



safely living at home for a longer period of time



package



shop concepts



print



online

Introduction SecuCare





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Welcome to Secu's world

Our family business started in 1987 with one safety product. Today, our range has grown into a total concept. In our country of origin, the Netherlands, we supply more than 2,000 shops, including all home improvement centres, all construction wholesalers and virtually all care shops. We now export to more than ten countries and our exports are growing every year. Secu is a leading brand. We distinguish ourselves from other suppliers in many ways. For example, with a unique range of products, eye-catching packaging in 13 languages and marketing support. In this folder, you will find everything you need to know about SecuCare – a fresh look at care products!



Introduction

Almost 10 years ago, we started a range of completely new products under our new brand name SecuCare. These are products for seniors to enable longer independent living. SecuCare responds to the trend of longer independent living and the increasing ageing population.



SecuProducts BV office and warehouse

- **Innovative** – Owner of international bestsellers, such as: SecuStrip anti-burglary strip, SecuBar barrier bars and SecuCare modular threshold ramp.
- **Distribution** – Approx. 2,000 sales points in the Netherlands via DIY chains and construction material suppliers, as well as growing export activities.
- **Retail experts** – Complete ranges, complemented with POS materials, optimal shelf design and website content.
- **Stable** – Independent and healthy family business that has been successful for almost 35 years.
- **Comprehensive logistics** – Centrally located warehouse in Nieuw-Vennep (15 min. from Amsterdam and Schiphol). Daily deliveries in the Netherlands and Belgium, including drop shipping. Connected to EDI.
- **CSR** – Almost all products are manufactured in the Netherlands and Europe. In doing so, we support our own economy. Many products are packaged at centres where people who are distanced from the employment market work.

TIPS

- Visit www.secu.nl and www.secucare.nl (multiple languages) for more information on our innovative approach and products.

SecuCare is the market leader

- **First supplier with a full shop concept** – In a short time, SecuCare has become the most important total supplier for this segment (not only for bathrooms, but solutions for the whole house).
- **Range of products perfectly matches needs** – SecuCare offers an extensive range of products for the most important consumer needs.
- **Winner of the most important DIY trade prize in the Netherlands** – In 2014, SecuCare was chosen as a winner by an expert jury, above Philips and Gardena.
- **Target group research** – SecuCare regularly conducts research among the target group in order to identify their needs.
- **Continuous product development** – SecuCare continuously keeps up with international developments in this segment and has its own product development department, external designers of products and packaging.
- **Content** – SecuCare recognises the increasing importance of strong content. We provide our customers with content in text, image and video. We can also support you with social media campaigns in your country.



SecuCare products

- ✓ Innovative design
- ✓ Developed in-house
- ✓ Production in Europe
- ✓ Affordable quality
- ✓ Innovative and clear full-colour packaging
- ✓ Clear step-by-step assembly instructions
- ✓ Multilingual packaging with guarantee, MDR and other quality marks
- ✓ Complete range with focus on target group
- ✓ 2- to 10-year warranty, depending on product

New packaging line

In 2018, SecuCare introduced a completely new packaging line. Who better to judge packaging than the consumers themselves? That is why – and this is absolutely unique in this industry – we conducted qualitative eye tracking research among the target group. Based on their feedback, the concept packaging was further refined into one harmonised line.

Conclusions:

- How you assemble the product is important
- Pictures of how the product is used by people are eye-catching
- Dutch (and French) is important
- The SecuCare logo is looked at regularly

Main features:

- ✓ Clear
- ✓ Calmness on the shelf is important when applied in a shop
- ✓ Not too much text, 1 large photo on front
- ✓ Sufficient technical information, always on the same side
- ✓ Equipped with 13 languages, including 4 main languages: Dutch, French, English, German





Customer journey

The customer journey has been mapped out by SecuCare and is based on thorough research.

Research:

- Qualitative and quantitative (N=1000) research by BureauVijftig and Vijftig Plus panel commissioned by SecuProducts BV.
- Qualitative and eye-tracking research by Passion for Conversation and Attention Architects commissioned by SecuProducts BV.
- Various studies into the behaviour of older people with regard to independent living.
- Eye-tracking research was recently carried out again for the customer portfolio.

The target group is usually the end user, but the influential 'children' should also not be ignored

- Primary target group is end users. Age is 60+.
- Mostly live in their own house (50% and growing; there is a serious shortage of housing for seniors).
- Is more prosperous, vital, active and mobile than previous generations.
- Baby boomers (now 60-70 years old) are the largest and richest group in our society (80% of all capital is owned by this group).
- Above-average amount of money to spend, among other reasons because they often have high incomes.
- Conscious about spending, also because they are aware of possible disappointing pension income.
- Second target group is the 45-60 age group, which we will call the 'sandwich generation'. This is a group that still has close connections with the (adult) children, but also with parents (in law) who need care.



Awareness

Consideration

Purchase

Service

Awareness

Research results:

- Satisfied with current home and living situation (87%) and not planning to move (96%).
- Wants to live independently for as long as possible. People only move when their health 'demands' it.
- About 18% of the elderly have already adapted their homes (or had them adapted). The main reason for not doing so is a lack of physical limitations.
- 15% of people older than 70 are sure that they will have to invest in this in the near future.
- People are also willing to do this, including tenants (85% vs. 66%).
- Fear of falling is a key driver.
- Little is yet known about which products are available.
- People want to live at home for as long as possible and understand that this means that adjustments may be needed, but they do not really know where to start.

SecuCare application:

- Joint marketing with the message: Give the elderly a bit of encouragement to ensure it is not too late. We want to avoid an 'if only I had done this sooner' situation.
- Through your website, offer consumers inspiration and solutions for living at home longer by, among other things:
 - creating thematic pages with solutions;
 - giving customers suggestions for products that are often bought for the same space (e.g. toilet seat raiser + grab bar or toilet bar).
- In shops, inspire customers to go further than the specific question they came in for, by:
 - hanging appealing products at the centre of the shelf;
 - using inspirational panels with suggested applications.

