

Montana

MONTANA
Mini



OVERVIEW

Montana Mini

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SALES INFORMATION

The new products in the Montana Mini series will be available in stores from February/March.

Available in Design Pro from week 6

Pack shots will be available from 10/1-2020

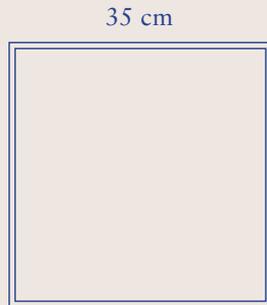
Advertising allowed from 1/2-2020

DREAM BIG WITH MINI

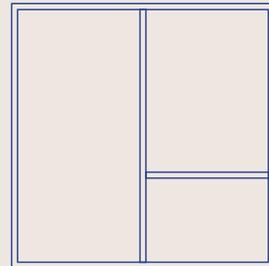
Montana Mini is a series of uncomplicated, versatile storage elements. Available in 3 variants only, Mini becomes an easier choice. It either fits into what you need, or it doesn't. 3 square shapes, all in the same depth of 25 cm, made of the well-known durable Montana MDF, but kept mini with a thickness of only 8 mm. The building blocks snap together with strong magnets, securing that your storage is aligned, while maintaining the pure, clean lines that makes it a true Montana. Available in 3 versions; open, closed or shelved, in 10 matching colours.

SHELVES

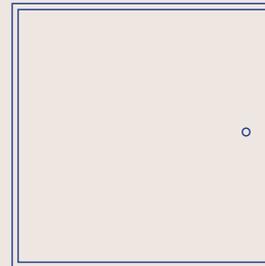
Front view



OPEN MODULE
1001

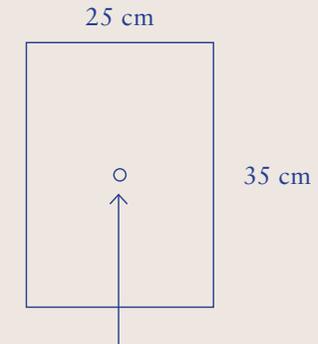


MODULE WITH SHELVES
1002



MODULE WITH DOOR
1003

Side view



The modules have two embedded magnets $\varnothing 1,6$ cm with a matt-chrome finish, visible on either side of the module. The magnets are a design detail unique to Montana Mini as well as a functional feature helping the Minis to align beautifully side by side.

COMPONENTS

Front view

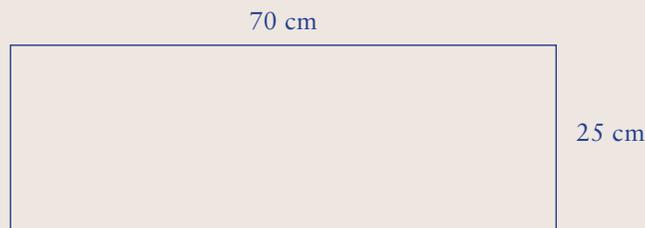
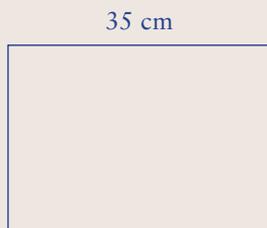


