

DICOTA

**Protect
your world**

30.9.2014

lightweight
reliable extensive Office
dynamic sophisticated on the move
Mobile proven smart robust well-established creative
eco-friendly stylish protective straightforward
professional functional Solutions
convenient

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Made to measure

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WHAT YOU CAN COUNT ON

State-of-the-art, innovative, durable carrying solutions for notebooks and tablets

Dedication for quality and design combined with practical functionality

A powerful team consisting of motivated specialists who take care of your needs

A agile Swiss and German company, lead by the owners, committed to a fair and long-term partnership with you

VISION

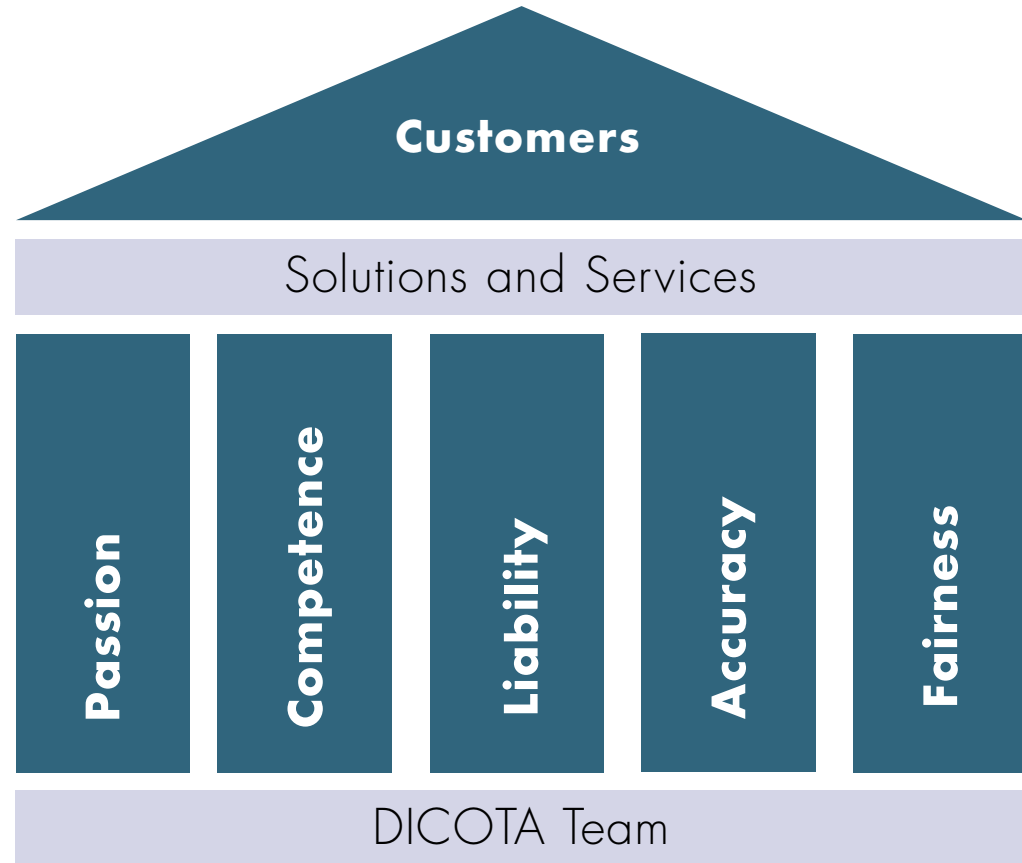
Our vision is to be a leading brand dedicated to provide first-class solutions with inspired design that personalize, protect and add functionality to products that people care for.

Our employees are able to develop their talents and contribute with pride and passion to exceed customer expectations day-by-day.

MISSION

Our mission is to enhance the way people carry their essential products.

