

SERAX



TABLEWARE

FURNITURE

GLASSWARE

POTTERY

COOKWARE

KITCHEN & INTERIOR ACCESSORIES

CUTLERY

LIGHTING

SERAX

MARKETING KIT - BASE



1. PRACTICAL INFO

2. MERCHANDISING GUIDELINES

3. COMMUNICATION SUPPORT

ABOUT BASE



Base by Piet Boon

The partnership of Piet Boon® and Serax reflects our shared attention to detail and commitment to delivering perfection. **Merging design and functionality** resulted in a sophisticated full range of **high quality tableware**. Base by Piet Boon and Serax, provides a **blank canvas** for any dish you can imagine.

ABOUT PIET BOON

After his studies at the technical school in Amsterdam, Piet Boon began his career as a building contractor, but he would soon evolve into a high-profile Dutch designer. Today, Studio Piet Boon is an **internationally** operating total **concept design company**, where a team of architects, stylists and design professionals is continuously driven to exceed expectations, to stay true to the studio's reputation as the most renowned

Dutch design studio in the world.

In every project, Studio Piet Boon put together the **perfect balance of functionality, aesthetics and individuality** for a wide range of private homes, residential and business developments and hospitality experiences.



ABOUT BASE



Discover more about the collection

[Download Press Kit & Base Catalogue](#)

Base by Piet Boon



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IN – STORE GUIDELINES

- Do not mix & match all different collections
- Present the collection by colour / mix limited colours
- Add giftboxes to your collection presentation
- Use different heights and volumes to bring dynamics
- Add the Serax pancarte & holder
- Add the Base Free Standing Sign
- Standing units for plate presentation
- Merchandising images to find on bynder and in the following slides



IN – STORE GUIDELINES



B9214724
BOWL L WHITE BASE

B9214723
BOWL M WHITE BASE

B9214729
COFFEE CUP W/O HANDLE WHITE BASE

B9214728H
ESPRESSO CUP W/O HANDLE GLAZED WHITE

B1318108GB
GIFTBOX CUTLERY SET 24 PC BASE

B0819201
GLASS L FROSTED WHITE BASE

B0819206
CHAMPAGNE COUPE BASE

B0819205
WHITE WINE GLASS CURVED BASE

B0819203
RED WINE GLASS CURVED BASE

B9214707
PLATE LOW XXL WHITE BASE

B9214703
PLATE LOW S WHITE BASE

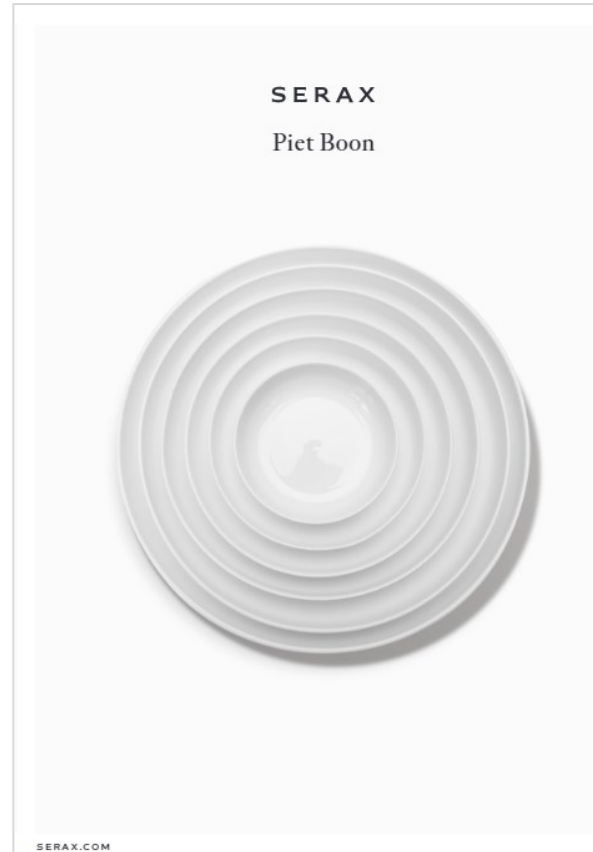
B9214715
DEEP PLATE M WHITE BASE

B9214727
DEEP BOWL L WHITE BASE

B0819200
GLASS M FROSTED WHITE BASE

B7919005
KNIFE SET 4 PC BASE

POS MATERIALS — PANCARTES



Base by Piet Boon

STORYTELLING

USP (unique selling point) fiches

Piet Boon	BASE
MINIMALISTIC, TIMELESS & FINE BONE CHINA	



ABOUT — High-profile Dutch designer.
Studio Piet Boon: international total concept design company.
Timeless & sophisticated, exterior, interior & product design.

