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WAECHTERS BACH
est. G E R M A N Y 1832
"The original red plate company"

Some reasons to use The Red Plate:

Birthdays	Mother's Day	Father's Day
Engagement	Anniversaries	New baby
Graduation	Homecoming	Job promotion
Good Report Card	An old friend visits	Won the big game

WBachUS.com

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WAECHTERS BACH
est. G E R M A N Y 1832

You are special today





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Who We Are

Waechtersbach is the exclusive distributor of three tableware brands within the United States - Waechtersbach, Könitz, and KönitzPlus.

For more than 175 years, Waechtersbach has stood for brilliant glazework and modern European design. Our high-quality ceramic dinnerware and accessories, in vibrant colors and contemporary patterns, make life more bright and beautiful.

Known in Germany as "The Mug Makers," Könitz has been designing and manufacturing porcelain coffee mugs, travel mugs, espresso cups, and tea products since 1909. Könitz focuses on quality materials and eye-catching design.

KönitzPlus Custom Designs is the company's custom mug division and supplies promotional mugs for businesses, organizations, and events.

Our Products



You Are Special Today

*The Red Plate & Mug are
our Best-Selling Items.*



CoffeeBar

*Restaurant-Quality
Drinkware Perfect For the
At-Home Barista.*



Picasso

*These Fine Bone-China
Mugs Feature Works By
Pablo Picasso.*



Konitz Mugs

*Beautiful Mugs Featuring
Contemporary Shapes,
Colors & Designs.*

VIEW ALL PRODUCTS AT WBACHUS.COM

New Catalog



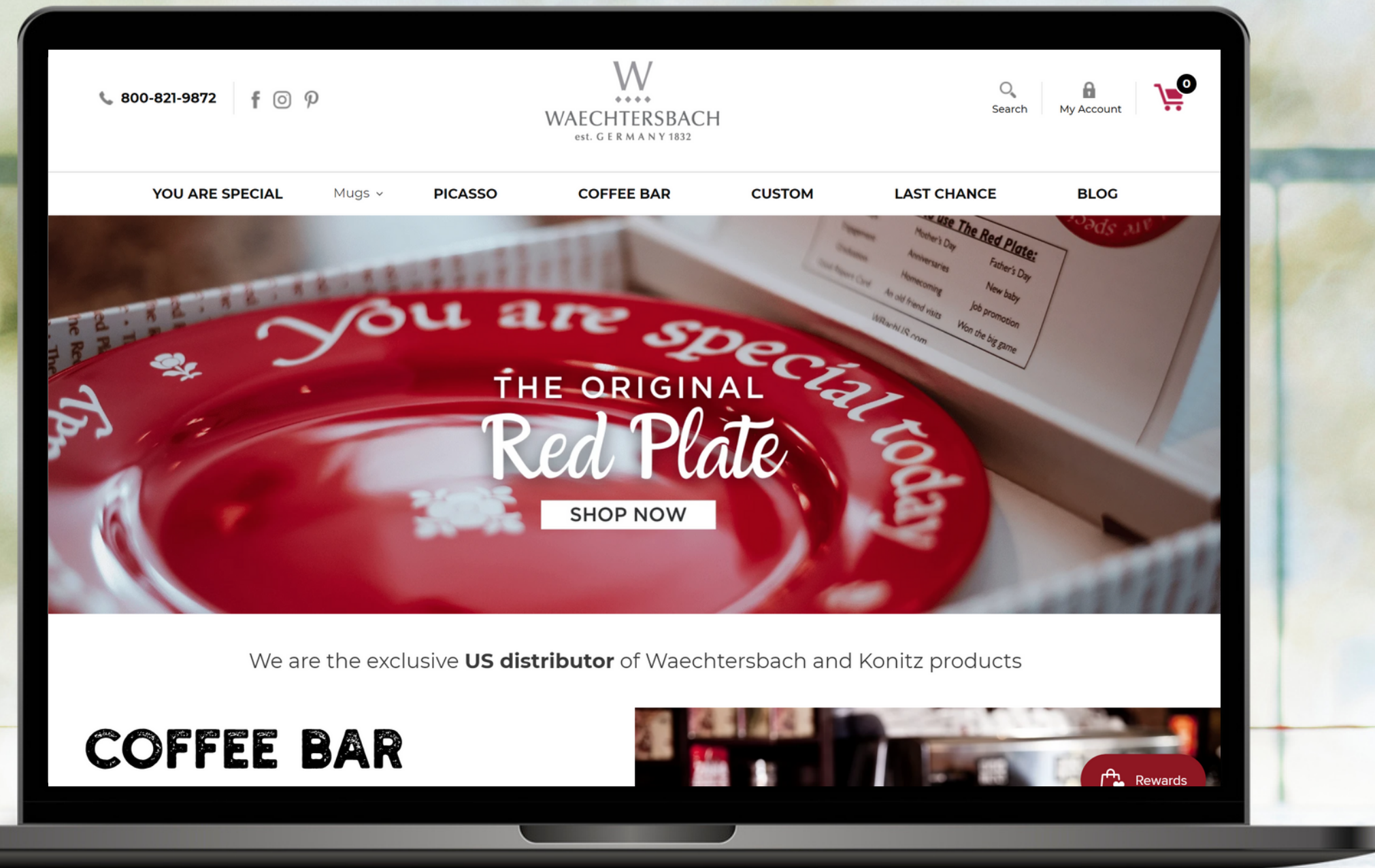
OUR 2021 CATALOG IS AVAILABLE IN PRINT & ONLINE