DICOTA VALUES



COMPANY HISTORY

- 2014** Redesign of DICOTA portfolio, new naming strategy and aligned corporate design
- 2013** Swiss and German Ownership
Headquarters in Switzerland
- 2012** 20th DICOTA anniversary
- 2010** Rejuvenation of the DICOTA brand
- 2001** Launched Mobile Office Systems range
- 1992** DICOTA GmbH established in Germany

LEGAL ORGANISATION

HOLDING

DICOTA INTERNATIONAL HOLDING AG
Freienbach, Switzerland

SUBSIDIARY

DICOTA GMBH, Bietigheim-Bissingen, Germany
DICOTA SCHWEIZ AG, Freienbach, Switzerland
DICOTA APAC LTD, Hong Kong

NETWORK

International Partner and Agent Network

Notebook bags are not only supposed to be a convenient companion in daily private and business use, but to protect your personal data, your entire digital life.

Each DICOTA product was created for a world on the move; for a world that requires perfect protection and deserving no less than a first class design.

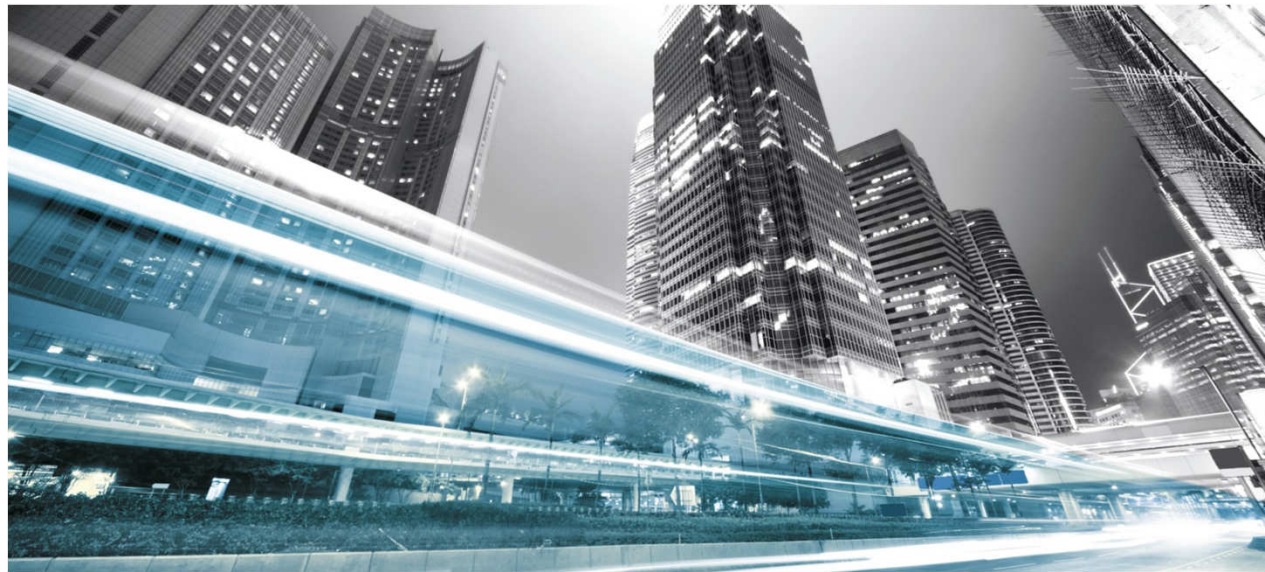
Protect your world

Functional	not	complicated
Contemporary	not	fashion
Protective	not	bulky
Simplistic	not	cheap
Quality	not	throw-away