Awareness

Consideration

Purchase

Service

Consideration

Research results:

- 80% are active online every day and use the internet as a source of information for the different options.
- 'Chose it myself, with the help of the internet': Searching online (54%) and brochures or leaflets (39%) are the most important media, or just asking third parties for advice (30%).
- People also look for information and advice via homecare organisations and shops (38%), the municipality and other government institutions (34%), and family and friends (31%). Among people over 70, medical professionals (30%) and senior citizen associations/organisations (29%) are also very important.
- The desired information is now mainly about the product possibilities (55%) and the possibilities of having it assembled for you (53%).
- It is essential for the target group that an advertisement is honest, realistic, credible and real. Besides, getting older is a positive thing!
- Comprehensive information about services and products is essential: gives arguments why they should choose your product over others. No small print or unexpected additional fees.
- For example, it would be better to have 'ordinary' people in adverts instead of famous people or cartoons (69%).

SecuCare application:

Information provision:

- Use the website to inform and inspire the customer.
- Add clear information leaflets with product range and applications to the shelf.
- Installation: clear explanation per product is included on SecuCare packaging.
- Form an alliance with a senior citizen association or medical professionals.
- Create product selection videos for use on the website.

Communication style:

- All communications show 'ordinary people' using the products – online, on the packaging and on the shelves – for inspiration.
- We appeal to them with regard to their (life) experience and knowledge and their active attitude to life, and always look at ageing as something positive.

Awareness

Consideration

Purchase

Service

Purchase

Research results:

- When it comes to buying products, a large group still prefers the physical shop (80%), especially due to the personal advice of an employee (25%).
- DIY stores (43%) are the most preferred sales channel. Reasons for choosing a DIY store:
 - Less confrontation with illness or disadvantages of old age;
 - Price perception (better at DIY stores);
 - Accessibility.
- 97% of seniors consider it important to have control and responsibility for important questions about the home.
- The 'sandwich generation' participates in deciding which products and services to buy (47%).

SecuCare application:

- Efficient training of DIY shop employees to answer customer questions properly and to inspire further.
- Also target the communication at children of seniors by giving them leaflets to give to their parents.

Awareness

Consideration

Purchase

Service

Purchasing in shops

Research results:

- *POS materials & navigation:*
 - People still often search for the products in the bathroom section of the store.
 - People hardly read anything. Navigation mainly takes place on the packaging itself (image and product title).
 - Pricing communication and category designations on (horizontal) information panels also contribute to good product accessibility.
 - POS has a somewhat subordinate role in navigation (with the exception of POS for grab bars), but can contribute to the appeal of the shelf.
 - Show models are important for the buying process (especially at eye and grab level).

SecuCare application:

- Create a link from the 'Bathroom products' shelf to 'Care-free living'.
- New SecuCare packaging is even more focused around product image and designation.
- If space permits: use of front facing on the shelf of all packages to show product image as large as possible.
- Application of pricing panels with categories and horizontal panels to shelves for subcategories on the shelf.
- Application of as many show models as possible on the shelf.

Awareness

Consideration

Purchase

Service

Purchase

Research results:

- *Packaging:*
 - Not all consumers experience a difference between plastic and cardboard packaging. But if a difference is experienced, the cardboard packaging is generally preferred: sturdy, environmentally friendlier, more stylish/no gloss and seems easier to open.
 - Use of languages on the packaging is highly desirable, for quickly finding the right product.
 - The packaging should show the product as much as possible, either via an image or via visibility of the product.

SecuCare application:

- SecuCare implemented a redesign of its packaging in 2018:
 - Large front-facing product image and a clear title.
 - Readability is enhanced by high contrast and large fonts.
 - Application images are shown in different situations.
 - Nearly all packaging is converted from plastic to cardboard (with window).

Awareness

Consideration

Purchase

Service

Service

Research results:

- People install the products themselves (28%) or hire a professional (29%).
- 67% of seniors prefer telephone contact with customer service.

SecuCare application:

- SecuCare's goal is to create a clear installation video for all products that can be used by the customer. After all, video is becoming increasingly important in the consideration process.
- Mention customer service on new thematic pages on the DIY chain website and link to DIY chain customer service or SecuCare customer service (if desired).
- It is important to have this type of product assembled instead of doing it themselves. If there is an assembly service within the formula: train your employees in technical and commercial solutions.

Market size

The market is growing strongly and there are plenty of opportunities!

It is a well-known fact: the world is ageing. In all countries, including the Netherlands and Belgium, the number of seniors (55+) is growing rapidly.

Number of seniors	In the Netherlands	In Belgium
2015	3.1 million	3.5 million
2040	4.8 million	4.6 million

Sources: CBS and Statistics Belgium

On top of that, people want and need to live at home increasingly longer, as more and more care homes are being closed down due to government cutbacks.

Main features:

- The number of seniors is increasing.
- Seniors want/need to live at home increasingly longer. After health, living independently in their own home is the most important ideal for seniors (source: Stichting Zilver Wonen).
- Care products are needed to be able to live at home longer.
- Willingness to invest is growing. Home ownership among seniors is growing, purchasing power is doubling and seniors spend relatively more on their health and home furnishings (source: BureauVijftig, among others).
- Simple care products for living at home longer are not reimbursed (source: Dutch central government).
- Strong growth in DIY possible.
- Turnover potential of €45 million in the Netherlands alone, highest turnover is still in care shops.
- Research shows: consumer prefers to buy at DIY stores.



“Current market size is 45 million and growing.”

RESEARCH

Research

Knowledge is power. SecuCare has been conducting all kinds of research among the target group and their children (which is also an important group!) since its inception. The customer journey has been mapped out by SecuCare and is based on thorough research.

Research:

- ▶ Qualitative and quantitative (N=1000) research in 2018 by BureauVijftig and Vijftig Plus panel commissioned by SecuProducts BV.
- ▶ Consumer study by SecuProducts.
- ▶ Qualitative and eye-tracking research in 2018/2019 by Passion for Conversation and Attention Architects commissioned by SecuProducts BV.
- ▶ Additional eye tracking research by Attention Architects (see pages 12 and 13).
- ▶ Various studies into the behaviour of older people with regard to independent living (Bureau Kien commissioned by Zilver Wonen Weken).