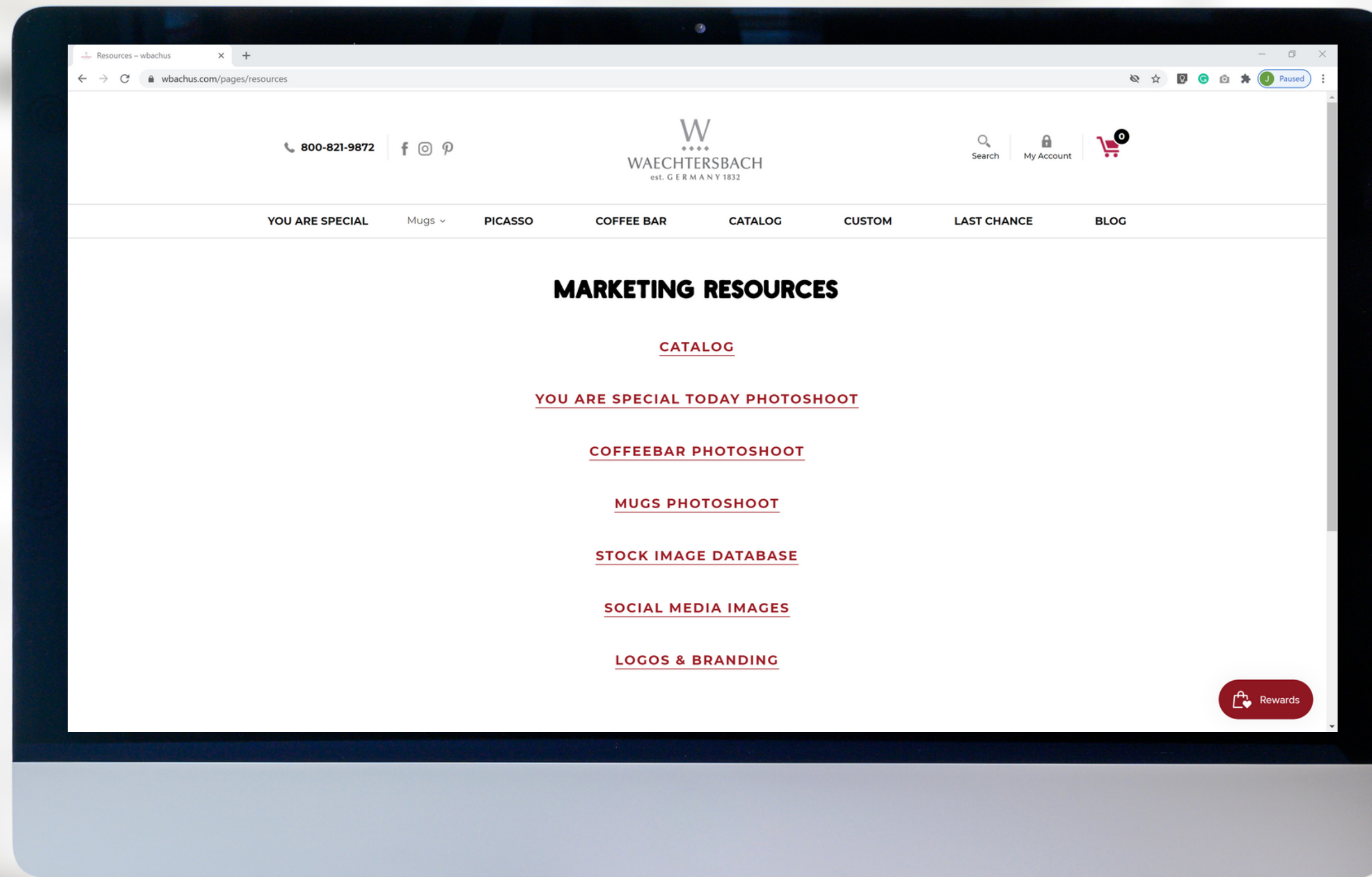
New Website!

