



ITALIAN ECO DESIGN



Rispetto dell'ambiente



Rispetto dell'uomo



Ricerca del bello



Alla conquista del Nord

SVEZIA

COMPETITOR

Ordning&Reda

RESELLERS

*Libreria del Museo d'Arte
Moderna;
Ruski Knigi*



DANIMARCA

COMPETITOR

Stilografika

RESELLERS

*Arnoldsbuck;
Taschen book;
Bogladen ved Soerne;
Tutein&koc;
Dac*



OLANDA

COMPETITOR

Pimpelmess

RESELLERS

*Libreria Bonardi;
Libris;
Schelma;
Stumpel;
Daan Nijman*



COMPETITORS



GERMANIA

RESELLERS



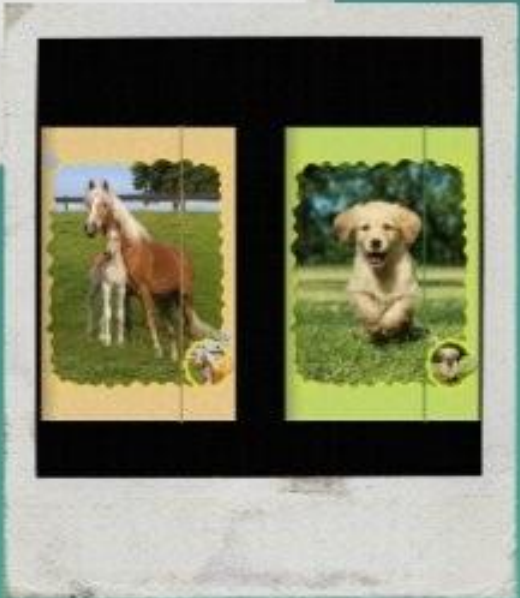
Brunnen

Brandsbook

*Thalia.de
Hugendubel
Club
Bertelsmann*



Brunnen & Brandsbook



14 Schuljahreskalender 15

Mo	Tu	We	Do	Fr	Sa	Su
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



Germania KIDS



Prenzlauer Berg



Berlino



Vaubam



Friburgo



Prenzlauer 🌲 Berg 🌲



Vaubam



IDEAS



STRATEGIES

#1

Fuori dalle librerie



**Luoghi creativi in cui
inserire il prodotto Arbos**

#2

Adattare il prodotto



**In aggiunta ai prodotti
Arbos già esistenti,
crearne altri in linea con
la cultura del luogo**

#3

Adattare la comunicazione



**Tramite nuove pagine
social**

Projects

#1

Fuori dalle librerie!

Il nostro obiettivo è quello di far in modo che il marchio ARBOS venga associato a luoghi ecosostenibili e inusuali:

1. FESTIVAL ECOLOGICI
2. ECO-MERCATINI
3. MUSEI PER BAMBINI (MACHMIT)

Museo "machMIT"

info@machMITmuseum.de



"Tollwoodfestival"

info@tollwood.de



"umweltfestival" (Festival dell'ambiente)

Projects

#2

Collaborations

Proposto ad Arbos delle collaborazioni con artisti del luogo per creare nuove linee di prodotti da inserire nei mercati obbiettivo.



