

DICOTA MAGAZINE

N°1

FOR THE AGILE WORKFORCE



SUSTAINABILITY

Firmly anchored in
the DICOTA DNA

TRAINING SOLUTIONS

Maximum efficiency
in the mobile working world

QUALITY

Better lasts longer

**“Have
fun
reading.”**



DEAR READER

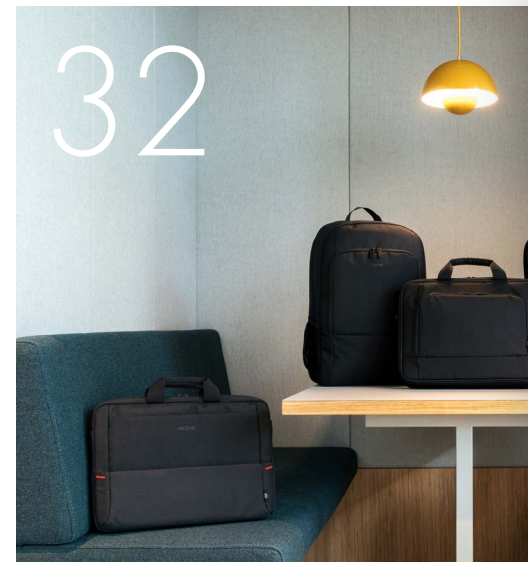
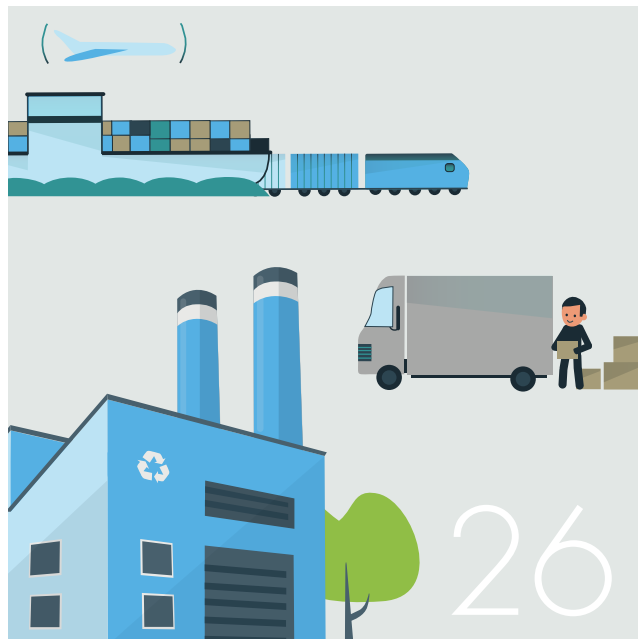
Taking affirmative action is more important than simply talking about one's plans, or philosophising non-stop. As a central part of being an entrepreneur, it is important to scrutinise things and make good things better: Trim things back to their essence, make a decision and pursue goals consistently.

In 1992, the founder of DICOTA, Siegmund Gailing, took just that kind of action. He sensed his opportunity and created a leading international brand as an original micro-enterprise. And all this with rather edgy but clear ideas of what his brand promises and wants to deliver: high quality, functionality, and reliability. Die Computer Tasche (The computer bag in German) – DICOTA was born.

Today, almost 30 years later, the three of us are working at the helm in control centre, and as owners since 2013. Together with a highly motivated team, we have added sustainability to the DICOTA success story.

Today, we are proud to present the first issue of DICOTA Magazine. Please allow us a moment of your time and immerse yourself in the world of mobile IT accessories.

Three handwritten signatures in blue ink, arranged horizontally. The first signature is 'S.G.', the second is 'M. Mühlenbruch', and the third is 'R. Nauer'.





SUSTAINABILITY

- 07 From development
Detailed interview with CPO Stephan Meyer about the new Eco BASE product family.
- 14 Recycling process
How used PET bottles are turned into new DICOTA bags

QUALITY

- 20 Lifetime warranty
Quality does not materialise by chance – the stories behind the story
- 24 Customer testimonials
DICOTA customers talk about their experiences with the brand.

LOGISTICS

- 26 Major challenges
Philip Lattauer, Director Logistics, reports on the current changes taking hold in the logistics chain.