TOP PANEL - SINGLE
2004



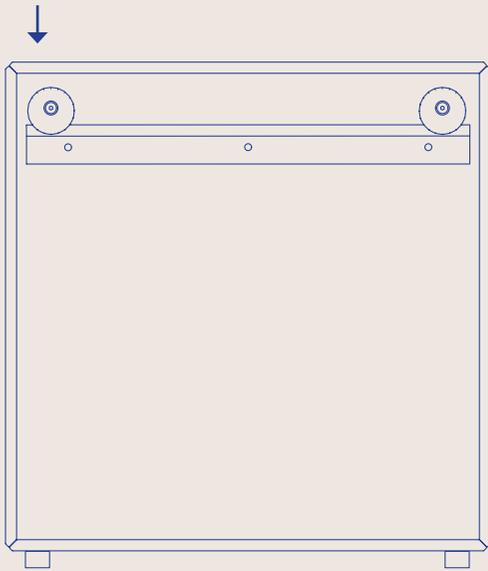
TOP PANEL - DOUBLE
2005

Top view



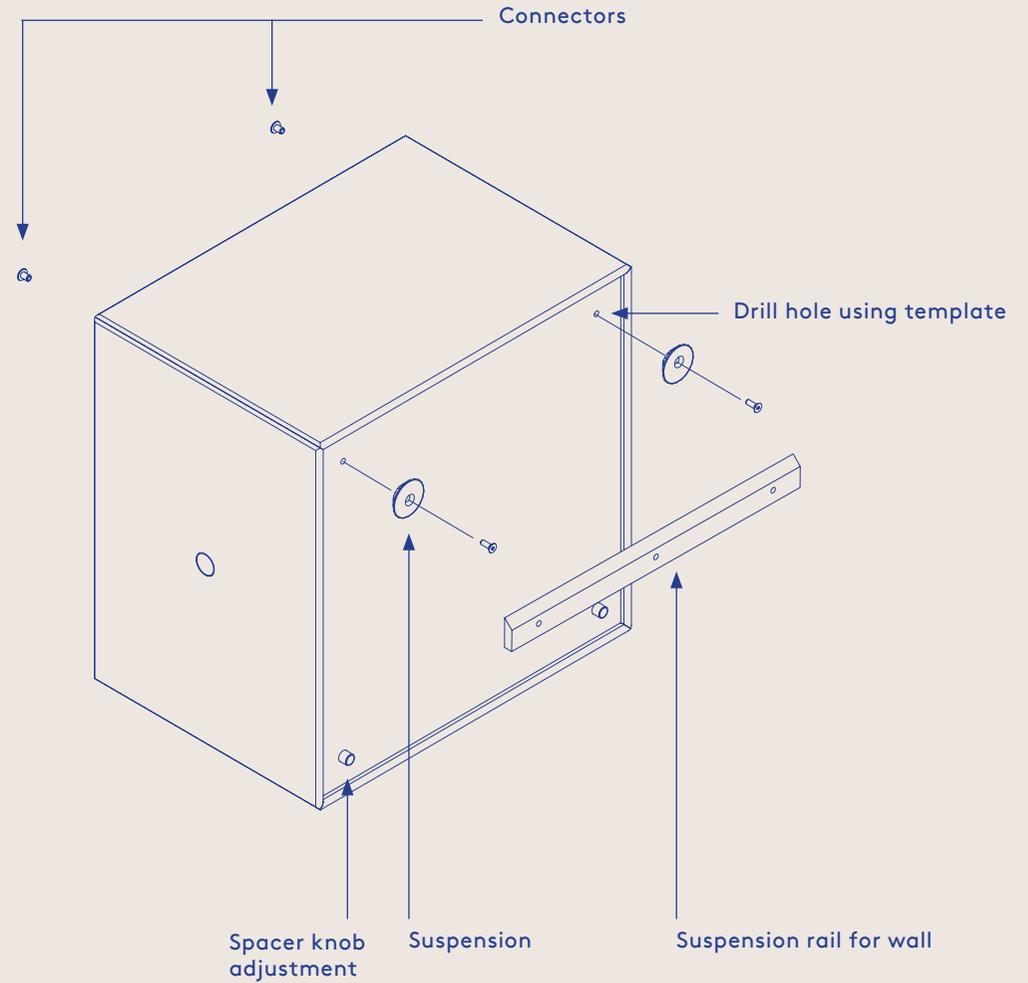
All Mini modules come with feet in addition to rails and screws for wall-mounting. These are easily fixed on the module following the in-package tools and templates.

FOR PLACEMENT ON WALL



FOR PLACEMENT ON FLOOR

Use the spacer knobs as legs for placement in floor.

