



PRESS FOLDER 2017

Hello!

Energy


Hello! Energy is a brand of Joh. Wilh. von Eicken GmbH

Drechslerstr. 1-3 • 23556 Lübeck

contact@hello-energy.de • hello-energy.de



PRODUCT DETAILS

	Product	Hello! Energy WENDY WOMAN
	Producer	Joh. Wilh. von Eicken GmbH
	Order Number	60010
	Taste	Classic Energy
	Package	Can Slimline
	Content	250ml
	Tray	12 x 250ml
	Euro Pallet	2.880 x 250 ml
	GTIN Can	4006396012029
	GTIN Tray	4006396013170
	GTIN Pallet	4006396012005


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PRODUCT DETAILS

	Product	Hello! Energy HENRY HERO
	Producer	Joh. Wilh. von Eicken GmbH
	Order Number	60011
	Taste	Classic Energy
	Package	Can Slimline
	Content	250ml
	Tray	12 x 250ml
	Euro Pallet	2.880 x 250 ml
	GTIN Can	4006396011831
	GTIN Tray	4006396013187
	GTIN Pallet	4006396011862

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PRODUCT DETAILS

	Product	Hello! Energy BIG BOOM
	Producer	Joh. Wilh. von Eicken GmbH
	Order Number	60012
	Taste	Classic Energy
	Package	Dose Slimline
	Content	250ml
	Tray	12 x 250ml
	Euro Pallet	2.880 x 250 ml
	GTIN Can	4006396011879
	GTIN Tray	4006396013194
	GTIN Pallet	4006396011909

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THE STORY

PROLOGUE

Do you still remember your very first cannonball into the pool? The feeling of your first roller coaster ride, the adrenalin rush of your craziest free time adventure and the most amazing holiday trip with your best friends? Distinctive and colorful memories, right?

We took this euphoria, this incredible feeling of happiness combined with the faith in a life full of fantastic moments with great friends and filled it into cans as a mix of pleasant sweet and tangy sourness to refill your energy. The result?!

Hello! Energy

WHAT IS IT ALL ABOUT?

Way too often, we are stressed by the grey everyday life, by cumbersome chores and the same routines over and over again. What we need is an impulse for power and great moods, an inspiration for action, adventures and crazy ideas with your best friends.

escape the grey - play the day!

With this motto in mind, Hello! Energy brings color back into your life and offers new energy and liquid fun filled up in cans. Open-minded and filled up with energy, Hello! Energy is the perfect refreshment for hard workers and clever minds and the best inspiration for long party nights and heroic deeds.

Hello! Energy is available in 250ml cans in 3 different flashy and colorful comic designs and attracts attention with its uniqueness, recognition value and positive appearance. As an „I-want“ magnet and impulse product, Hello! Energy is the perfect drink for those who are longing for refreshment, new power and an inspiration for colorful and creative ideas.

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DIE STORY

WHY HELLO! ENERGY?

Extreme sport, musclemen and unattainable idols – that's far from reality. For this reason Hello! Energy consciously differs from the classic Energy Drink image. We say Hello to real friends, fun and adventures, that we will one day tell our children about. We are convinced: Good vibes, creativity and fun create the actual happiness in life. Hello! Energy is tangible, real and always face to face. Perfect proof for our attitude: The three colorful designs in our 250ml cans.

The flashy designs provoke a smile on everyone's face, activate the buying impulse and the taste does not only convince Energy fans. Whether it's a replacement for the daily coffee ritual, especially for youngsters, a "pick-me-up" at day- or nighttime, a refreshment with its tangy sourness, or a mixed drink at a party – the Hello! Energy cans convince with their inner and outer values.

WHICH PRODUCTS EXIST AND WHAT DO THEY CONTAIN?

Hello! Energy is a fizzy refreshing drink with a high caffeine and taurine content. All three designs contain the same Classic Energy Drink with taurine and caffeine- not too sweet and with a hint of sourness. The 250ml can with its red opening tab is the perfect thirst quencher with a power boost.

3 flashy designs in compact 250ml cans:

Hello! Energy HENRY HERO

Hello! Energy BIG BOOM

Hello! Energy WENDY WOMAN

With its roots in the Hanseatic town Lübeck and the canning in Austria, our Hello! Energy cans are filled according to IFS 6 Standards. Starting in Lübeck, the drink is now placed in numerous kiosks, shops, gas stations and beverage markets all over Germany. An expansion to even more European Countries is in progress.

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THE STORY

WHERE CAN I BUY IT?

Currently, Hello! Energy is sold in numerous kiosks, gas stations and convenience stores – the perfect selling environment for energy drinks! In addition, the tangy Energy Drink is listed by almost all wholesalers of tobacco products, moreover we constantly increase our contacts in the beverage wholesale and catering field. Via the Hello! Energy Shopfinder on our website, retailers and shops all over Germany that sell Hello! Energy can easily be found.

With a wide range of POS material, Hello! Energy becomes the eye-catcher in the shop shelf, large advertisement displays additionally boost the impulse effect of the products.

WOW, THAT'S WHAT I WANT!

Hello! Energy is already available in numerous shops, kiosks, tobacconist's shops and convenience stores and becomes increasingly popular for events and catering. Next to the colorful Hello! Energy cans, several fan articles can also be found in our online shop.

If you are interested in becoming a retailer and a part of the Hello! Energy Team, please contact us directly at: contact@hello-energy.de



PRESS RELEASE – SHORT VERSION

ESCAPE THE GREY PLAY THE DAY

The new and uniquely colorful Hello! Energy drink is the impulse product that puts you in great moods, fills you up with new energy and attracts curious looks. The mix of incredible sweet and tangy sourness prepares you for your life-time adventures, offers liquid fun in cans and turns the preferably ice cold Hello! Energy into the perfect thirst quencher for both, day or night time.

Open-minded and filled up with energy, Hello! Energy is the perfect refreshment for hard workers and clever minds and the best inspiration for long party nights and heroic deeds.

With its flashy, colorful looks, Hello! Energy creates good vibes and becomes the eye-catcher in the shelf. All three designs of the 250 ml cans contain the same Classic Energy Taste, that does not only convince Energy fans, but provokes a smile on everyone's face.

Say Hello! to the world, bring color back into your life and recharge your energy!

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PRESS IMAGES

We kindly offer you the images below in a printable quality.

All press materials, product images and logos can be found for download in the press- and retailer area on our website:

hello-energy.de/de/retailer



Images Story



Images POS

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