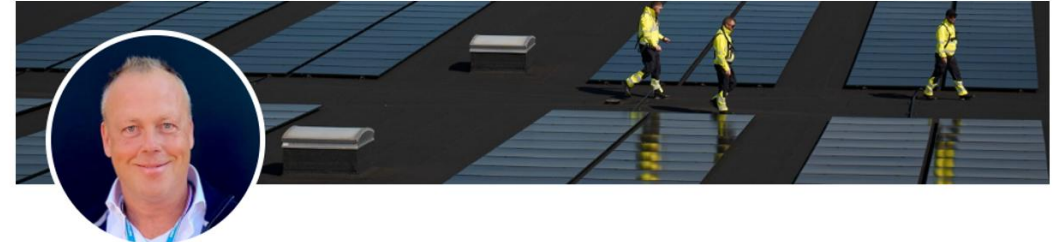
MASCOT® WORKWEAR



EURO-MAT
CONNECTING THE WORLD OF CONSTRUCTION

MASCOT®
WORKWEAR

Introduction



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Director for Global Chains, Customer Service & Marketing at Mascot International A/S

Randers, Central Denmark Region, Denmark · [Contact info](#)



← Experience

MASCOT® WORKWEAR 19 yrs 5 mos

- **Director for Global Chains, Customer Service & Marketing**
Full-time
Jun 2025 - Present · 8 mos
Central Denmark Region, Denmark
- **International Marketing Manager**
Dec 2013 - Jun 2025 · 11 yrs 7 mos
Århus Area, Denmark



About MASCOT

- Danish owned family business
- More than 40 years experience
- The ambition to produce the world's best workwear and footwear
- In-house production at our SA8000-certified factories



MASCOT®
WORKWEAR

Logistics centre

- Fully automated
- 1.1 million box locations
- 98% of orders are dispatched within 24h.



Sales Team

- International team of 270+ people
- Covering 17+ countries in Europe



Today's topic

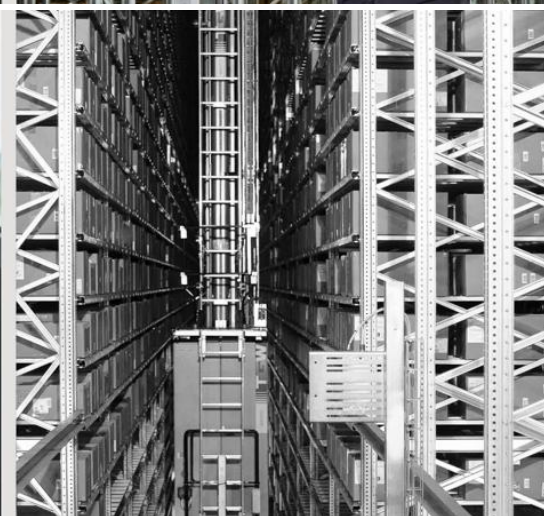
Why strong Instore concepts are essential for positioning high-quality workwear

**It is not just about the
products or a fantastic
in-store presentation**

Making workwear ordering and logistics easy

Efficient distribution and lean processes

- Fast, reliable delivery to the end-users
- Easy, hassle-free ordering via the MASCOT® SmartStore
- Short lead times thanks to fully integrated logo printing



Branding

Brand awareness

- To become top-of-mind
- To be considered in a buying situation

Tools:

- Marketing activities
- Sport Sponsoring



It is not only about the products

Sales-driving activities

- MASCOT® SmartStore
- MASCOT® LogoService
- Joint end-user visits/showvan
- Education
- Direct Mail concept
- Merchandising
- Marketing campaigns