Shelf study

In week 2 of 2021, a qualitative shelf study was conducted for a 4-metre shelf. The aim was to retest the new packaging line, the structure of the shelf and the use of the Point of Sale material, such as the slanted panels at eye level, the product catalogue and the consumer brochure.

Research results:

Shower seats

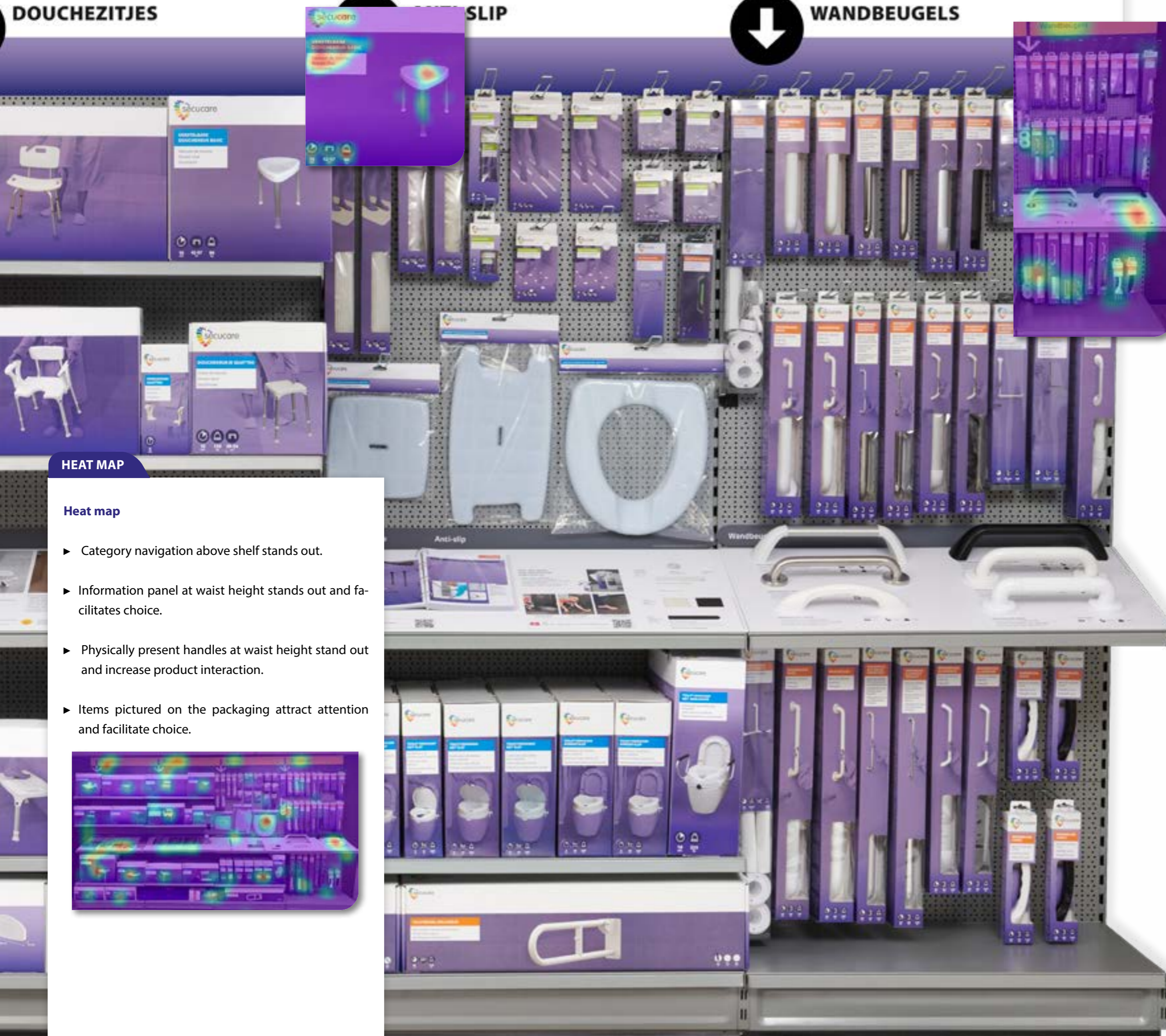
- Pictures on the packaging attract attention, so the right product can be found quickly.
- Information panel left-centre stands out, so the customer can choose the right product with the help of the information on the shelf.
- There are no relevant parts of the shelf or packaging that attract attention, which makes navigation and searching pleasant.



GENERAL IMPRESSION

General impression

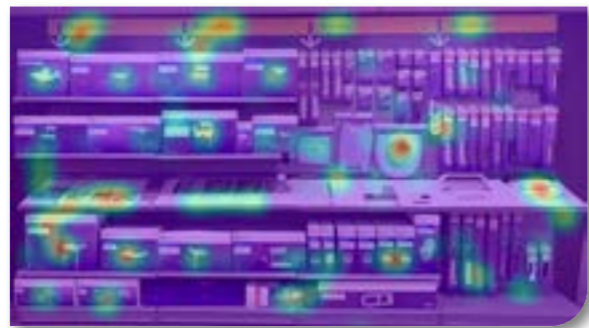
- ▶ **Shelf unity**
 - Shelf looks calm due to unity in packaging design.
- ▶ **Colour**
 - Shelf looks calm due to the colours
 - Colour coding per category on the packaging helps navigate the shelves.
- ▶ **Clear packaging**
 - Items in the packages are clearly displayed, which makes searching easier.
- ▶ **Information panel**
 - Information panel at the right height helps the consumer in buying the right product.



HEAT MAP

Heat map

- ▶ Category navigation above shelf stands out.
- ▶ Information panel at waist height stands out and facilitates choice.
- ▶ Physically present handles at waist height stand out and increase product interaction.
- ▶ Items pictured on the packaging attract attention and facilitate choice.



