NEOLITH

BRAND POSITIONING

01

Brand Positioning

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Extended info on

01A Our Targets - Who is Our Who?

01.1

What is Neolith?

NEOLITH IS THE WORLD'S LEADING SINTERED STONE BRAND. IT'S A REVOLUTIONARY AND INNOVATIVE ARCHITECTURAL SURFACE WITH SUPERIOR TECHNICAL CHARACTERISTICS MADE OF 100% ALL-NATURAL RAW MATERIALS.



Since its creation in 2009, Neolith has become the best solution for indoor and outdoor projects, combining exquisite designs and high-performance functionality.

Neolith is synonymous to quality, versatility, durability and sustainability as well as class, elegance, style and subtleness. It was created to meet the most demanding needs in the world of architecture and interior design with all the different collections which are suitable for any type of application including kitchen countertops, bathrooms, facades, flooring and even furniture.

As a sustainable and environmentally-friendly brand, Neolith's ambition is to position itself as the number one choice around the world for professionals and consumers by helping **to create unique spaces** and generating extraordinary brand experiences.

01.2

Purpose

At **Neolith**, we have a purpose with which we try to enhance the world. We want to become our best version in order to offer people solutions for their concerns.

Since its creation in 2009, Neolith has become the best solution for indoor and outdoor projects, combining exquisite designs and high-performance functionality.

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At Neolith, we believe that the world would be a better place if we never forget that everything we do, invent and create is to live better. The best thing about creating something is living it.

“THE BEST THING ABOUT CREATING SOMETHING IS LIVING IT.”




MATISSE
Peter Lindbergh
TASCHEN

01.3

Vision

“TO BE THE NUMBER ONE BRAND IN THE CREATION OF UNIQUE SPACES.”

Mission

To inspire unique, functional and sustainable solutions for indoor and outdoor spaces through the most innovative surface, creating extraordinary brand experiences.

01.4

Our Values

OUR BELIEFS AND PRINCIPLES,
THE DRIVER OF OUR CONDUCT.

INNOVATION

Innovation is and will always be our ongoing challenge as there will always be major tasks to resolve with all the social changes that occur. Through innovation, we seek flexible growth oriented towards the search for better solutions without any fear of being disruptive.

PARTNERING

We believe in alliances to reach a common goal. Sharing ideas and skills makes it more possible to prosper.

PASSION

We’re passionate about what we do. We put all of our energy into working and making an effort with all the different things that have to do with our world. To the point of attaining excellence and, thus, success.

OWN STYLE

We have our own way of seeing things and prefer to reveal and express it rather than sticking to the status quo. We’re pleased with our way of helping you create a lifestyle (co-creation) and the class and distinction offered by our personal seal.
We want to inspire you in order for you to create the space that best suits your dreams.

INSPIRATION

We don’t believe in doing the same old thing. We seek new developments as innovating is stimulating. We want to inspire and get out of that comfort zone. The real risk is stopping. What connects us with people is understanding what they want and building the world they want to see.

01.5

Our attributes

WHAT WE BELIEVE AND WHAT GUIDES US DETERMINES WHAT WE'RE LIKE, HOW WE CONDUCT OURSELVES AND HOW WE EXPRESS OURSELVES.

PASSION / **HUMAN**

We're a brand with heart and incorporate the emotional essence of human nature. Emotions over transactions. That's why we're up-close in the way we approach our business and handle our relations.

INNOVATION / **BOLD**

We're bold as you have to dare to explore and take risks and never stick with the easiest choice. It's good to get out of that "safe zone" once in a while. You only get results by trying what you've never tried before.

OWN STYLE / **ASPIRATIONAL**

Wishes, dreams and aspirations are truly valuable, and it's why we do everything we can to turn them into reality. We are what we project and that's what makes us unique. Our motto is always to aspire to be better, to live better and reflect our inner, unique and personal world with our own style.

PARTNERING / **COMMITTED**

We commit to each of our relationships; implication is the only way they'll work. Each relationship is an opportunity to understand and learn more. It means combining strengths and creativity to take on new challenges, make discoveries and even overcome the challenges imposed by the industry.

INSPIRATION / **CREATIVE**

We're always imagining, innovating and open to doing things differently. Agile and flexible minds to find new solutions and enhancements to enjoy life more. We continuously challenge ourselves and never just settle.