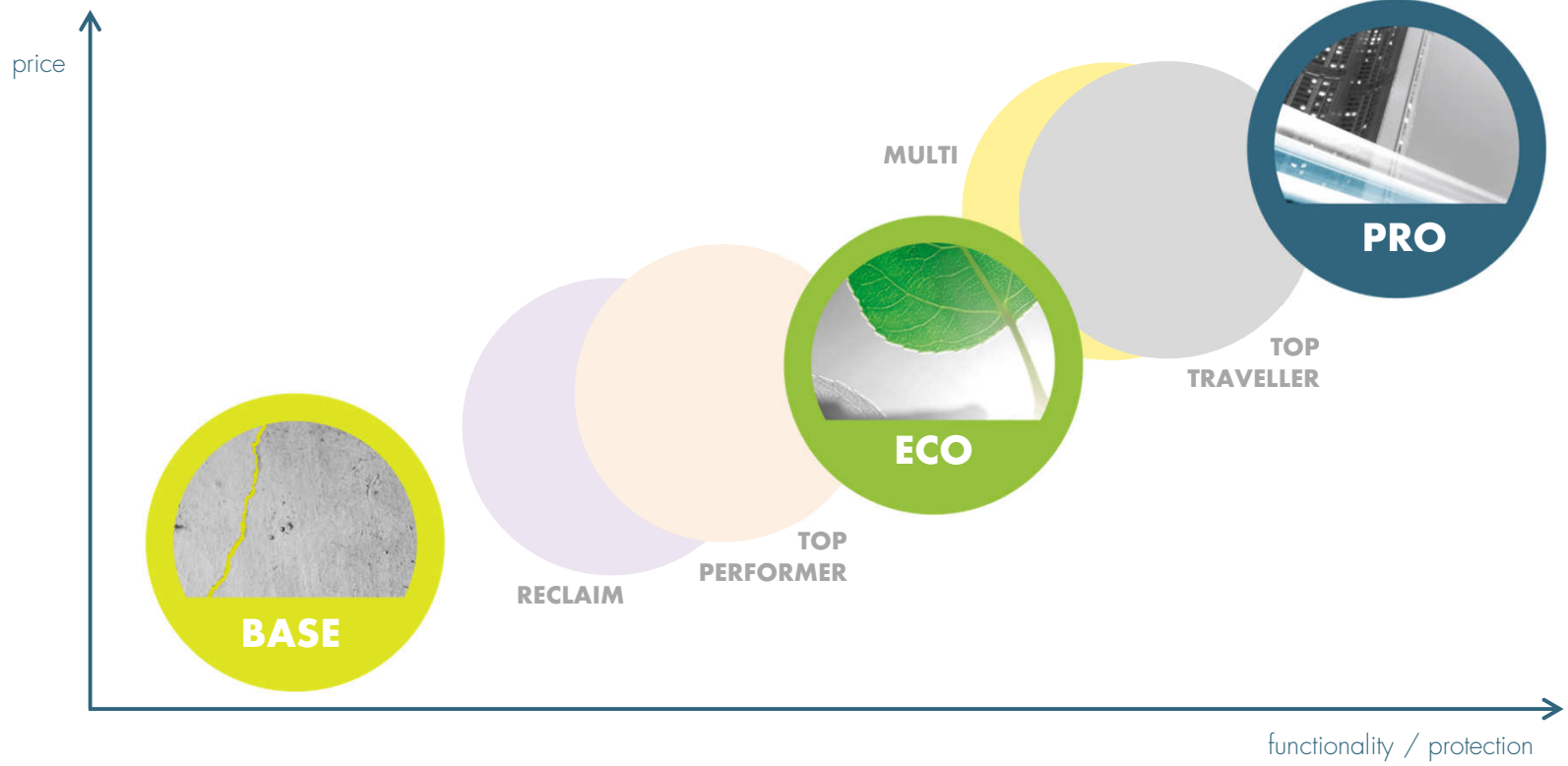
PRO

professional
sophisticated
reliable

Professionals with high expectations towards quality, functionality and usability
Looking for best-in-class protection and reliability
Daily usage, while working and travelling



POSITIONING OLD VS. NEW COLLECTION



DICOTA

PRODUCT SERIES



IMPRESSIVE FUNCTIONALITY



The special anti slip technology coating ensures that the notebook is held securely and that the shoulder pad of the carrying strap stays in the right place.