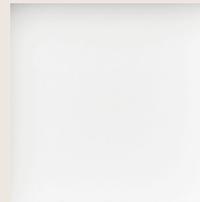


*Assembly video tutorial will be ready soon

MATCH MINI TO A COLOUR

**Colours are never static,
never boring,
never quite the same.**

They interact with sunlight, with other colours in their surroundings and the items you add to them. The Montana Mini colour palette features 10 poetic and complex colours, developed in collaboration with colour expert Margrethe Odgaard, to have both a visual and sensory appeal, all intertwined in a close-knit family that will match no matter how you choose to combine them.



101 New White



150 Vanilla



161 Mist



09 Nordic



159 Camomile



137 Mushroom



135 Monarch



04 Anthracite



142 Amber



151 Rhubarb

The marketing activities for Montana Mini is mainly PR and online-driven. Building visibility and product awareness through influencers and their audiences plus creating events and collaborations that renews the interest in the product – looping back to PR. On a tactical level individually tailored and supported campaigns in the dealers channels will drive traffic and create awareness.

2020	MONTANA MINI LAUNCH
PR	DE Jan-2020 Press release Germany/ IMM SE/GLOBAL Feb-2020 Press release all markets DK/GLOBAL May-2020 3DD Press event
Influencers	SE/NO Mar-May Micro-influencer campaign/ Bloggers Delight DE/DK Mar-May Influencer campaign SE Mar-2020 Influencer event Sweden/ Poppy Kalas DE Aug-2020 PR/Influencer event Berlin TBD
Online	Online ads and awareness campaign. Supported online activation campaign in dealer channels – presentation for this is on the way.

Feeding our retailers with new images of the Mini series, keeping it up to date and relevant in all rooms of the home is crucial. News and add ons will be introduced to extend the use and flexibility of the product – and to activate PR with new stories. Collaborations and co-development will be utilised in this respect – focusing on engagement in the audience. A Limited Edition/Limited Colour and other seasonal campaigns will be introduced – either directed at the retailer or directly towards the end-customer.

	2020				2021				2022			
PRODUCT LIFE	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
News & add ons					X				X			X
Limited Edition							X					
New Images			X		X		X		X			X
Collaborations/ events	X			X			X			X		
Campaign					X		X					X