01.6

Our benefits

THEY'RE WHAT MAKES US STAND OUT AGAINST OUR COMPETITORS. THEY JUSTIFY WHY PEOPLE LOVE US, TRUST US AND CHOOSE US BEFORE ANYTHING ELSE.

INNOVATION / **BOLD**

CLOSENESS

ENTHUSIASM

PERFECTIONISM

PARTNERING / **COMMITTED**

TREND SETTER

FUNCTIONAL

SUSTAINABLE

PASSION / **HUMAN**

SAFETY

TRUST

DEDICATION

COVERAGE AND SERVICE

OWN STYLE / **ASPIRATIONAL**

PERSONALITY

NATURAL ELEGANCE

DIFFERENTIATION

INSPIRATION / **CREATIVE**

CREATIVE SOLUTIONS

DISCOVERIES

VERSATILITY



01.7

Our targets

OUR GOAL

TO BE AT THE TOP OF
END CONSUMERS' MINDS
AND TO BE AT THE TOP OF
INTERIOR DECORATORS', DESIGNERS' AND
SPECIALIST STORES' MINDS

ANALYSIS AND DEFINITION OF OUR TARGETS

WHO	WHO ARE THEY?
WHAT	WHAT DO THEY WORRY ABOUT? WHAT ARE THEY INTERESTED IN?
HOW	HOW DO THEY RELATE WITH THE BRAND?
WHY	MOTIVATION TO PURCHASE
WHERE	HOW CAN WE FIND THEM?

01.7

Our targets

B2B

DISTRIBUTORS

MARBLE PRODUCERS

INSTALLERS

BUILDERS

Relationship with the brand based mainly on commercial agreements and decision-making related to factors such as price, delivery times, distribution, etc. Heavy competition and low loyalty.

B2B2C

ARCHITECTS

DESIGNERS / INTERIOR DECORATORS

KITCHEN AND BATH STORES

Industry professionals, at times with a direct relationship with the brand and at others with the end consumer, who recreate spaces based on the end user’s needs and preferences.

B2C

END CONSUMERS IN GENERAL

DURING RENOVATIONS

KITCHEN ENTHUSIASTS

DECORATING ENTHUSIASTS

EXCLUSIVE

End customers, generally with limited knowledge of the category, the product and the brand.

01.7

Our targets

B2B

DISTRIBUTORS

MARBLE PRODUCERS

INSTALLERS

BUILDERS

WHO
WHO ARE THEY?

- Companies that have traditionally worked in the natural stone industry.
- Of various sizes (small, medium and large).
- With infrastructure.
- There are mixed cases of distributor + marble producer + stores.
- There are also exclusive distributors, but they are generally multi-brand.
- Exclusivity in a specific geographic region.
- There is dialog and we listen to them.
- Many engage in their own communication.

WHAT
WHAT DO THEY WORRY ABOUT?
WHAT ARE THEY INTERESTED IN?

- Delivery times.
- Product quality.
- There is adequate demand in the market.
- How the brand is going to be communicated.
- They see what the competition does and take it as a benchmark, so they demand certain minimums.

HOW
HOW DO THEY RELATE WITH THE BRAND?

- Direct contact with the brand.
- Two-way communication, mainly with the area manager.

WHY
MOTIVATION TO PURCHASE

- They choose us for our design and quality.
- Model of relationship with the brand and even for their personal relationship.
- Perception of a young company with a whole lot of potential.
- Because it's a great brand.
- Because Neolith invests heavily in R&D and they want to be part of this innovation.
- Because the brand does a good job of communicating and ensuring demand.
- Good service.
- Earn good profit margins.

WHERE
HOW CAN WE FIND THEM?

- Neolith’s commercial strength.
- Events (seminars, conventions, trade fairs).
- Third-party data.

01.7

Our targets

B2B

DISTRIBUTORS

MARBLE PRODUCERS

INSTALLERS

BUILDERS

WHO
WHO ARE THEY?

- The traditional marble producer is the most common profile.
- Family companies that work in all areas of the business.
- There are mixed marble producer business models that have kitchen stores in addition to a workshop.
- Large-size companies with the capacity for communication and flexibility.

WHAT
WHAT DO THEY WORRY ABOUT?
WHAT ARE THEY INTERESTED IN?