Holds notebooks of all different sizes without compromising protection. The system is either based on a flexible divider which protects the notebook whatever its size, or on a notebook compartment adjustable in size by a holding strap and padded divider.



First class protection with a striking weight reduction thanks to the perforated foam material of ethylene vinyl acetate (EVA). The sides of the notebook are optimally protected by light and particularly shock-absorbing EVA frame protection.

ECO

eco-friendly
proven
functional

Looking for a smart, safe and sound solution

Aiming for quality, functionality and usability, while being slightly price conscious

Frequent user, considering the product weight and looking for an ecofriendly product



DICOTA

PRODUCT SERIES

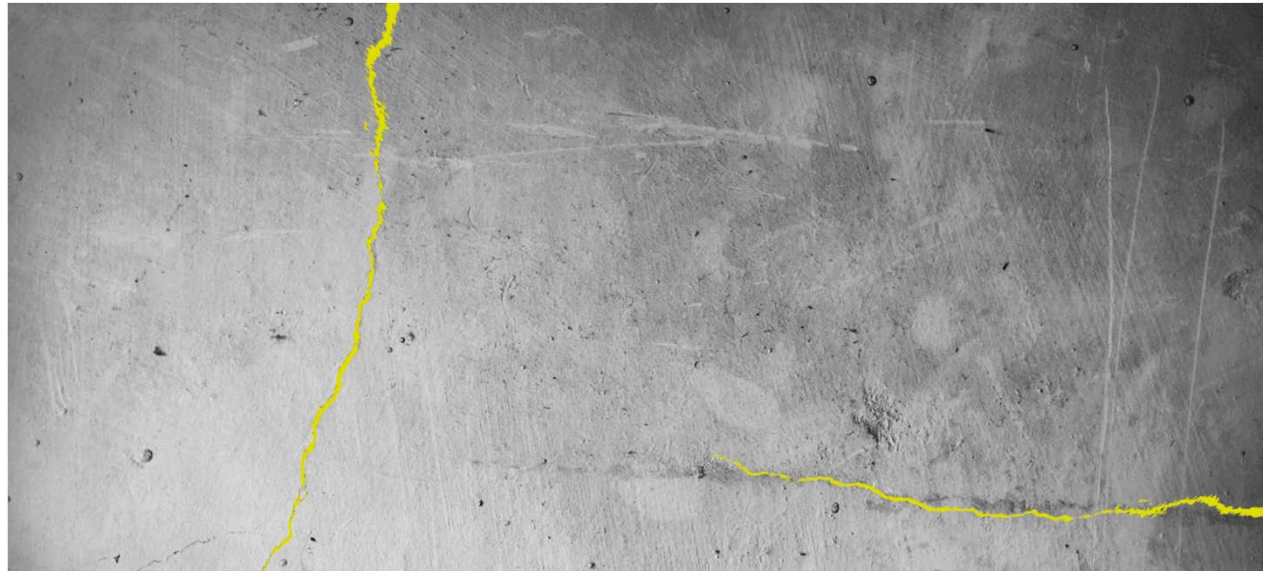


BASE

smart
lightweight
straightforward

Urban commuters that are looking for light-weight and slim construction, as well as basic protection and functionality

Looking for the most economic product and "Value for money"