Anti-slip & grab bars

- Category navigation stands out and ensures that the right product can be found quickly.
- Grab bars at waist height attract attention and allow the customer to touch and try the product. This increases the chance the consumer will buy the product.

Packaging

- Packaging is calm.
- Packaging is easy to recognise.
- Only the relevant information on the packaging stands out and attracts attention.
- Both textual and visual descriptions attract attention so that customers looking for information (text) as well as customers who have bad eyesight (images) quickly know which product is in which packaging.



Search

- When searching for grab bars, people mainly look at the top half of the shelf, which is a logical place for bars.
- The grab bars on the right are the most visible.
- Navigation above the shelf is used to find the right product.

Eye tracking videos

Videos have been made of some of the 'searches' we provided. Thanks to eye tracking, it is possible to see what the test subject is looking at when they choose a certain product. This is valuable information.

Important: The videos confirm that the shelves are well arranged and that the new packaging is clear: the test subject quickly finds her way around the shelf to the right product!

Anti-slip



Click on the screens, indicate in the top bar that you trust the document and click on the screens again to play.

If this does not work, click on the text above the screens to play the videos.

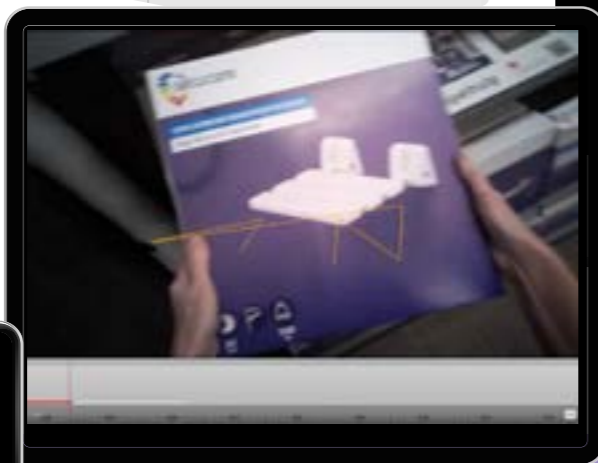
Shower stool



Anti-slip spray



Grab bar



WANDBEUGELS



Range outline

Some SecuCare products are sold online, but they are mainly sold in physical shops. On the following pages, you will find inspiration from our product range and shop shelves.

How did we choose the products?

We have been guided by:

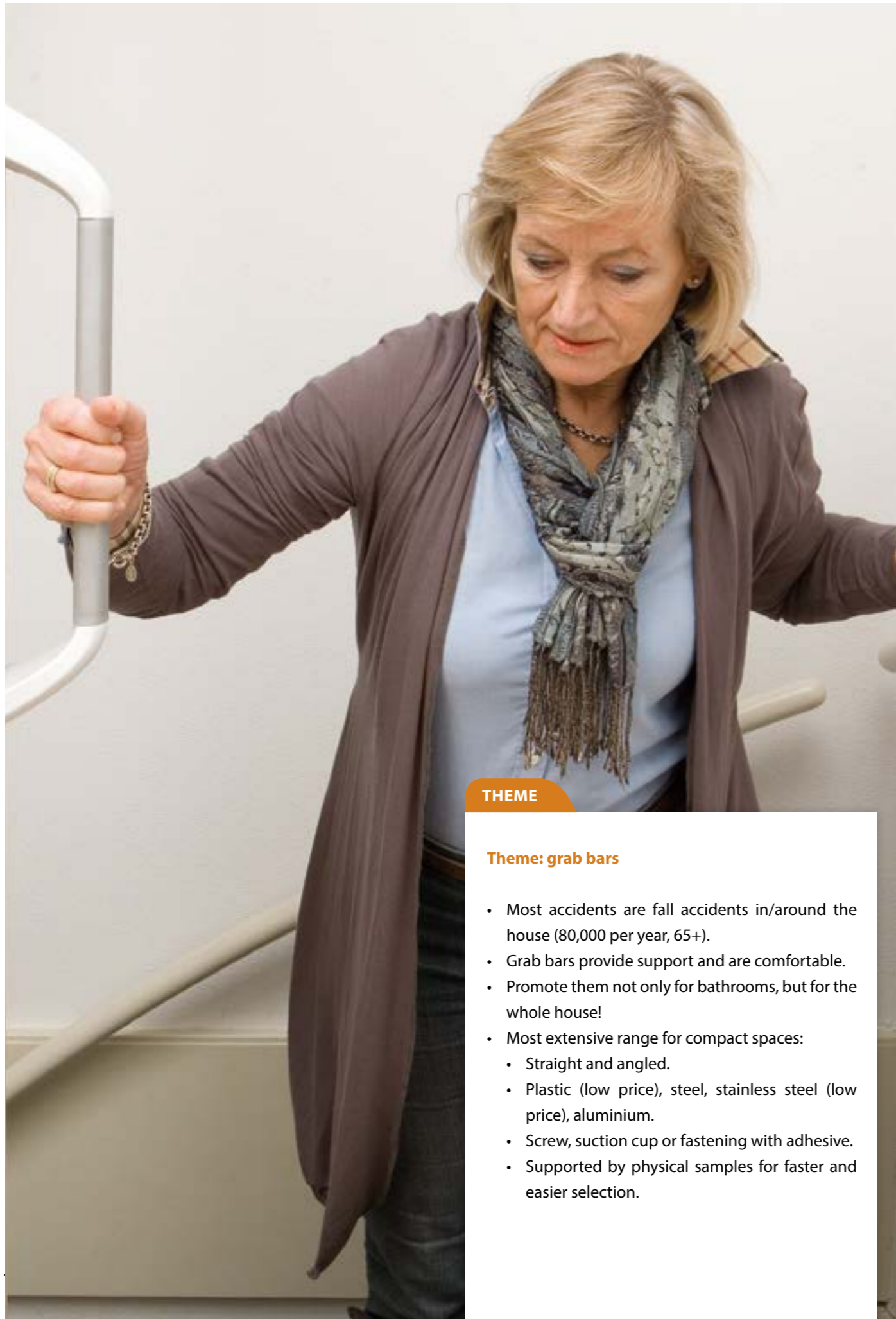
- **Sales figures of DIY market in the Netherlands and Belgium**
- **Secu sales figures in the entire sector (DIY & care channels)**
- **Research** – Into the wishes of seniors: they indicate which products they consider important when it comes to living independently at home longer (sources: Zilver Wonen Weken, Vijftig PlusPanel, Bureau Vijftig, see appendices)
- Based on one Belgian DIY chain's experience with SecuCare
- **Appealing** – For broad target group due to low-medium price level