- In order to work with certain brands, they must invest in machinery or modernize their workshops.
- Plus, they must be specifically trained to work with this kind of material.
- They sometimes believe the material installation is complicated.
- They value the reliability of the material/brand given that they are the face of B2B2C.

HOW
HOW DO THEY RELATE WITH THE BRAND?

- Depending on the market structure, they may relate more or less with the brand.
- They think it's innovative and they are interested in knowing how to work with the material so that they don't lose out on business opportunities.
- The satisfaction of the end customer depends on their installation, so a good brand relationship is crucial.

WHY
MOTIVATION TO PURCHASE

- They are mere middlemen. They do not choose the product, although a negative comment in front of customers can be negative for the brand.

WHERE
HOW CAN WE FIND THEM?

- Neolith’s commercial strength.
- Events (seminars, conventions, trade fairs).
- Third-party data.

01.7

Our targets

B2B

DISTRIBUTORS
MARBLE PRODUCERS
INSTALLERS
BUILDERS

WHO
WHO ARE THEY?

- Construction companies, which have little power when it comes to deciding on materials, since the architects are the ones who choose them.
- Although there are some cases in which they may have the final decision.

WHAT
WHAT DO THEY WORRY ABOUT?
WHAT ARE THEY INTERESTED IN?

- Delivery times.
- Margin.
- The product's technical specifications meet the project specifications.

HOW
HOW DO THEY RELATE WITH THE BRAND?

- In many cases they offer the product as an extra in addition to the basic package.
- They speak directly with the Neolith project department.

WHY
MOTIVATION TO PURCHASE

- That the product fits their budget and the project specifications.

WHERE
HOW CAN WE FIND THEM?

- Neolith's commercial strength.
- Events (seminars, conventions, trade fairs).

01.7

Our targets

B2B2C

ARCHITECTS
DESIGNERS / INTERIOR DECORATORS
KITCHEN AND BATH STORES

WHO
WHO ARE THEY?

- Ultimate decision-making in terms of product choice.
- There are companies of all sizes.
- Differentiate between architects for large projects vs. interior design.

WHAT
WHAT DO THEY WORRY ABOUT?
WHAT ARE THEY INTERESTED IN?

- Quality, design and functionality.
- The reliability of the material.
- The technical specifications are in line with their projects.
- General lack of knowledge of the product.
- A lack of professional information.

HOW
HOW DO THEY RELATE WITH THE BRAND?

- A key profile.
- They should know as much as possible about the product, but sometimes the information is incomplete. More training is needed.
- Once they try it, they use it and include it in their pool.
- Not all of them know about it.
- There are more projects with designers.
- The big projects are worked on with the project department (not individuals).
- In competitions with architects and students.

WHY
MOTIVATION TO PURCHASE

- A different kind of quality product.
- Quality/price ratio. Highly durable material.
- Service and advice (which other brands do not have).

WHERE
HOW CAN WE FIND THEM?

- Neolith’s commercial strength.
- Events (seminars, conventions, trade fairs).
- Magazines and specialized media
- Associations of architects/ designers.
- Forums.

01.7

Our targets

B2B2C

ARCHITECTS

DESIGNERS / INTERIOR DECORATORS

KITCHEN AND BATH STORES

WHO
WHO ARE THEY?

- Kitchen stores with a special focus on premium stores that take better care of their image.
- They’re the perfect window for a customer/end consumer who is looking to renovate or design their new kitchen.

WHAT
WHAT DO THEY WORRY ABOUT?
WHAT ARE THEY INTERESTED IN?

- They are concerned about the final result of the installation since they are the visible face towards the end customers.
- They are interested in there being a demand for the product.

HOW
HOW DO THEY RELATE WITH THE BRAND?

- They relate through promotors who maintain a constant relationship with the stores so they have all the information and materials.
- Stores are categorized internally. There is a different incentive plan for each of them.
- At times, kitchen stores work with marble producers meaning the relationship may be secondary.

WHY
MOTIVATION TO PURCHASE

- Neolith has an incentive plan for stores to motivate them even more when promoting the product at points of sale.
- They value the product design and quality.
- The profit margin we offer them is very competitive.

WHERE
HOW CAN WE FIND THEM?