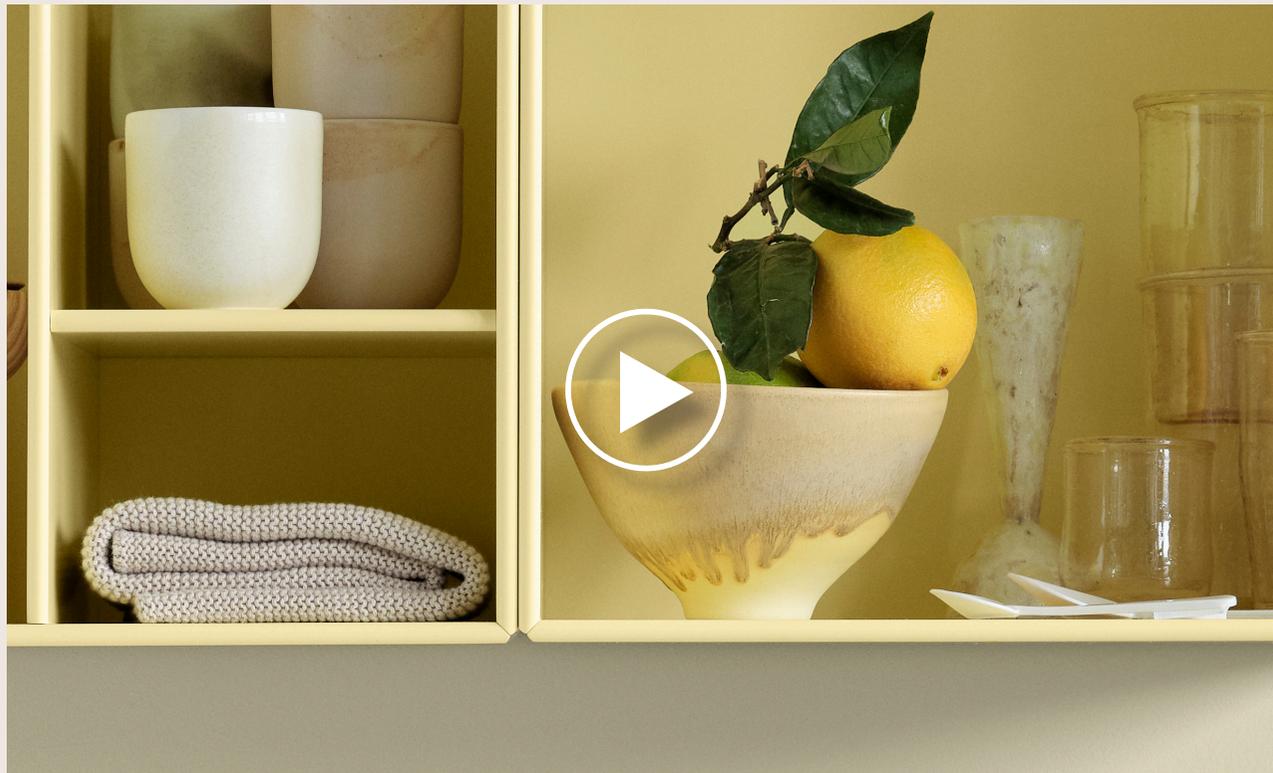








For in-store screens, web or snippets for social media.



#MYMONTANAMINI



Introducing Montana Mini – a series of uncomplicated, versatile storage elements. Available in 3 variants and 10 colours, Mini becomes an easier choice. It either fits into what you need, or it doesn't. EU Ecolabel certified. Modules from xxxx,-



Dream big with Mini. Montana Mini is a series of uncomplicated, versatile storage elements. Available in 3 variants and 10 colours, Mini becomes an easier choice. EU Ecolabel certified. Modules from: xxxx,-



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A5 BROCHURE



A5 PRICE POST CARD

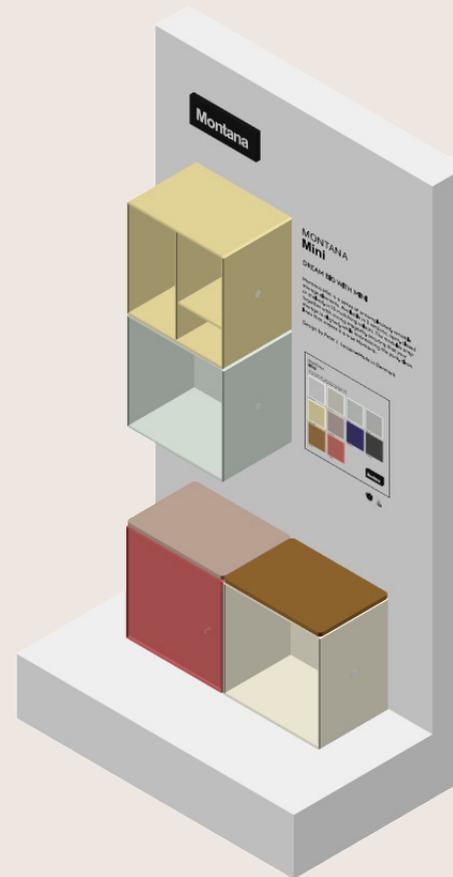
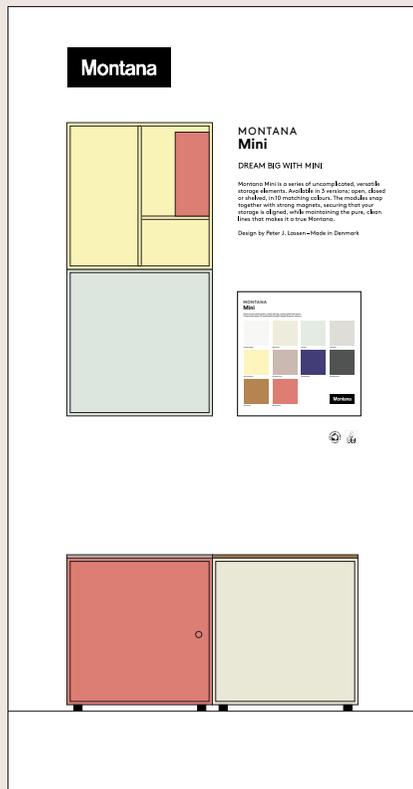