THEME

Theme: bath, shower and toilet

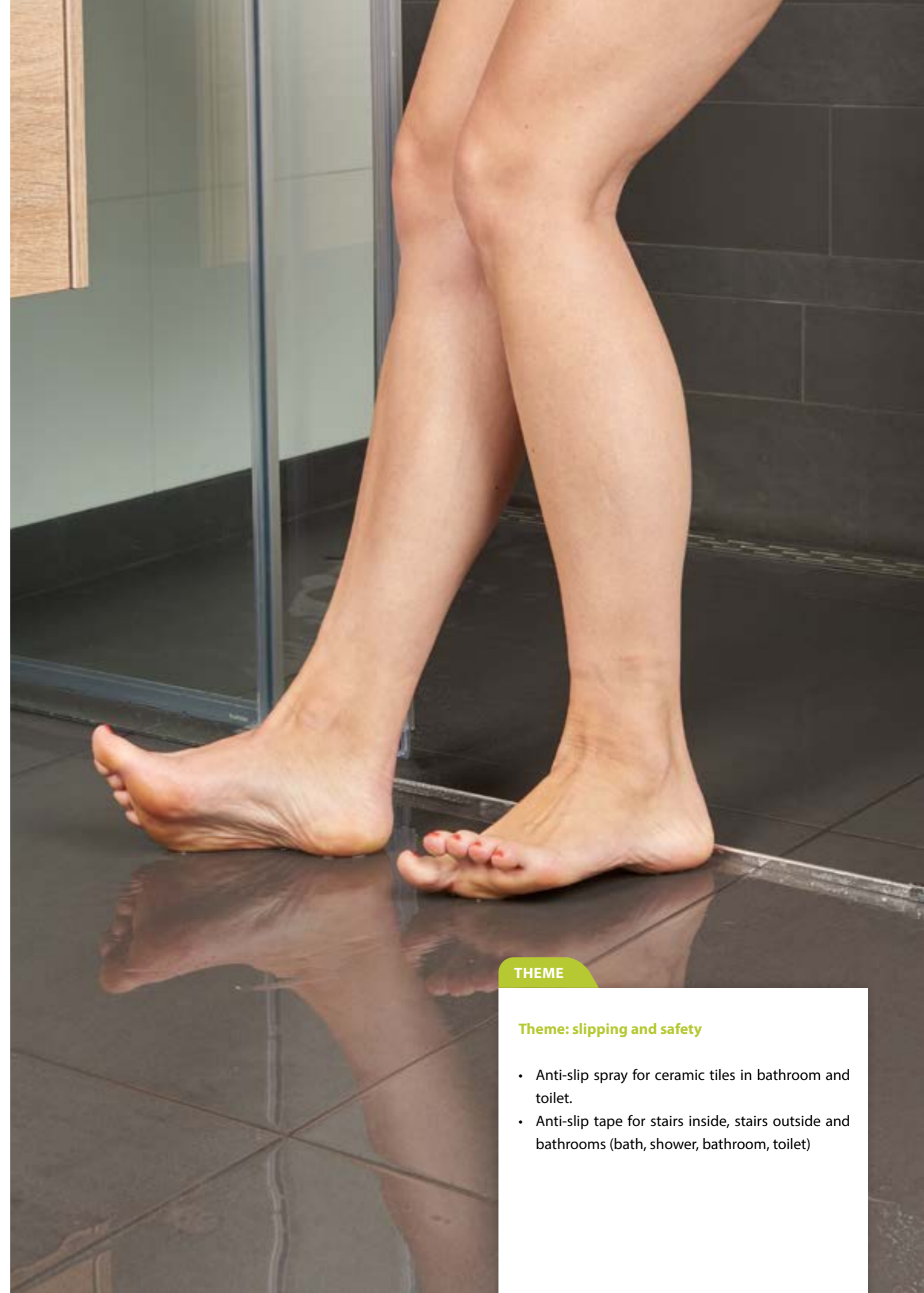
- Many accidents in bathrooms.
- Theme contains solutions for more comfort and safety.
- *Product range:* permanent and free-standing shower chairs, bath seats, shelves, bars, bath steps, folding bars.
- *Price ranges:* low and medium in order to provide an affordable solution for everyone.



THEME

Theme: grab bars

- Most accidents are fall accidents in/around the house (80,000 per year, 65+).
- Grab bars provide support and are comfortable.
- Promote them not only for bathrooms, but for the whole house!
- Most extensive range for compact spaces:
 - Straight and angled.
 - Plastic (low price), steel, stainless steel (low price), aluminium.
 - Screw, suction cup or fastening with adhesive.
 - Supported by physical samples for faster and easier selection.



THEME

Theme: slipping and safety

- Anti-slip spray for ceramic tiles in bathroom and toilet.
- Anti-slip tape for stairs inside, stairs outside and bathrooms (bath, shower, bathroom, toilet)



THEME

Theme: threshold ramp

For longer independent living, more assistance is needed than just bathroom care products. What makes SecuCare unique is that it offers solutions for the entire home. A total concept that goes further than others. Only this way can the theme be conveyed properly and completely.

We have included the threshold ramp theme in the larger shop shelf versions to show what we can do. This is not included in the smaller versions.

