

The refillable, sustainable
hearing aid cleaner

CUSTOMER LOYALTY
FOR YOUR SUCCESS



GLASLAR®
acustica

The concept

GLASKLAR acustica is the unique sustainable **customer loyalty system** for your success. The combination of the GLASKLAR bottles with the NachfüllBAR, where customers can refill their bottle again and again, creates the successful concept for winning regular customers. The increased visit frequency (customer visits every 6-8 weeks) leads to an enhanced service and generates additional sales.

Turn the handover of the new hearing aid system to your customer into an experience: dedicate sufficient time to them and invite them to come back and refill their bottle exclusively at your specialist store.


The future-oriented GLASKLAR concept focuses on the **SUSTAINABILITY ASPECT** – unrivaled! Shortest supply chains, in-house production, and responsible action throughout the entire value chain are the decisive factors. This also gives you as a specialist retailer a competitive advantage, as a contemporary product portfolio with a sustainable brand awareness for environmental and resource conservation contributes to a stronger image.

The product

100%


GLASKLAR acustica is the natural cleaning and care spray for all hearing aid systems.

Successful customer loyalty:
_ increased frequency of visits
_ image building




100% Made in Germany
In-house production according to the highest quality and sustainability standards.

100% recyclable and refillable bottles.
Individual design according to your wishes.
High-quality printing in black and white using a durable screen-printing process.




Short transport routes.
Shortest delivery times.
No imports from non-EU countries.

100% natural ingredients, highly concentrated, free from colourants and fragrances, vegan.




More than 5000 customers in over 50 countries.

Complete production with 100% green electricity.




GLASKLAR Service Plus
Individual marketing support for your specialist store.
Fast, personalised customer service.

The refillable GLASKLAR bottles made of 100 % recyclable PET are manufactured in-house according to the highest quality and sustainability standards – with 100 % green electricity – of course! The embossed “GK” on the bottom of the bottle identifies it as an original. Available in 2 sizes for your very own individual use.



30 ml


The constant companion on the go: Despite having a filling volume of 30 ml, it is only filled with 25 ml, as customers always return with a small remainder. With the 25 ml spray, your customer can clean about 40 times. With daily use, one filling lasts approx. 6 weeks. Typically, a customer returns every 2 months and asks you for another refill. If a customer would like a second bottle, you should be able to name a price. In this case, a price of 5.90€ has proven reliable.




100 ml

The family bottle for home: Fully filled, this bottle – in combination with the 30 ml bottle – is a lucrative service add-on with a high profit margin. Offer it for sale (e.g., for 9.90€) and thus generate additional sales.

The combination of the 30 ml & 100 ml bottles is also ideally suited for special promotion bundles (anniversary, holidays, charity, environment, etc.).



The GLASKLAR bottles – only original with the “GK” embossing on the bottom of the bottle.



GLASKLAR

The NachfüllBAR completes the unique GLASKLAR customer loyalty system. The exclusively produced champagne bottle is manufactured in a renowned glassworks.



Stage your NachfüllBAR and present your special customer service. The different holders offer a wide range of possibilities.

Here you will find some inspiration. If you have any questions or requests, please contact us – we'll be happy to advise you!



SHINY		MATT
	Blue	
	Red	
	Green	
	Violet	
	Orange	
	Lime	
	Black	
	Petrol	
	Silver	
	Brown	
	Gold	

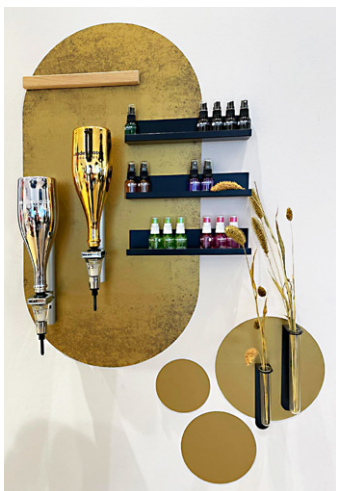
DESIGN – Real wood, oak



Specially designed presentation areas in the style of your interior create unique highlights. The variety of GLASKLAR colours and designs allows for numerous combinations.

Of course, the NachfüllBAR can be staged in many ways – whether with the help of a pole or a flexible wall panel.

With just a few accessories, such as a wall mural, custom-designed posters, or natural elements, you can draw your customers' attention to the sustainability aspect.



ACCESSORIES

The GLASKLAR accessories offers you the perfect options to successfully implement the concept in your store.



NachfüllBAR presentations

- _ wall mount
- _ on the black anodized aluminum pole with base (12.5 kg) and drip tray for display on the sales counter

Presentation walls

- _ the extra touch of individuality
- _ size: 34 x 55 cm
- _ available in oak, walnut, and mirror finish with premium edges – also available with LED lighting
- _ printed or laser-engraved according to your wishes
- _ delivered fully assembled, including detailed drilling instructions



Displays

- _ additional display accessories
- _ designed for placement on the sales counter
- _ crafted from premium, user-friendly acrylic glass
- _ with customized A5 inlay, 4-color print
- _ in 3 versions – adapted to the bottle sizes for 6 x 30 ml bottles **or** 3 x 30 ml and 2 x 100 ml **or** 4 x 100 ml bottles



GLASKLAR acustica Fluid – Acusticspray®

- _ 100 % natural ingredients
- _ highly concentrated – sustainable – free from colourants and fragrances, vegan
- _ bottle made from 98 % recycled material



GLASKLAR sonica

- _ adapted for use in ultrasonic devices
- _ 100 % natural ingredients
- _ streak-free cleaning after simple wiping
- _ 1l fluid, highly concentrated, mixing ratio 1:25
- _ free measuring cup included



INTERNATIONAL SALES

GLASKLAR AC International GmbH

Oliver Bartsch & Michael Männing

Hundertwasser-Weg 59

42489 Wülfrath

T +49 221 92 26 56-0

international@glasklar.com

www.glasklar.com

PRODUCTION UND DISTRIBUTION

Oliver Bartsch GmbH

Servatiusstr. 80

51109 Köln

T +49 221 92 26 56-0

info@glasklar.com

www.glasklar.com



GLASKLAR®
acustica