CREATIVE STORY — Blank canvas for any dish and multiple options for table setting styles.
Used at The Jane, 2 Michelin star restaurant designed by Piet Boon Studio.
Minimalistic design & functionality are key.
The perfect hosts, one style fits all.

<p>TABLEWARE</p> <p>THE LIGHTEST PLATES SERAX EVER CREATED FINE BONE PORCELAIN SHINY OR MATT EXTERIOR 16 SKU'S RRP: D22 €61</p> 	<p>CLASSWARE</p> <p>ROUND SWAPES DISTINCTIVE SLEEK POTASSIUM GLASS AND SANDEBLASTED WATER 8 SKU'S RRP: GLASSWARE AS OF €16</p> 
<p>CUTLERY & KNIVES</p> <p>RICH IN SIMPLICITY UNIQUE IN FORM STAINLESS STEEL OR SILVER-PLATED 22 SKU'S RRP: GIFT BOX €220</p> 	<p>COOKWARE</p> <p>SLEEK DESIGN FOR ALL HEAT SOURCES INTERIOR: STAINLESS STEEL EXTERIOR: MATT STAINLESS STEEL OR COPPER 8 SKU'S RRP: COOKWARE AS OF €120</p> 

<p>PACKAGING & MAINTENANCE</p> <p>BRANDED GIFTBOX IN CUSTOMIZED DESIGN.</p>	<p>RECOMMENDED TO USE WARM WATER MIXED WITH GENTLE DETERGENT AND SOFT CLOTH.</p>
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Piet Boon	BASE
MINIMALISTIC, TIMELESS & FINE BONE CHINA	





All images can be found on Hynder.

Essentials packages were created based on collection bestsellers to enhance performance & rotation.

Contact your sales representative for all essentials packages.

TIPS & TRICKS

- DO NOT MIX & MATCH DIFFERENT COLLECTIONS.
- PRESENT THE PRODUCTS BY COLOR & LIMIT MIXING COLORS.
- ADD GIFTBOXES TO YOUR COLLECTION PRESENTATION.
- USE DIFFERENT HEIGHTS & VOLUMES TO BRING DYNAMICS.
- ADD THE SERAX LOGO.
- ADD THE COLLECTION SHOWCARD WITH A LIFESTYLE IMAGE OR DESIGNER PORTRAIT.

MERCHANDISING GUIDELINES

SERAX

WWW.SERAX.COM



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ONLINE BANNER



HOMEPAGE TEASER

FEMMES HOMMES CUISINE & TABLE HABITAT & VOYAGE ENFANTS BEAUTÉ VIN & DELICATESSA NEW IN MARQUES OFFRIR EXPLORE OUTLET

CUISINE	TABLE	TEXTILES
Nouveautés & New Brands	Textiles	Nappes
Offrir	Vaisselle	Chemin de table
Fondue & Raclette	Couverts	Sets de table
Appareils de cuisine	Verres & Carafes	Dessous de verre
Couteaux	L'heure du thé & du café	Serviettes
Cuisson	Accessoires pour le vin & le bar	Tabliers de cuisine
Poêles & Faitouts	Accessoires de fêtes & table	Linge de cuisine
Ustensiles de cuisine		
Planche à découper		