DICOTA

PRODUCT SERIES



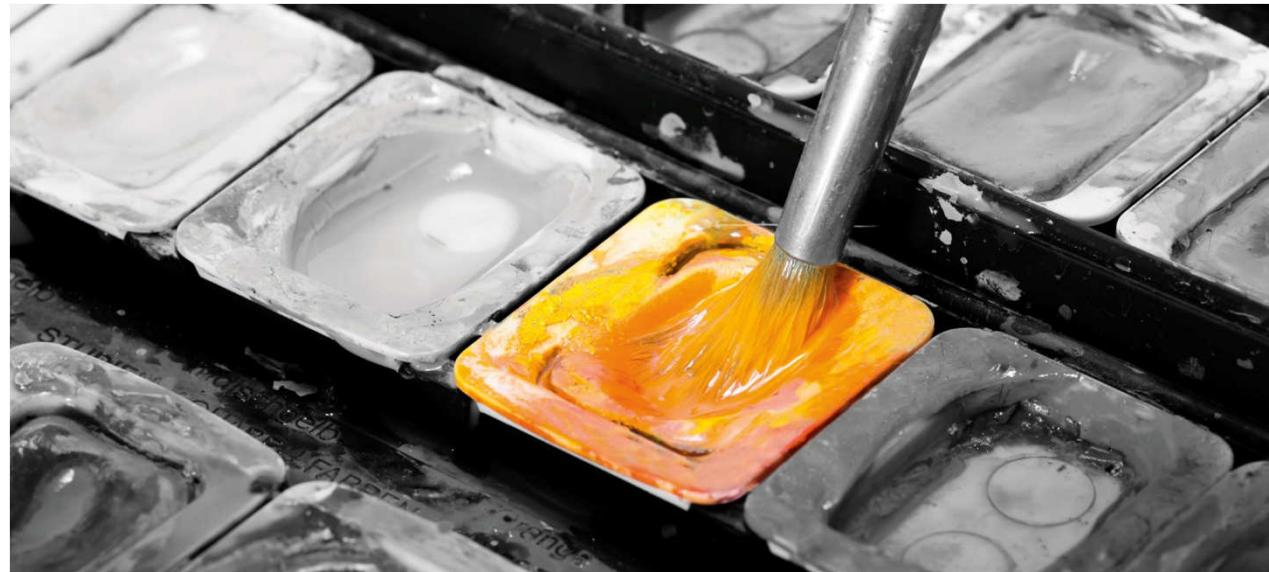
CODE

creative
stylish
dynamic

User looking for excellent design and first-class materials

Carrying notebook and tablet with great comfort and protection

Always on the move, active and creative



DICOTA

PRODUCT SERIES



SPECTRUM

extensive
convenient
well-established

People looking for a wide choice of backpacks,
aluminum and leather carrying cases

The accessories cover a broad range of products
that enhance your mobile lifestyle and make your
life easier



