

# Hagen Grote



## Hagen Grote France

### Description:

Since 1987, the mail order company Hagen Grote has been offering a selection of products for the cooking and the pleasure. The range contains high quality kitchen utensils for challenging cooking lovers, as well as original kitchen furniture, luxurious cooking appliances, exceptional accessories for the table and the hospitality, and refined food for the gourmets.

Therefore, Hagen Grote attaches a great importance to traditional craftwork, advancements, innovations and trends related to the kitchen. Highest standard, best quality and sustainable production of food are for Hagen Grote principles as valuable as a high use value, a first class treatment and durability criteria of its products.

Customer acquisition is proceeded by the sending of catalogs, online campaigns, postal and media inserts in titles such as „Vie Pratique Gourmand“ oder „Saveurs “ in France.

The average purchase value is approximately 110,00 €.

## Postal addresses France

### Details:

#### Address potentials France:

Customers 0-12 months:	16.000
Customers 13-24 months:	7.100
Interested:	1.500

#### Selection criteria:

Age, gender, order value

#### Age structure :

Average: > 60 years old

#### Selection improvements

Last purchase date available on request

#### Profile:

Men:	20 %
Women:	80 %

### Conditions:

#### Address prices:

Customers 0-12 months:	230,00 € o/oo
Customers 13-24 months:	200,00 € o/oo
Interested:	170,00 € o/oo

#### Selection costs:

200,00 € flat fee

#### Delivery costs:

40,00 € flat fee

#### Additional selection:

10,00 € flat fee

#### Flagging costs:

150,00 € flat fee

#### Minimum invoicing:

100 %

#### Minimum order:

5.000 addresses