- Anyone with a walker or wheelchair or anyone who has difficulty walking needs a threshold ramp.
- Solutions for existing thresholds and threshold-free homes.
- Low prices for basic solutions to mid-range prices for safer, better solutions.
- Threshold ramps are absolute consumer favourites from the SecuCare product range.



CONCLUSION

We can look for bespoke solutions together with your marketing department, for example joint actions that can be used both online and offline. A basic principle of our company is to work with partners to make life easier for our customers so that they can focus on their core business.

Our whole strategy is built around this principle. Customer orientation is one of our most important pillars and we are prepared to go the extra mile for our customers. Think no-hassle guarantees, drop shipping, delivery time guarantees, complete product range and marketing support. We will be happy to help you deepen your knowledge and become an authority in the field of care products.

0.5-metre shelf

Grab bars

Anti-slip tape

Bath and shower mat

Anti-slip spray

Shower stools

Toilet seat raisers

- ✓ Version used in many shops
- ✓ Equipped with all SecuCare consumer favourites
- ✓ Compact front facing and side facing make narrow shelves efficient
- ✓ Smart shelving makes even more efficient arrangement possible
- ✓ Can be fitted with bar with leaflet holder and leaflets

1-metre shelf

Folding bar for toilet

Grab bars

Leaflet

Shelf with Point of Sale panel

Shower stools and accessories

Shower seats

Anti-slip spray

Shower and bath mat

- ✓ Version used in many shops
- ✓ Equipped with all SecuCare consumer favourites
- ✓ Version with sloping shelf with Point of Sale panel, including catalogue
- ✓ Leaflet holder including leaflets
- ✓ Compact front facing and side facing make shelves efficient
- ✓ Due to the unique design of SecuCare packaging, products can be placed front facing or side facing

1.5-metre shelf



2-metre shelf



3-metre shelf

STUCCHEZITJES



ZORGHULPMIDDELEN



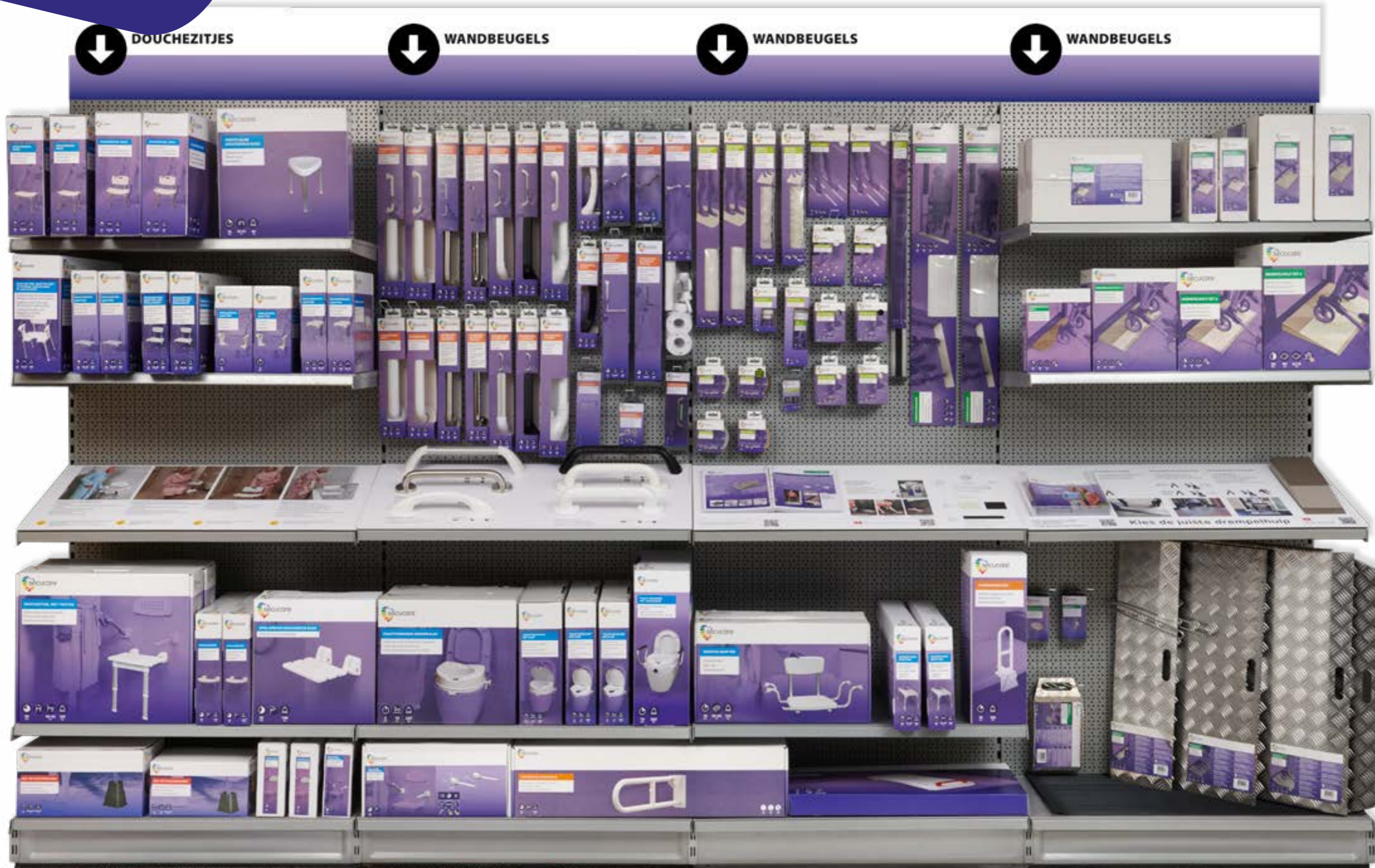
WANDBEUGELS



4-metre shelf



4-metre shelf including threshold ramps



5-metre shelf

Extra metre with physical samples, using optional shelf for more physical products if required



Appendix 1.

Online-Offline Communication

Offline marketing

- **External prints**

Most shops give out prints. Offers around the concept and the products in the offer brochure are important for the success of the product range.

