

# Darwin

A shed evolution

create  
amazing  
spaces



# Market background - Germany

## Goal:

Taking market share from wood

## Main target:

Small size: less than 30 sq.ft. /  $\sim 2.5\text{m}^2$

Low price point: up to €400

Offering the consumer  
a better solution than wood



Keter estimations (RSP)

Business Opportunity

# Consumer insights



# Target consumer insight

Quest for an organized  
space= **Order**



**Clutter is  
overwhelming**

**Specific needs &  
preferences**

**Everything in its  
place**



Time to enjoy outdoor  
space = **Freedom**



# User needs for outdoor storage

**Durable and Reliable**

**Reinforced  
constructions**

**Weather resistant  
(holds up against elements)**

**Excellent warranty**

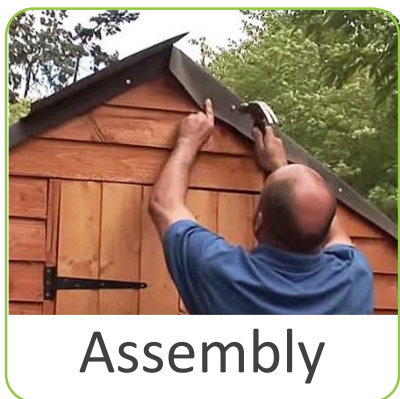


**Visually appealing**

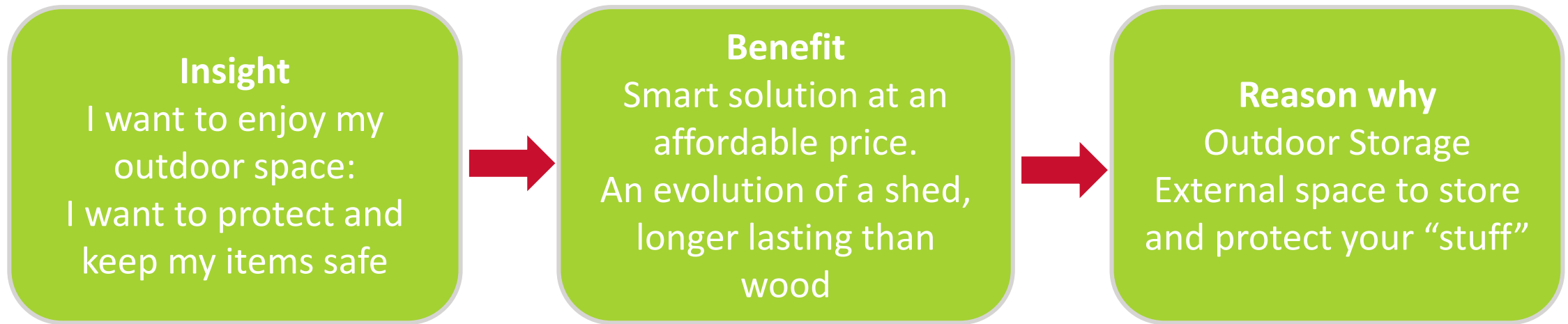
**Content clutter and  
protect items**

**Easy to assemble**

# Hassled project. Preferred to be postpone.



# Value proposition







Darwin:  
A shed  
evolution



Like wood,  
but much **KETER**®



Carry home  
by car



Assemble  
it easily



Zero  
maintenance

Darwin 4X6



Superior material



# Better handling

- Fits car's back trunk
- Easy to carry & handle
- Quick & comfort purchasing process
- Faster purchasing decision
- Less space in stores and warehouse



Packaging 187W x 70D x 26H cm



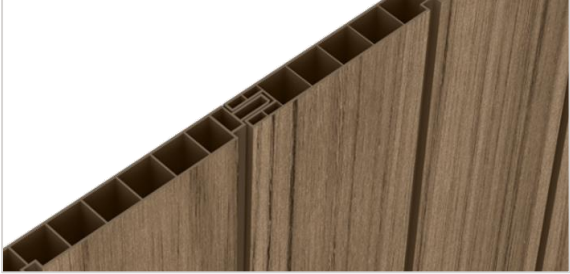
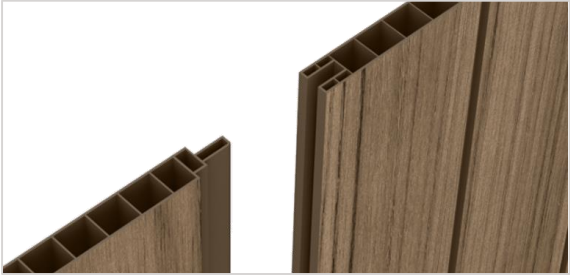
Darwin packaging in a Peugeot 308 Estate



4x6 wooden sheds packaging in the store

# Better assembly

## Easy



**Tongue & groove  
connections**

## Simple



**Based on only 2 kinds of  
panels**

## Quick



**About 1-2 hours assembly  
No special tools, no unique  
skills are needed**



## Darwin 4x6

- 16mm Double-wall panels for greater strength and rigidity
- Lockable for added security
- Includes ventilation to prevent odor built-up
- Window included for natural light
- Floor panel protects against mud and rainwater

### Product Dim.

125.8Wx184.5Dx205.1H cm  
49.5"Wx72.6"Dx80.7"H in.

