



Design. Made in Germany.

C. JOSEF LAMY GMBH
Grenzhöfer Weg 32
69123 Heidelberg
www.lamy.com

Isabel Braun
Head of International Marketing
Telephone: +49 6221-843 117
Fax: +49 6221-843 339
E-mail: isabel.braun@lamy.de

Lamy: Review of the year and outlook 2020

Heidelberg, February 2020

The Lamy year 2019 was marked by groundbreaking changes and a new direction for the future. Lamy has brought new impetus to strategic orientation and sales as well as to the product profile, which will contribute to the further development of the brand and will be driven forward in 2020.

The past year was once again marked by many challenges across all industries - challenges that include the digital transformation, globalization, international trade conflicts and the ongoing changes in consumer purchasing behaviour. The associated effects on both bricks-and-mortar and online retailing were a major issue for Lamy throughout 2019 and will remain a strategic focus in the new year.

"We have set ourselves the task of not only dealing with the changes in a situational and reactive manner, but actively shaping them," explains Managing Director Thomas Trapp. "That is why, in 2019, as in the previous year, we have plotted a clear course to ensure that the LAMY brand is and remains future-proof."

Markets and distribution

In 2019, particular attention was paid to the US market and the flagship stores opened in New York and San Francisco in the previous year. Together with the flagship store in Heidelberg they form the spearhead of Lamy's bricks-and-mortar points of sale and are particularly important for building our brand. There are also plans to establish a new eShop for the USA in the new year.

In order to push ahead with the planned expansion of this high-potential market, Lamy has for the first time decided to establish a subsidiary. Under the name Lamy Inc., this company has been responsible for the American market since the beginning of the year. This gives Lamy the opportunity to manage sales with an experienced US team on the ground.

"This decision has no effect on our foreign representatives in other markets," emphasizes Thomas Trapp. "In all our other markets we rely now and will continue to rely on our local distributors, whose work we greatly appreciate."

Overall, international expansion is progressing well, most recently with the opening of the first concept store in South America - in Santiago de Chile.



Design. Made in Germany.

Marketing and communication

In 2019, Lamy once again continued to focus on the themes of brand experience and sharpening its lifestyle profile. One result of this was that Lamy's new online presence went live in April, with a new design and expanded content. "The new online presence reflects the character of the LAMY brand, which today stands not only for design 'Made in Germany' but also for lifestyle and inspiration," explains Managing Director Beate Oblau.

In August, the writing instrument manufacturer made its first appearance as the main sponsor of a music festival ("A Summer's Tale") and for four days presented activities related to writing by hand. A four-month test run with the first Lamy Pop-up Store in Berlin followed in autumn.

"The format of the pop-up store gives us the opportunity to try out new and experience-focused forms of presentation, which may ultimately also provide new inspiration for the specialist retail trade," says Beate Oblau. "In addition, we were once again able to make a stand for writing by hand and to inspire the young adult target group in particular." A highlight, which was used at the festival as well as in the pop-up store, was a Mix&Match facility, with which customers and visitors could put together their individual LAMY safari model in their desired colour combination.

Last but not least, Lamy once again received numerous awards in 2019 including the coveted "Großer Preis des Mittelstandes" (Grand Prix of Medium-Sized Businesses) and the "German Brand Award" for the brand magazine LAMY specs. In the competition for the "German Design Award", Lamy emerged as the winner in three categories. In addition to all this, the company was awarded "Strongest growing medium-sized company" (Handelsblatt), "Very high customer confidence" (WirtschaftsWoche) and was included in the selection for "Germany's Best Employer" (WELT) in Baden-Württemberg.

Products and range

One particularly important milestone for Lamy was the introduction of the first digital writing instrument – the LAMY AL-star EMR – in cooperation with Samsung, in autumn 2019. Here, Lamy was able to demonstrate its position as an innovation leader and secure market leadership for itself in this segment. For the first time, a writing instrument is available for digital writing that enables uncompromising synthesis between the analogue and digital worlds of writing.

The LAMY AL-star EMR is compatible with all tablets and smartphones equipped with Wacom's EMR technology. It will also be available with the new



Design. Made in Germany.

"Wacom One" from mid-February. For artists in particular, the two products offer numerous possibilities for creative use on the tablet.

In addition, Lamy has successfully broken into a further segment in stationery retail with the launch of its first notebook series "paper".

One of the highlights of the year was the launch of the LAMY dialog urushi edition, limited to 33 sets worldwide. For the first time, Lamy commissioned two artists to design the surface of a fountain pen: the urushi masters Norihiko Ogura from Japan and Manfred Schmid from Germany. Urushi, a traditional craft and material, has now been reinterpreted by combining with stainless steel in an innovative approach, and by using processing methods that the participating artists developed themselves and applied for the first time on the LAMY dialog fountain pen.

In 2020 Lamy plans to launch three new series at once, which will further advance the premium positioning of the brand. The LAMY dialog cc, a new variant of the capless twist-action fountain pen LAMY dialog, deserves special mention. Equipped with the same ingenious twist mechanism as the LAMY dialog, the new LAMY dialog cc is smaller and more delicate and offers numerous possibilities for use thanks to its handy size. In addition, LAMY ideal is a completely new product family to expand the range. Designed by EOOS, it interprets the proven Lamy design principles in an innovative way. The third Lamy innovation is the LAMY xevo ballpoint pen designed by Eric Degenhardt and characterised by a minimalist, reduced design.

In 2019 Lamy laid significant foundations for the expansion of the premium segment with the expansion of production, as Managing Director Peter Utsch explains: "We have optimised processes and invested heavily in production. We have expanded capacity in the manufactory in particular, as this will in future account for an even higher proportion of our total production volume as part of our premium strategy." Premium Writing recorded growth of 30% in the previous year.



Design. Made in Germany.

About Lamy

Around the world the LAMY brand stands for high-quality designer writing instruments with a timelessly modern aesthetic and perfect functionality. Its success story began over 50 years ago with the LAMY 2000: the model was the foundation stone laid in 1966 for the clear, unmistakable design language which still characterises the style of all Lamy products today – Lamy design. As an independent family company, since its foundation in 1930 Lamy has been firmly committed to Heidelberg as the company base, guaranteeing consistently premium quality "Made in Germany". With an annual production of over 8 million writing instruments and a turnover of over 118 million euros in 2018, Lamy is today not only the market leader in Germany, it has also developed to become a sought-after brand around the world. Premium Writing recorded growth of 30% in the previous year. Lamy generates a good half of its turnover abroad. The brand is now represented in more than 80 countries with over 15,600 sales outlets worldwide, including around 200 mono-brand stores. Alongside all this, the company – not least through the release of a Special Edition each year – is constantly setting new trends and inspiring handwriting fans around the world with innovative colours and surfaces. This is how Lamy is able to continuously reinvent itself and prove that a writing tool is more than an object of utility: it is a genuine lifestyle accessory which lends expression to the joy of writing by hand and underlines the individuality of its owner.

You can find out more about Lamy online at www.lamy.com