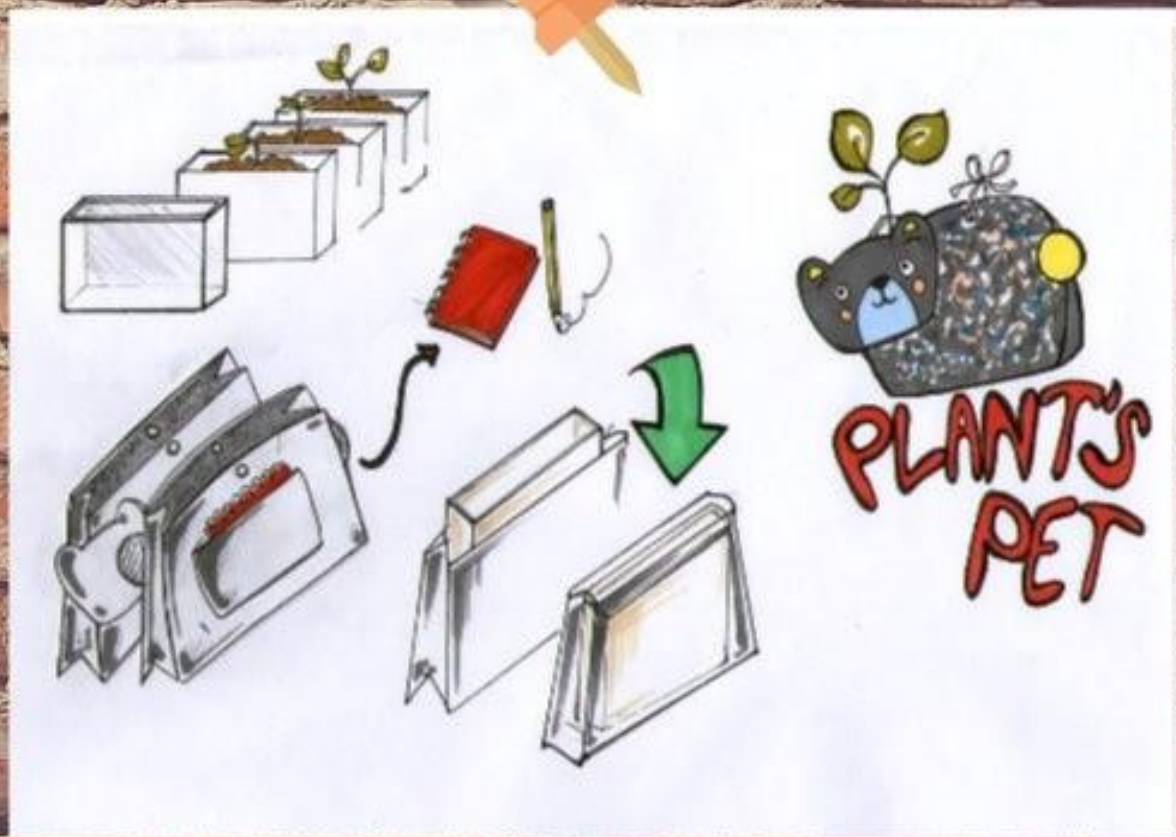
PLANT'S PET



Astuccio in stoffa con la forma di animali tipici del Nord Europa (renna, scoiattolo, lupo), con all'interno un contenitore di plastica riciclata nel quale i bambini possono coltivare una piantina



Plant's pet



Collaborations

SIMON SCHUBERT: kontakt@simonschubert.it

INGRID SILIAKUS: kontakt@ingridsiliakus.it



PETER CALLESEN: info@petercallesen.com; www.petercallesen.com

KAREN BIT VEJLE: contact@papercutart.no



Projects

#3

Adattare la comunicazione!



- Aprire una pagina in inglese
- Pubblicare circa 4 post a settimana, di cui almeno due dedicati alla linea KIDS

- Pubblicizzare i prodotti tramite foto originali e di alta qualità



- Aprire una pagina aziendale, pubblicando foto delle varie collezioni



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ABOUT

"Go where nature directs you" - Francis Bacon said.
This is Arbos philosophy.

<http://www.arbos.it/>

PHOTOS



Status

Photo/Video

Event, Milestone +



What have you been up to?



2 Scheduled Posts

Next post scheduled for 5 June at 10:00. See posts.



Arbos - Europe

Posted by Camilla Fasol 121 · 7 May at 15:30 ·

"There must be a better way to make the things we want, a way that doesn't spoil the sky, or the rain or the land"

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POSTS TO PAGE



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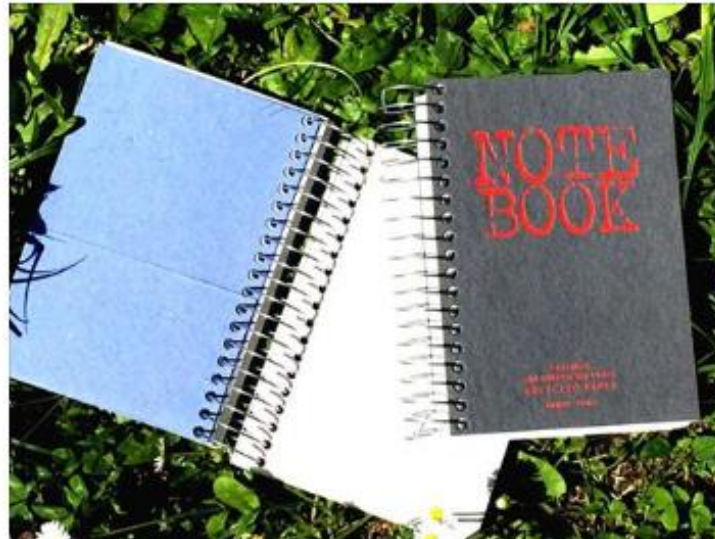
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6 people reached