- **Thematic brochure**

In order to inform the consumer even better about longer independent living, we can create tailored brochures.

- **Print**

- *Catalogue on the shelf*

Most shelf versions include a demo panel that contains a physical catalogue, which can serve to inspire the consumer. The catalogue contains on-shelf solutions, but also long-tail solutions. These can be ordered online via QR codes included in the catalogue. If so desired, the book can be made in the DIY chain's house style.

- *Brochures*

There is a new lifestyle brochure in which we show the consumer how SecuCare's products can provide a solution. In it, we show how our products can make each room safer to allow living at home longer.

Our consumer brochures are available in Dutch and French.



- **In-store Point of Sale**

SecuCare invests in the optimal presentation of its products on shop shelves. In addition to the aforementioned brochures and catalogues, there are POS panels with explanations of the products in words and images on the shelf and QR code references to the online product pages. Eye tracking research shows that these panels are viewed regularly when considering the products – especially in combination with physical assembled products.

- **Training/workshops**

Knowledge is power. This also applies on the shop floor. That is why we pay a lot of attention to training for shop employees. We either do this in house, at a central or decentral customer location or online. Because we have so much experience in offering training, it is no problem to develop digital training courses for the shop's own online learning environment.



Online marketing

- **Retail chain websites**

Of course, SecuCare's retail products are offered on these websites. However, they can also provide access to our long-tail products, making it possible to offer a complete range of products for longer independent living.

We are happy to share our knowledge with the retail chain to develop clear thematic and landing pages together. These kinds of pages are important to show that the DIY chain is an authority in the field of longer independent living.

- **SecuCare.nl and SecuCare.be websites**

Via our websites, we inform the target group about the products and the various solutions that are possible for longer independent living. We do this by means of landing pages with more general information, product pages and videos of the products. The dealer locator allows the consumer to find the nearest shop that sells our products.

We can also use Hatch to link every product page on our website to the same product page on the retail chain's website, so that consumers can order products from the retail chain via our website. This is a very interesting option as we do not sell directly to consumers, but this way the consumer can still buy the product immediately. The website is multilingual and is offered in Dutch, English and French.

- **SEO**

With the right texts and own content a website will score well in the organic search results of search engines. This is valuable free attention and offers an interesting alternative to advertising. We are therefore always working on optimising our texts and product information. We also offer this knowledge and information to the retail chains, for example via a PIM/DAM system. We use specialised companies for SEO optimisation of our texts.

- **SEA**

SEA actions can also be launched within the retail chain.

- **Retargeting**

The plan to increase brand awareness includes a retargeting campaign in which we actively approach people who have shown interest in the past through online campaigns.

- **Content marketing**

We offer full support in content generation. We do not only provide all product information and images, but also create landing pages on your website. The wishes and interests/needs of the target group are central to this. By offering them ready-made solutions, they are more likely to be tempted to buy our products.

- **Video marketing**

Many people are visually oriented. By filming assembly instructions and application videos, it will quickly become clear for the consumer what the added value of the product is and how easy it is to assemble/use. We always think about how the target group thinks and how we can explain our product simply without coming across as patronising. With video marketing we also stand out in the market. Videos are available in Dutch and French for 80% of the product range. Click [here](#) and [here](#) for sample videos.

- **Social media**

Our own research shows that the target group often uses social media. Seniors' engagement when it comes to care products is high.

- **Facebook**

The older target group is mainly on Facebook. On this channel, we show how easy it is to use our products and do a regular campaign to reach the target group. Since we have extensive experience, we can share our knowledge about this with you.

- **LinkedIn**

We use this channel to increase the knowledge of the executive market (such as contractors, self-employed workers, etc.) about the products with, for example, sales tips, background information on new products and regulations. This target group goes to DIY stores often and because SecuCare is more likely to have top-of-mind awareness, they are also more likely to choose a trusted brand.

- **YouTube**

This is an excellent platform for us to share the videos we create. We can even use the platform to share and/or embed our videos on other websites.

- **Instagram**

Through this channel, we target the 40+ audience who see their parents struggling to cope with everyday life, which sometimes has major consequences due to falls. By being visible on Instagram, we ensure that the target group recognises the symptoms and problems and knows that solutions are available. As soon as these problems occur for someone in their circle, people will think of the various solutions SecuCare offers.

- **Email marketing**

SecuCare uses email marketing to pass on sales tips, background information on new products, regulations and more to the selling market. That way, everyone on the shop floor and behind the scenes is aware of the latest developments and can inform the end user properly. Good advice ensures satisfied repeat customers.

TIP

As you now know, SecuCare can support you in all possible ways in offline and online marketing. We would be happy to make this a reality with the DIY chain's marcom.

Appendix 2.

Why choose SecuCare?

SecuCare is a supplier who thinks in terms of partnership. Together, we will create a successful market strategy and put it into practice.
We can support you fully: with both offline and online activities. We will do everything we can to become the authority on care products together.



SecuCare DNA

Below is a summary of what we stand for:

1 Product range

- Widest range of products for longer independent living
- Solutions for all rooms in the house: front door (outside), hallway, stairs, toilet, bathroom, living room, etc.
- Sophisticated range of smart solutions with low/high price level
- Unique solutions such as the modular threshold ramp

2 High-quality products & warranty

- Affordable quality
- Production of virtually all products in Europe
- Great attention to ergonomics, practically maintenance-free
- Attractive design
- 2- to 10- year warranty with a 'no hassle' guarantee, no questions asked, immediate exchange or credit
- Complying with the latest Medical Device Regulation (MDR)

3 Consumer prices

- Affordable products
- Smart pricing structure according to the 'good-better-best approach'
- A suitable product for every consumer

4 SecuCare is the market leader due to

- Continuous research into the target group by means of qualitative and quantitative surveys, including a large national survey among more than 1200 seniors and their children
- Continuous expansion of the product range to be fully complete in the field of longer independent living

- Knowledge of the target group and the market
- Focus on products and propagating the concept of longer independent living
- Product innovation