PRODUCTS

- 30 The right choice
The practical decision-making aid for the perfect computer bag
- 32 DICOTA product families
A brief introduction to the DICOTA collections. Efficient overview in fast forward
- 44 Productfinder 4.0
The new online tool for quickly selecting the perfect matching accessories

PRESENTATION

- 48 Your points of contact
Brief portrait of DICOTA employees



For almost 20 years,
mobile carrying solutions
have been nothing short
of a fascinating world
for CPO Stephan Meyer

FROM DEVELOPMENT

The mammoth Eco BASE project has been completed.
An exciting look behind the scenes at the work of DICOTA's
international development team

Stephan Meyer, you have been with DICOTA for 18 years and are now one of the three owners of the group of companies. Please introduce yourself briefly.

With pleasure! I am 43 years old, a native of Würzburg, married and the proud father of two children. Since the management buyout in 2013, I have been responsible for product development and management, as well as for the supply chain as Chief Product Officer.

How were your first few months at DICOTA?

I gained some initial experience at DICOTA back in 2003 during an eight-month internship in product development in Hong Kong. The fascination with mobile carrying solutions, working with motivated teams, and within a dynamic corporate culture made me want to stay at DICOTA and move through different departments.

You lived and worked in Hong Kong for over ten years. Where do you see the biggest differences in European culture?

Certainly in terms of the speed and dimensions that underpin how new projects are initiated and implemented. The proximity to all stakeholders and the unwavering willingness to change allows us to create and implement solutions in the shortest possible time. Of course, it takes some time to recognise cultural differences. The famous practice of "reading between the lines" and adapting your way of communicating accordingly was a challenge in the beginning.

Hong Kong is considered a fascinating metropolis.

As a gateway to Asia – and especially China – the city's history makes it unique. Hong Kong is vibrant, electrifying – and the possibilities seem limitless.

What is everyday life like in the development team in Hong Kong?

Our experienced team, with many long-standing specialists, works very intensively and in a process of permanent exchange. Every morning, for example, there is a "Sample Review Meeting" where designers,

"Our experienced team, with many long-standing specialists, works very intensively together and in a process of permanent exchange."

project managers and product managers exchange ideas. Current design proposals are discussed, prototypes analysed, materials tested, and further potential for improvement evaluated. It is in our DNA to make good things better.

Back in 2012, you introduced the first notebook bag made of recycled PET (rPET) to the market – an innovation at the time. How did it come about?

The development project had already been launched in 2011. As the market leader, we wanted to be the first with this outstanding innovation in the materials sector. Especially within the IT sector, sustainable materials were still unknown at that time. The choice

Concentrated development expertise on-site – the basis for innovation and quality f. l. t. r. Jessica Cheung, Louie Wai, Water Kwong, Sandy Lo, Paul Chow, Eric Tse, Joey Ho, Angela Lau, Cindy Wong

The metropolis with the most skyscrapers in the world – Hong Kong.

of fabrics was extremely limited. Before the launch, we carried out intensive material tests, because compromises in quality were (and are) not an option at DICOTA.

What has changed since 2012?

Today, customers are better-informed; and they possess a greater understanding of the importance of effective ecological action. The topic of sustainability has firmly

“The transition of this highly successful product range is an extraordinary team effort and I am very proud of what has been achieved.”

taken root in society’s conscience. With their purchase decisions, they choose as to whether they want a notebook bag made from traditional materials or from recycled, sustainable materials.

What are the differences with the ecologically sensible variant made of rPET when compared to traditional polyester?

The properties and performance of rPET are as good as the quality of new polyester. Both in terms of the visuals and the feel, there are no differences between the two fabrics. The subtleties, the textures, and the quality are absolutely on par. The production of rPET requires less energy than virgin polyester production and reduces our dependence on oil as a raw material.

What advantages do customers have when buying a computer bag made of PET?

Product life is one of them. We also provide a lifetime guarantee on our products. And shoppers make a significant contribution to reducing our ecological footprint by finding a second, sensible use for disposable bottles.

DICOTA currently offers over 60 products made of rPET. By the end of 2021, you want to produce more than 80% of the portfolio from the recycled material and have formulated sustainability as a central element of the company strategy.

What are the reasons for this?

As an owner-managed company, we are fully aware of our responsibility for future generations and take this responsibility very seriously. Following the introduction of the SCALE and SELECT product families, the well-established BASE series is now being converted to rPET. This means that customers can also choose a more ecologically sensible solution in the entry-level price range.

With the products from the BASE series – the absolute top sellers in terms of volume – you are converting an existing series to rPET for the first time. Surely a challenging project for all employees?