### Packaging Dim.

187Wx70Dx26H cm  
73.6"Wx27.6"Dx10.2"H in

### 40HC Container Qty

162 units  
(pallets & SS)



# Better durability

## Darwin 4x6



All-weather design  
Zero maintenance.  
Will not peel, rot,  
or fade



## Wooden Sheds

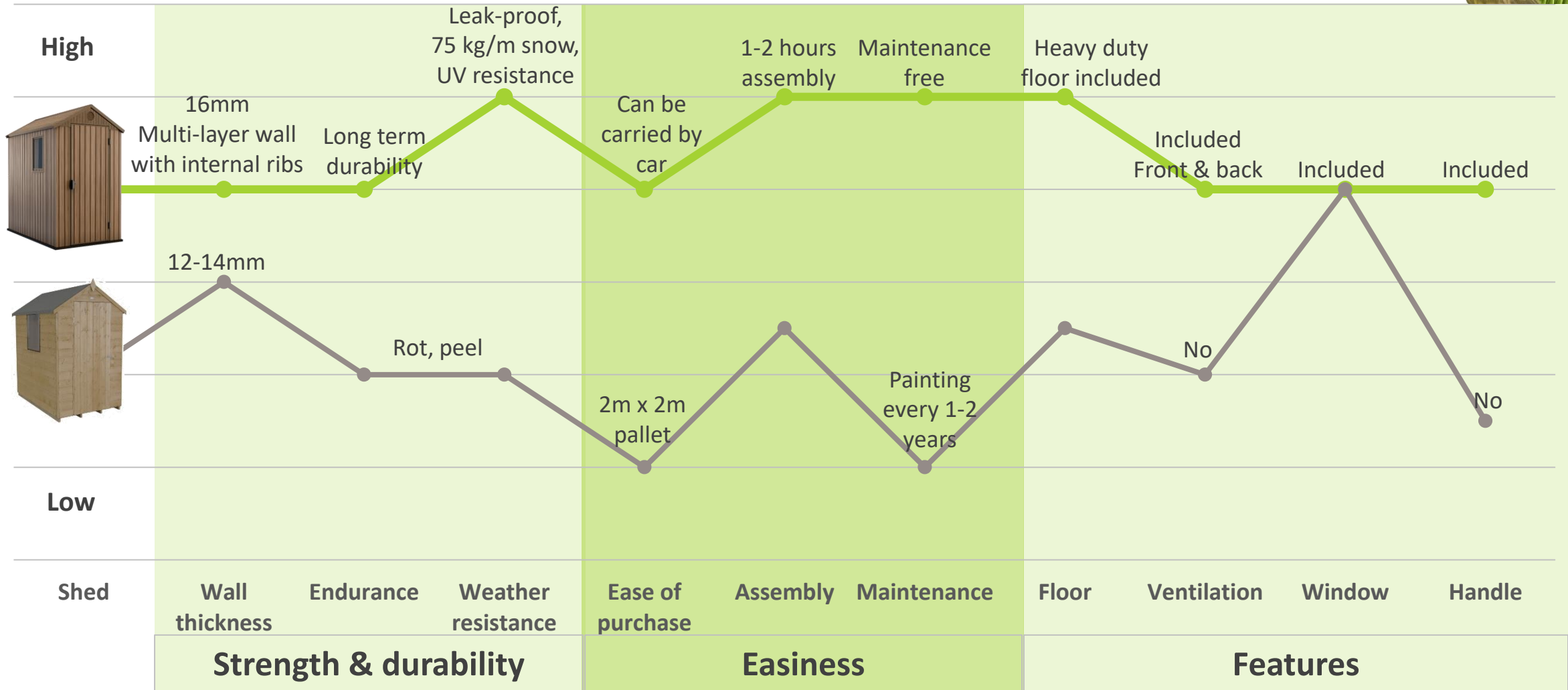


Must be treated  
regularly by timber  
preservatives to  
prevent rot & crack  
Maintenance cost,  
time and hassle  
expensive



Years

# Performance – much better than wood in any aspect





# Why Darwin is better than Manor?

Both are made of 16mm walls and stand for 75kg/m<sup>2</sup> snow load.  
(Final panel of Darwin may feel better)

## Assembly:

Darwin is easier and more simple: less parts, tongue & groove.

Darwin has a rigid floor with better step feeling perception.



Higher pitch

Higher and wider door for Darwin

Darwin has real handle

## Consumer's desire:

Consumer's natural choice is wood.  
Manor is an optional substantial due to its maintenance free and durability.  
Darwin is meeting their natural choice together with the Manor advantages and more.



## Packaging & purchasing process:

Darwin packaging has much smaller footprint in store (1.3m<sup>2</sup> vs 2.2m<sup>2</sup>).  
As a result Darwin packaging reducing need for home delivery service

# Darwin 4x6

Like wood, but better

Better in handling

Better in assembly

Better in features

Better in maintenance

Better in durability



Like wood,  
but **KETER**

## Store Display





## Compact Packaging



Darwin 4x6

Thank you



Like  
wood  
but

**KETER**<sup>®</sup>