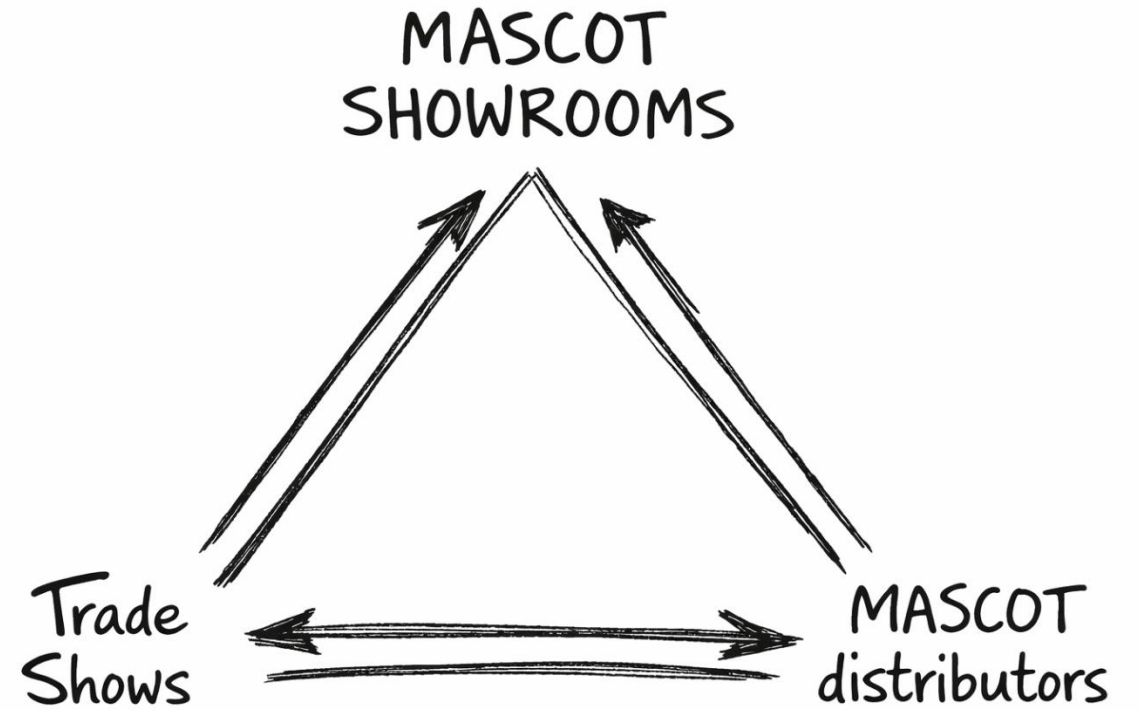
How to implement a shop concept



Our Instore concept must reflect what MASCOT stands for

- Quality** – premium materials and workmanship
- Durability** – built to perform and last
- Functionality** – designed for real work situations
- Comfort** – supports long, demanding workdays
- Innovation** – continuous improvement
- Safety** – protecting users
- Professionalism** – TESTED TO WORK

Brand recognition



Steps* (simplified)

Define space – decide available m²

Select products – matching your target segments

Placement – determine location in store (A, B or C)

Design layout – MASCOT creates a proposal

** We guide our distributors through all steps*



Proces (simplified)

Pre-defined shop solutions

- Based on available space
- 10, 20, 30, 40, 50, 70 and 100 m²

Shop drawings by the MASCOT Instore team

- Shop layout proposals
- Fine-tuning the concept to fully meet the distributor's needs
- Concept approval

Implementation

- Executed by the MASCOT shop fitters team
- Displays remain the property of MASCOT



Ongoing training and support

DRESSING AND STYLING THE MANNEQUIN

Training & support

Product training

- On location
- At MASCOT HQ

Online

- E-learning
- How to videos

Merchandise guidelines

- Product presentation
- Seasonal updates
- Merchandising inspiration
- Tips & tricks

Use our showrooms

A unique MASCOT experience

- A professional environment that inspires
- All ranges in one place
- Get advice and guidance from MASCOT's product specialists
- Exclusive opportunity for our distributors



DK: PÅRUP
COPENHAGEN

DE: FRANKFURT
DÜSSELDORF

NL: AMSTERDAM (NAARDEN)

FR: LYON (VILLEFRANCHE)

BE: BRUSSEL

CH: ZÜRICH

IT: BERGAMO

PL: POZNAN

FI: VANTAA

IE: DUBLIN



We are here to help you

Our resources at your service

- Local Sales Teams in 17+ countries
- Instore Team (HQ, DK)
- Chains & Campaigns Team (HQ, DK)

MASCOT®
WORKWEAR

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TESTED
TO WORK



Questions?