

Seidenfaden Design Copenhagen Weber Stephen Nordic

Danes secured Weber one more season

How the collaboration between Nordic Weber's passionate CEO and an ambitious and global design company redefined Weber's product portfolio, introducing the brand to new customers and extending their sales season.

Client
Weber Stephen Nordic
Nørresundby
Denmark

Client's Business
Producer of BBQ Grills and
grill accessories

Year of launch
2005

Target countries
Europa
US

Who is the client, what is his position in his industry?

Weber-Stephen Products Co. is the premier manufacturer of charcoal and gas grills, grilling accessories and other outdoor room products. Weber is an American national icon, several times super brand award winner and the epitome of American BBQ and lifestyle. Despite only recently entering the Danish market (1992), the Nordic region has become indisputably the most successful market outside the US.

What business is your client active in and what is his strategic positioning?

Weber is active in the Life Style products market and aims, through continual product innovation, to keep their position as market leader.

What was the brief for your project and what does your client hope to achieve?

The success in the wet Nordic countries has given Weber's Nordic Region a certain amount of freedom, and the Weber headquarters in Chicago regards the region as a sort of development laboratory.

As a result we were given a design brief with a large degree of freedom: "Expand the limits of what may be prepared outside and extend our season so that we may increase the yield of our staff, distributor net and super brand." The only restriction was that we were to focus on accessories not grills. These accessories had to support and add to the Weber brand and be friendly, round, soft and forthcoming, just like Weber's other products.

How did you discover the core of the problem and how did you find the solution?

The main challenge we faced was extending Weber's sales window beyond the traditional grill sales season – spring and summer. To succeed in this, Weber and Seidenfaden Design Copenhagen developed a strategy that involved bringing the Weber brand from the terrace into the kitchen and dining room. The aim was to attract a new group of customers by leveraging the potential of Weber's existing accessories line and, at the same time, extending Weber's sales window

Describe the key design aspects of the project.

To date we have developed a new knife line and a salt and pepper set; several new products are currently under development. As illustration the key design aspects of the salt and pepper set are described.

Weber and Seidenfaden Design Copenhagen's salt and pepper mill represents a radical adjustment with the traditional perception of what is probably the most vital spice tool for cooking. With a unique choice of material, we have succeeded in redefining the salt and pepper mill.

The kitchen twins Salt and Pepper appear masculine with a feminine touch where choice of form and colour is concerned. Soft coating is a rubber-like surface that, as far as we know, has never been used in this connection before. This secures a good grip when using the mill, even if you have moist and greasy hands. An additional advantage is that soft coating makes the tools dirt-repellent, weather-resistant and easy to clean. In addition, the mill will not become rusty, even if you forget it on the terrace!

Seidenfaden and Weber have invested a large amount of time on finding the exact right mill; and the team was not satisfied, until they discovered the CrushGrind® mill. The ceramic material and the special shape of the rolls enables CrushGrind® to effectively grind all spices without giving off taste. It even grinds hard roasted coffee beans! The new mills are simply hard to resist, as they are at the same time attractive, soft and warm.

How does this project fit in with the overall (brand) strategy of the client?

Extremely well, supporting Weber's overall strategy and bringing added value to the brand.

How will the project be implemented, what can we expect?

Sales of both the knife line and salt and pepper set have exceeded expectations; in spite of ambitious forecasts the speed with which the knives were sold was soon too fast for the plants to keep pace, and to date a total of 70,000 mills have been sold to enthusiastic distributors.

The products have also been successful in extending Weber's sales outside of the traditional grill sales window. Weber Nordic's Marketing Director Stig Pedersen: "We are especially pleased with the fact that the knives are sold all year round and thus also 'outside the season', as they have become a popular gift article for both grill and kitchen enthusiasts".

Furthermore, the salt and pepper mills have now attracted international attention in the form of one of the world's most prestigious design awards, the red dot design award, which is normally awarded to giants such as Apple, Nokia, Sony and BMW.

What was your role and the role of the client in coming to a solution?

Weber acted as facilitator, defined the assignment and took all the go/no go decisions. We did the research, the design concepts, the product development and production.

What is the single most important thing needed from the designer and from the client to make a design project successful?

In short, a proper design brief from the client and respect for each others skills.

The success of our collaboration is best illustrated with a quote from Weber's Marketing Director: "Our strategic partnership is a perfect illustration of the fact that two plus two can indeed equal five. Together, we have succeeded in redefining the purposes that Weber may serve. This is the result of a close and trustful collaboration between them and us. We are partners and on the same side, and this means that we let each other into each others' "most holy." Seidenfaden Design Copenhagen has become an integrated part of Weber and holds a fixed place in our first instance, product selection. Seidenfaden is proactive and spontaneously presents new ideas. We are connected, yet not dependent on each other, which demands that both parties always do their best – and the result speaks for itself."

What else have you learned from this particular project?

The Devil is in the details!



reddot design award
winner 2007





Agency profile Seidenfaden Design Copenhagen

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Agency profile and expertise
 Seidenfaden Design Copenhagen offers different kinds of solutions. We develop a product concept based on the customer's business strategy. Then we design the product and afterwards we develop it. Then we have the product produced and finally we handle shipping & delivery of the entire order directly to the customer's address. In the meantime we also develop the packaging concept. And with the proposal approved, we subsequently design, develop and print the packaging.

Clients
 Weber, Stelton, Mefa, Magpie

Awards
 Good design Award, reddot Award

Publications

Other projects