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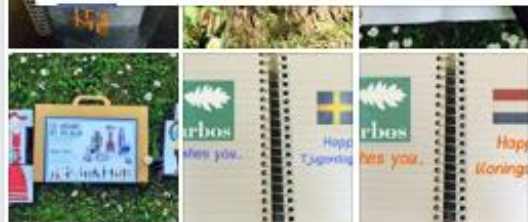
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POSTS TO PAGE



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Write Post

REVIEWS



Tell people what you think



Arbos - Europe

Posted by Massimiliano Pappalardo · 5 May at 15:30

"If you were born lucky, even your rooster will lay eggs" - Russian proverb

#ecoArbos



4 people reached

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Arbos - Europe

Posted by Massimiliano Pappalardo · 4 May at 15:30 · Edited

"Why should I care what other people think of me? I am who I am. And who I wanna be"

#ecoArbos

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REVIEWS



Tell people what you think



Arbos - Europe

Posted by Camilla Fasol · 3 May at 15:30 · Edited ·

"I am myself and what is around me, and if I do not save it, it shall not save me"

- José Ortega y Gasset



5 people reached

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Arbos - Europe

Posted by Camilla Fasol · 2 May at 15:30 · Edited ·

"A nation that destroys its soils destroys itself"

-Franklin Delano Roosevelt



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Write Post

REVIEWS



Tell people what you think



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Arbos - Europe

Posted by Camilla Fasol · 1 May at 15:30 · Edited ·

"Knowing your planet is a step towards protecting it"
- Jacques-Yves Cousteau



7 people reached

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Arbos - Europe

Posted by Massimiliano Pappalardo · 29 April at 10:00 ·

Today is #TjugondagKnut (St. Knut) in Sweden!



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- <http://www.arbos.it/>

PHOTOS



POSTS TO PAGE



Arbos - Europe

Posted by Massimiliano Pappalardo (?) · 29 April at 10:00 ·

Today is #TjugondagKnut (St. Knut) in Sweden!



6 people reached

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Arbos - Europe

Posted by Massimiliano Pappalardo (?) · 27 April at 10:30 · Edited ·

Today Dutch people celebrate the King's Day, #Koningsdag!

#ecoArbos



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Arbos

www.arbos.it · Via Torre, 40...agna (VI) - Italy

"Go where nature directs you" Francis Bacon

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Arbos promo



Writing



Segui

Arbos promo



Segui

Kids



Segui

Private label



Segui





Is it me? Oh yes!

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No war!

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Handy notebook. Keep it close to you!



The cat is on the notebook!





Kids

Eco-friendly paper products designed for children



Segui



Paper product for children

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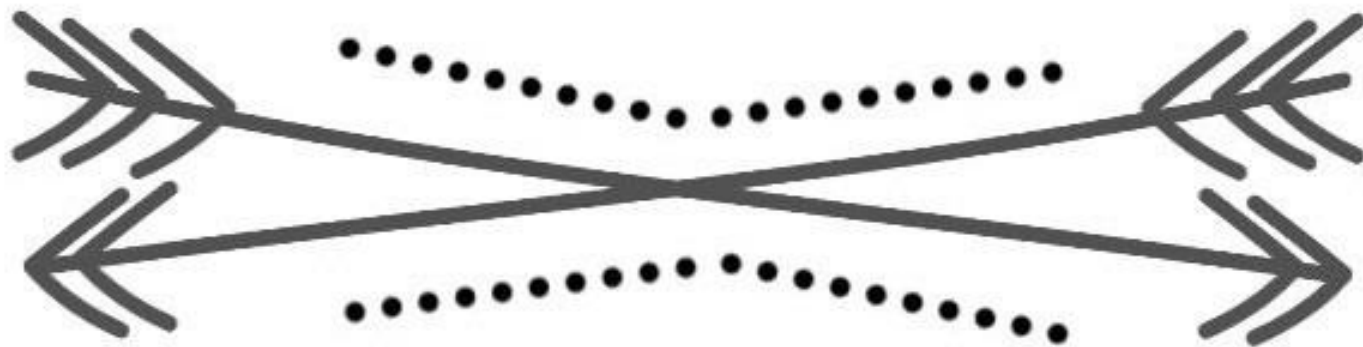


An alternative version of Snakes and Ladders produced with our ecol...

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*"Andare là,
dove la natura conduce"*



Francis Bacon