6 X 6 CM TICKET RING



10 X 10 CM
IN-PACKAGE FOLDER

SHOP DISPLAY SMALL



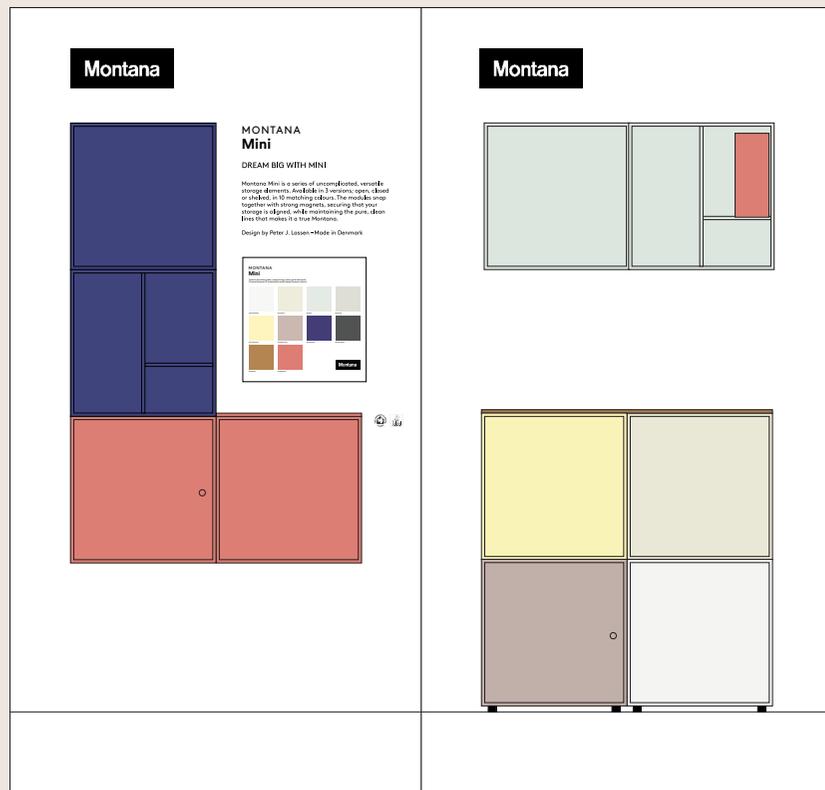
SIZE

H: 1900 MM, W: 1000 MM, D: 620 MM

MINI ON DISPLAY

1002 - Camomile, 1001 - Mist, 1003 - Ruhbarb,
2004 - Mushroom, 1001 - Vanilla, 2004 - Amber