WBACHUS.COM

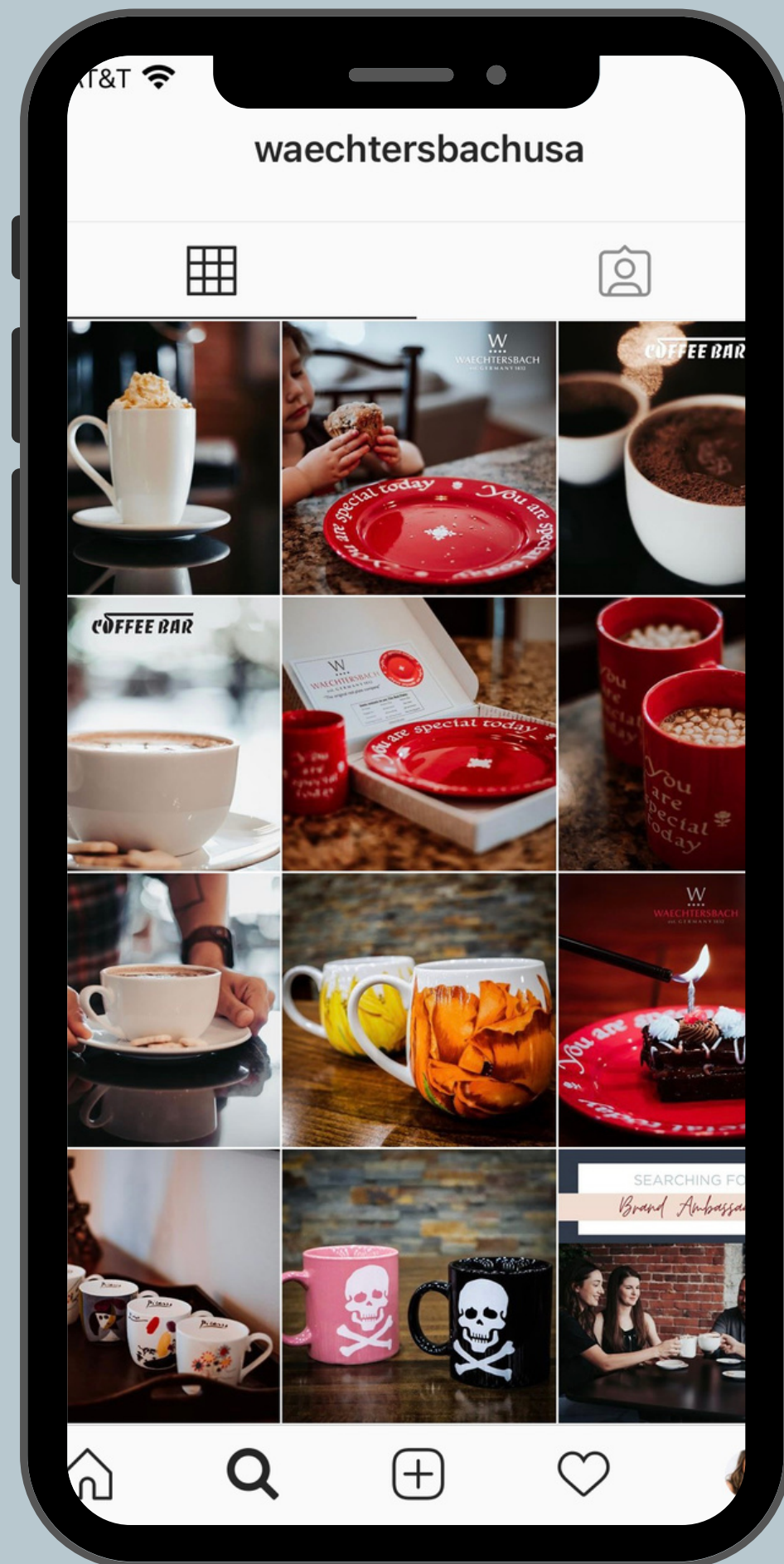
- USER-FRIENDLY
- UP-TO-DATE
- CONTENT-RICH
- RESOURCES

[WBACHUS.COM/PAGES/RESOURCES](https://wbachus.com/pages/resources)





**WHAT ASSETS CAN WE PROVIDE ON WBACHUS.COM
TO MAKE IT A BETTER RESOURCE FOR YOU?**



Social Media

Our team has gained access to ALL Waechtersbach USA social media accounts. We are consistently posting FRESH & ENGAGING content on all channels, as well as Ads, Promotions & a NEW! Ambassador Program.

GOALS

- Increase Engagement
- Increase Followers
- Use Digital Ads to Drive Traffic To Website & Social
- Increase Brand Awareness Through Ambassadors
- Post Blogs Monthly



@WAECHTERSBACKUSA

Digital Marketing

GOALS

PAID ADVERTISING on digital channels focused on brand awareness and product education

CONTENT MARKETING that promotes the red plate tradition, quality and unique characteristics of both Waechtersbach and Konitz brands

Provide a CONTENT-RICH WEBSITE that can be used as a resource





Our Promise To You

- Communicate new information in a timely manner
- Pay commissions on time
- Fill orders complete
- Ship on time
- Provide new item selections
- Support the needs of our sales team to build the Waechtersbach and Konitz brands and increase sales

Next Steps

By October 23, 2020:

- Evaluate the business with each sales principal
- Plan volume building programs specific to accounts
- Contact lapsed customer list
- Address group concerns
- Updated W-9's



QUESTIONS OR CONCERNS?

Contact Us

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