BASE BY PIET BOON

→ Alle Kategorien → Alle Kategorien → Alle Kategorien → Alle Marken

HOMEPAGE TEASER



SERAX x PIET BOON

YOUR BLANK CANVAS

DISCOVER NOW



SERAX x PIET BOON

WHITE LUXURY

DISCOVER NOW



SERAX x PIET BOON

TIMELESS ESSENTIALS

DISCOVER NOW

INSTAGRAM FEED



POST 1



POST 2



POST 3

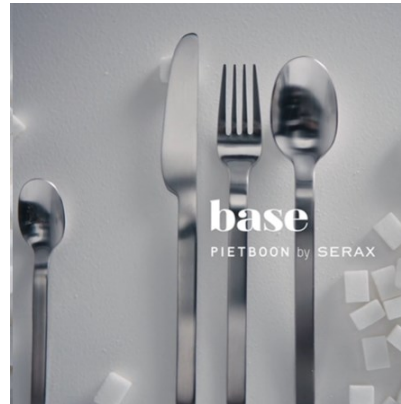
INSTAGRAM FEED- POST 1



The partnership of [@studiopietboon](#) and Serax reflects a shared attention to detail and commitment to delivering perfection. Merging design and functionality resulted in sophisticated ranges of high quality tableware, including glassware and matching cutlery, cookware, vases, flower pots and interior accessories.

[#serax](#) [#serax_official](#) [#studiopietboon](#) [#pietboon#designer](#)
[#meetthedesigner](#) [#homedecor](#) [#interiordesign](#)

INSTAGRAM FEED- POST 2



Base by [@studiopietboon](#) provides a blank canvas for any dish you can imagine.



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[#designer](#) [#reel](#) [#instareel](#) [#homedecor](#) [#interiordesign](#)
[#dutchdesign](#) [#tablesetting](#)

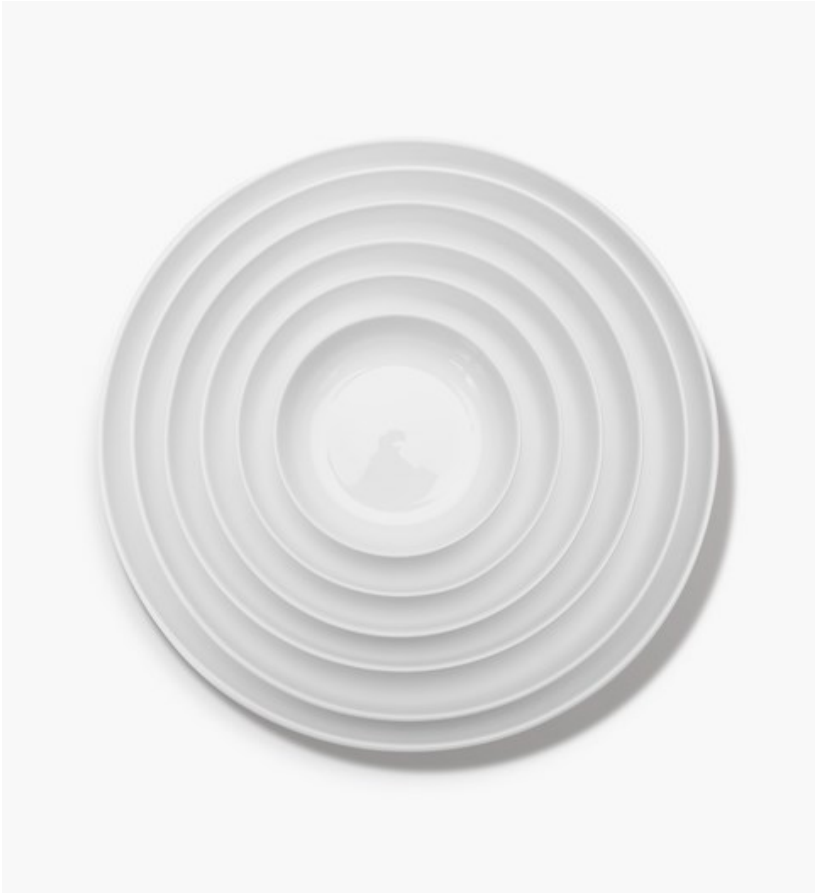
INSTAGRAM FEED- POST 3



Base by [@studiopietboon](#) provides a blank canvas for any dish you can imagine.

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[DOWNLOAD ALL ASSETS](#)

SERAX

THANK YOU