PRODUCT SERIES

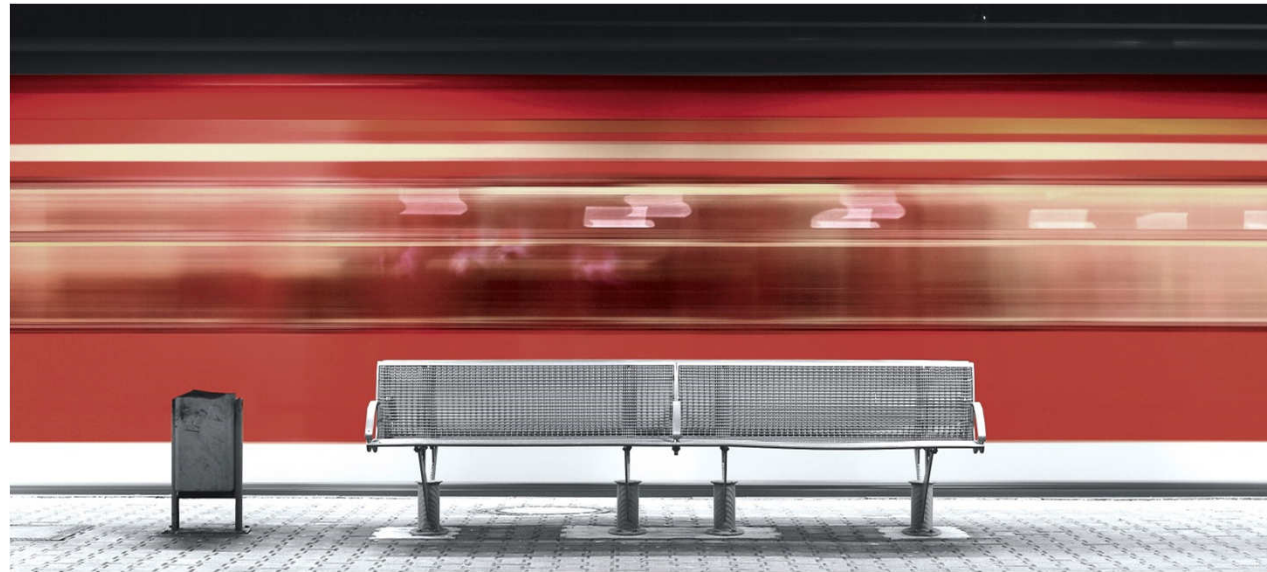


TABLET

**on the move
protective
robust**

People today are very mobile and using various devices on the go

They need reliable protection with scalable functionality



DICOTA

PRODUCT SERIES



MOS

**on the move
protective
robust**

The mobile use of notebooks, printers and similar devices is becoming more and more important as a factor for improving workflow and competitiveness

A range of compact case systems that gets your office going



PRODUCT SERIES



QUALITY

The brand's position as quality leader is based on its internal material and manufacturing philosophy.

We don't compromise on quality. It forms the basis of the trust customer place in DICOTA. We conduct mechanical tests, we correspond to the applicable legal provisions and all materials are free from hazardous substances.

Daily, personal on-site checks in the production facilities are what make the familiar DICOTA quality possible.

LIFETIME WARRANTY



Thanks to its stringent production guidelines and quality checks, DICOTA offers a life-long warranty* for potential material and processing defects on notebook cases.



When buying DICOTA accessories, phones/tablet cases, trolleys or MOS products, customers profit from a 24 month warranty that can be extended.

* Based on legal restrictions in Germany for a period of 30 years, no time limit in other countries.



Protection

Various types of protective padding for devices, frame and shell design, additional locking features or holders, rain protection, water-repellent zip



Functionality

Internally developed systems and technologies, such as anti slip technology, fitall system and EVA frame protection, as well as general product features such as the storage space, number of compartments, integrated trolley fastening strap, adjustable shoulder strap and hidden zip compartment for important documents

Top Traveller

Top loader products that open from the top, where the notebook can be inserted and secured. A very easy-to-handle and convenient system for frequent usage.

Multi

Front loader products that open from the front. DICOTA has been successfully perfecting this range over 20 years.

NAMING STRATEGY

Twin

A case made specifically for printer/projector mobility. Convenient for the mobile office, providing a separate compartment, carrying documents and folders

Dual

An useful product that can be used as backpack or toploder case thanks to an intelligent construction mechanism.

TAILOR MADE

Every company is unique. As are employees' expectations and needs with respect to carrying solutions. DICOTA develops the perfect bag for you.

Dialogue is the key to success, allowing us to create the right solution. In a customised way that suits you, your corporate design and your budget.



LOGISTIC SERVICES

Global distribution network and local support from subsidiaries, agents and partners. This set-up enables us to build-up and maintain excellent customer relationship.

Availability of DICOTA products in over 80 countries

A culture of passion and desire to exceed customer expectations

DICOTA.com website with Commerce Connector tool

Various newsletters packages

Campaigns and promotions

DICOTA.info extranet for partners

Social media activities (Facebook, Twitter, etc.)

Retail displays

Advertisements / Flyers

Web promotions

Sponsoring activities

International (CeBIT, IFA) and national fairs

PRONUNCIATION

The name comes from German "Die Computer Tasche" (the computer bag) and is pronounced

"dee-koh-tah"

Since 22 years.

THE END

Thank you very much for your attention

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THE TEAM