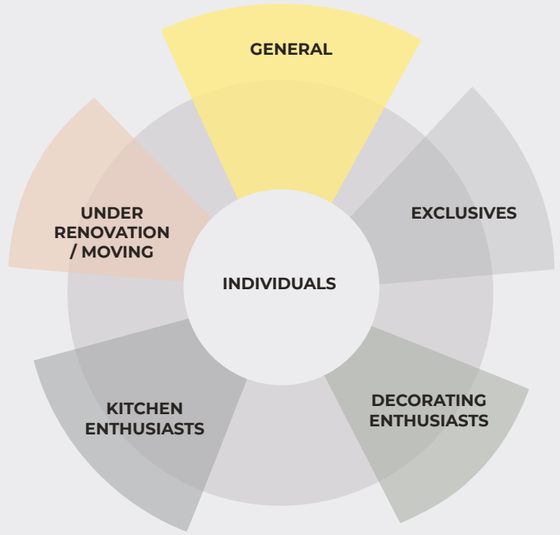
- Neolith’s commercial strength.
- Events (conventions, trade fairs).
- Third-party data.

01.7

Our targets

B2C

END CONSUMERS
DURING RENOVATIONS
KITCHEN ENTHUSIASTS
DECORATING ENTHUSIASTS
EXCLUSIVE



WHO
WHO ARE THEY?

- The entire population, with a focus on those interested in kitchens and bathrooms.
- Recruitment mainly via stores and secondarily via architects, interior designers, etc.
- Mainly between 30-45 years old.

WHAT
WHAT DO THEY WORRY ABOUT?
WHAT ARE THEY INTERESTED IN?

- See the material and touch it.
- The countertop is an integral part of the kitchen, so they're looking for esthetics and durability.
- A product guarantee. They are worried that they might fail to comply with what the brand offers as benefits.
- There is a problem of perception about the difficulty of installation and the negative consequences.
- A lack of information on points of sale or specifications.
- It’s a sustainable product.

HOW
HOW DO THEY RELATE WITH THE BRAND?

- Since they want to see and touch, samples are essential.
- With architectural software such as Visualizer.
- Relationships are built through kitchen stores/architects.
- Through fashion or interior design magazines.
- Inspiration on social media.

WHY
MOTIVATION TO PURCHASE

- Because it is an aspirational product.
- The design.
- Product price and quality.
- What the store/architect/interior designer recommends.

WHERE
HOW CAN WE FIND THEM?

- Online and offline advertising.
- Online and offline publications.
- Physical points of sale.
- Prescribers/influencers.
- Third-party data.

01.8

What are we like?

OUR PERSONALITY

We’re creators with the capacity to inspire with every little detail and with the subtleness we’re known for.

Our natural elegance is responsible for planning evocative spaces. Unique spaces with their own style that invite you to enter, get comfortable and enjoy. And that makes us an implicit part of all the experiences felt in each of these atmospheres.

A brand that specializes in finding that essential balance that should always exist between functionality and design. That’s why we’re experts in creating products that are not only versatile, sustainable and resistant, they’re also the legacy of a material that will be with us now and forever.

We’re experts on making excellence, quality and sophistication tangible so that each space becomes an unforgettable place.

And, above all, we’re passionate about the stories that inspire each one of our creations.

WE’RE NEOLITH.



01.9

Positioning

INSPIRING SPACES
CREATED FOR LIVING.

01.10

Brand essence

What truly makes us different and creates the foundation for our own meaning which we wish to share with the world.
Our brand essence is what makes us unique.



01.11

Brand manifesto

When you look around you, what do you see? We see a space of infinite possibilities. We believe that creating our own space is the basis for human relations. A space to know ourselves and to connect with our surroundings.

This thought not only inspires all our creations but goes beyond our brand. It’s an attitude towards life. That’s why we want to share our dreams to be a source of inspiration, with an innovative and sustainable spirit.

We are driven by helping people create the best possible spaces. To make the environment around us an evocative place where we can enjoy extraordinary experiences, combining design and functionality.

We believe the world would be a better place if we remember that everything we do, invent and create is aimed at living better.

“BECAUSE THE BEST THING ABOUT CREATING SOMETHING IS LIVING IT.”

NEOLITH

TOUCH.FEEL.LIVE

NEOLITH

touch.feel.live