SHOP DISPLAY MEDIUM

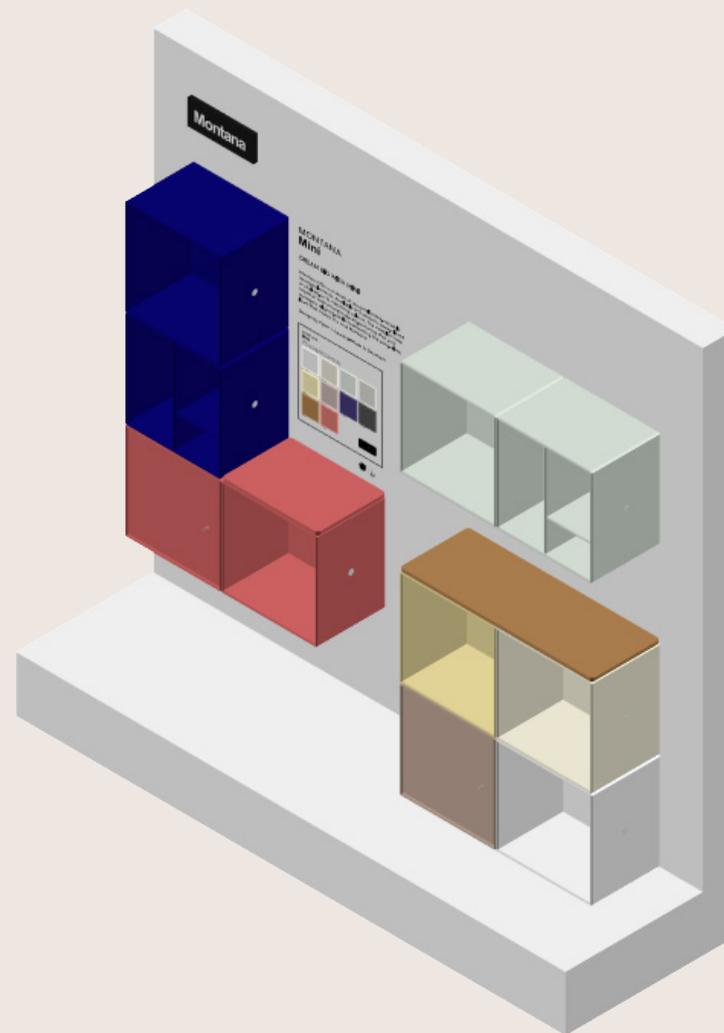


SIZE

H: 1900 MM, W: 2000 MM, D: 620 MM

MINI ON DISPLAY

1001 - Monarch, 1002 - Monarch, 1003 - Rhubarb,
1001 - Rhubarb, 2004 - Rhubarb, 1001 - Mist,
1002 - Mist, 2005 - Amber, 1001 - Camomile,
1001 - Vanilla, 1003 - Mushroom, 1001 - New White



LOGO
SIZE: 25 X 9,5 CM X 1,9 CM



DECAL
SIZE 35 X 22 CM

MONTANA Mini

DREAM BIG WITH MINI

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Design by Peter J. Lassen – Made in Denmark

WALL-MOUNTED COLOUR DISPLAY
SIZE 30 X 30 X 1,2 CM



DECALS



ABOUT MONTANA

Montana Furniture is a family-owned, Danish company leading within storage and furniture for private homes and office spaces. Since 1982, Montana Furniture has followed the philosophy that every one of us has a need for freedom to express ourselves – and a natural desire to create our own personal spaces. To honour that, Montana manufactures their own original series of highly flexible, modular systems in a wide range of inspiring colours as well as reproductions of Danish design icons. For more, follow Montana @montanafurniture

Danish design
Made in Denmark

EU Ecolabel
certification

10 year
guarantee

ITEM NR	PRODUCT	DKK	NOK	SEK	DE EUR	CH EUR	FR EUR	EUR ex. VAT
1001	Open module	1.195,-	1.545,-	1 595,-	171,-	155,-	173,-	144,-
1002	Module with shelves	1.395,-	1.795,-	1 895,-	200,-	181,-	201,-	168,-
1003	Module with door	1.595,-	2.045,-	2 145,-	228,-	207,-	230,-	192,-
2004	Top single module	395,-	495,-	545,-	57,-	51,-	57,-	48,-
2005	Top double module	595,-	745,-	795,-	85,-	77,-	86,-	72,-