5 Marketing

- Customer journey research
- Online support
- Online support through SEO content in three languages
- Videos of almost all SecuCare products
- Possibility of national support by means of television, for example
- Consumer brochures available in all languages
- On the shop shelf: Point of Sale by means of text, images, documentation and physical samples
- Innovative, clear and calm full-colour packaging

6 After-sales

- Professional back office
- Service provision, including answering questions, giving product advice, sending accessories, providing warranties (our unique 'no hassle guarantee')
- Reachable via email, telephone, chat function on the website

Conclusions

- **Authority** – In almost 10 years, SecuCare has become the market leader in the field of care products.
- **Product range** – SecuCare products are affordable for every consumer and distinguish themselves through low/medium price levels, modern design and innovation, such as our modular threshold ramp.
- **Support** – SecuCare offers you the support you need to grow your business. For example: offline support, such as brochures in your house style and language, and online support, such as supporting actions via social media.
- **Logistics** – SecuCare is based in the Netherlands and delivers worldwide from its own warehouse. We always have all items in stock and can therefore deliver quickly. We are connected to EDI.



“I think it looks very innovative, with its modern colours and neatly arranged appearance.”



“When I see this, I don’t get stressed about all the choices – it looks very calming.”



“It looks very calm to me. That’s because of the uniform colours, the images and the readable text on the packaging.”



Contact details



General data
 SecuProducts BV Luzernestraat 29
 2153 GM Nieuw-Vennep
 The Netherlands
 +31 (0)252 620 901
 info@secu.nl

Maarten Wijninga
 Sales and Product
 Manager
 maarten@secu.nl
 +31 (0)6 5327 6782



Chris van Bruggen
 Sales and Marketing
 Manager
 chris@secu.nl
 +31 (0)6 2222 9944



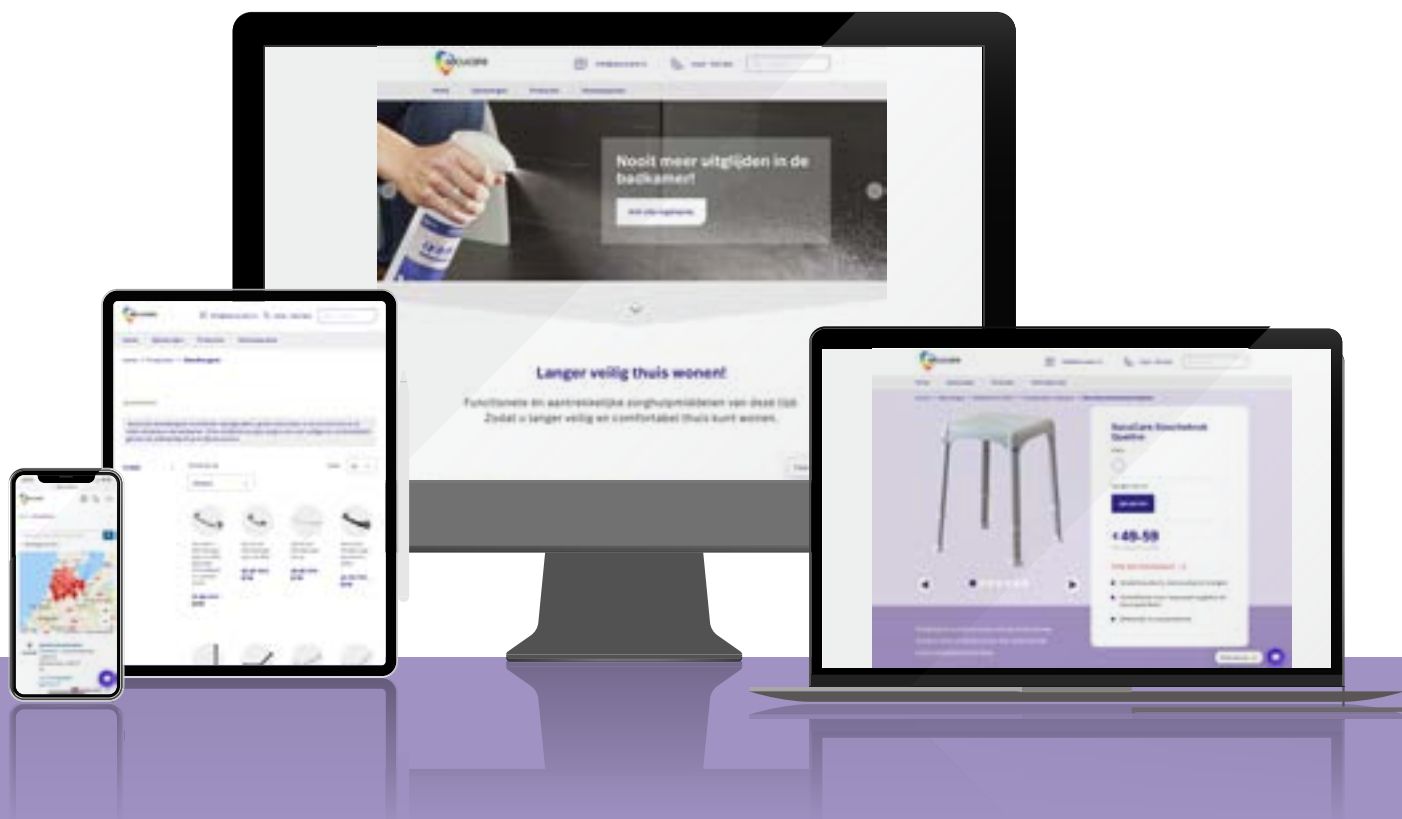
Jesse Bothe
 Logistics and
 Purchasing Manager
 logistiek@secu.nl

Export
 export@secu.nl

Sanne Verver
 Marketing
 Mon-Tue-Fri
 sanne@secu.nl

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SecuProducts BV

Luzernestraat 29 • 2153 GM Nieuw-Vennep, The Netherlands
T: +31 (0)252 620 901 • E: info@secu.nl • W: www.secucare.nl