The volume in this segment is considerable. But this is precisely why we can make a significant ecological difference here – including thanks to the loyalty of our DICOTA customers. For our team in Hong Kong, the changeover represented a real challenge in the areas of development, planning, and production. Excellent work was done here, with plenty of sweat and numerous overtime hours racked up. It’s



an extraordinary team effort and I am very proud of what we have achieved.

What changes from the customer’s point of view with the switch to Eco BASE?

Without doubt, the certainty that the tried-and-tested top sellers are now made of sustainable fabrics, thereby enabling the prudent secondary use of PET bottles. This is a real competitive advantage for our IT channel partners in their day-to-day and tender business. It is the basis for our direct and indirect customers to work with DICOTA as an innovative brand and reliable partner in the long term.

What influence does the product changeover have on online business?

It is important not to lose the successful history of BASE products in the digital world. This includes ratings, questions/answers, and, of course, customer feedback. That is why we are keeping the core of the

article numbers, meaning that D30446 simply becomes D30446-RPET. This means that our partners and customers can still find the products easily. We also revised the product texts, produced new videos, and took new lifestyle pictures in a photoshoot.

What are you and your team up to next?

We are consistently pursuing our chosen path. The conversion to rPET will next take place in our flagship PRO series. The development work has already been completed. The introduction is scheduled for autumn 2021. In the next DICOTA Magazine, you will be able to read more on this. We also work on sustainable packaging solutions, material tests with biological materials and much more. As previously mentioned: we want to get better every day.

The interview was conducted by Jenny Müller, Product Marketing Manager.



Either – or: five questions for Stephan Meyer

Rice or pasta?



Knife and fork or chop sticks?



Mountains or sea?



Bag or backpack?



Polyester or rPET?



SUSTAINABILITY COMES FIRST

The specialists in the Product Management Team know that every detail counts and are aware of the importance of DICOTA's strategic orientation.

FSC certified paper

From now on, the product tags will play their part in the respectful treatment of nature: The papers are FSC-certified, to ensure the sustainable and responsible use of forest resources.

Printing with soy ink

All product tags are printed with soy ink. Unlike conventional ink made from petroleum, soy-based ink is more environmentally-friendly and based on renewable raw materials. The quality of this sensible alternative is absolutely on par.



Recycled materials

The new Eco-Label from DICOTA guarantees that the product is made from recycled materials. At the same time, it represents a discreet statement highlighting a sustainably correct purchase decision.



Sustainable products – a success story

*For over twelve years, DICOTA has been offering carrying solutions
made from ecological materials.*

2009 – that was just when ...

Barack Obama became the 44th President of the USA, Michael Jackson died of a drug overdose, Jenson Button became Formula 1 World Champion, and Windows 7 was introduced worldwide. It feels like only yesterday, and yet it was a long time ago ...

Starting signal with Luis Trenker optics

As a leading European brand, DICOTA launched the first products made of ecological materials in 2009. The designs themselves also broke new ground. The commercial success of the pilot project was rather modest, as the two products in the NATURE LIFE / STYLE collection were not at the top of the IT managers' shopping lists. In the trade press, as well as among end-users, however, the "green" innovation was received positively.

Initial spark for a sustainable orientation

Inspired by this feedback, DICOTA laid the foundation for its future direction. A complete product family made from recycled materials for professional users and a clear conceptual design that embraced the requirements of a business environment, as well as a classic design language. Launched in 2010 under the name RECLAIM, the ECO product family followed in 2014.

Already seven product families

by the end of 2021

In 2021, the sixth and seventh product families made from recycled materials will be launched. This makes DICOTA the clear number one among providers of sustainable carrying solutions for laptops and the like.

NATURE LIFE / STYLE

Edition No. 1, market launch 2009



The PR release at the time read: "... Industry leader DICOTA is setting new trends in the Notebook bag market segment: Nature Style and Nature Life are made from environmentally neutral materials. They are made of canvas cotton and leather that are as robust as they are environmentally friendly ...". Two messenger bags with an alpine look pick up on the "green IT" trend of the 2000s. The response from customers was consistently positive. The use of sustainable materials was a done deal.

RECLAIM

Edition No. 2, market launch 2010

The findings from Edition No. 1 have been incorporated into the new conception of RECLAIM. The focus was on the design: It was aimed at business users who appreciate both a classic appearance and who possess a clear-cut attitude to the topic of ecology. Positioned in the mid-entry segment in terms of price and function, discreet grey highlights made up the typical character of this series. 16 choices in various sizes and colours offered a wide range of choice. In total, over 200,000 mobile users have opted for RECLAIM products – a great success story.

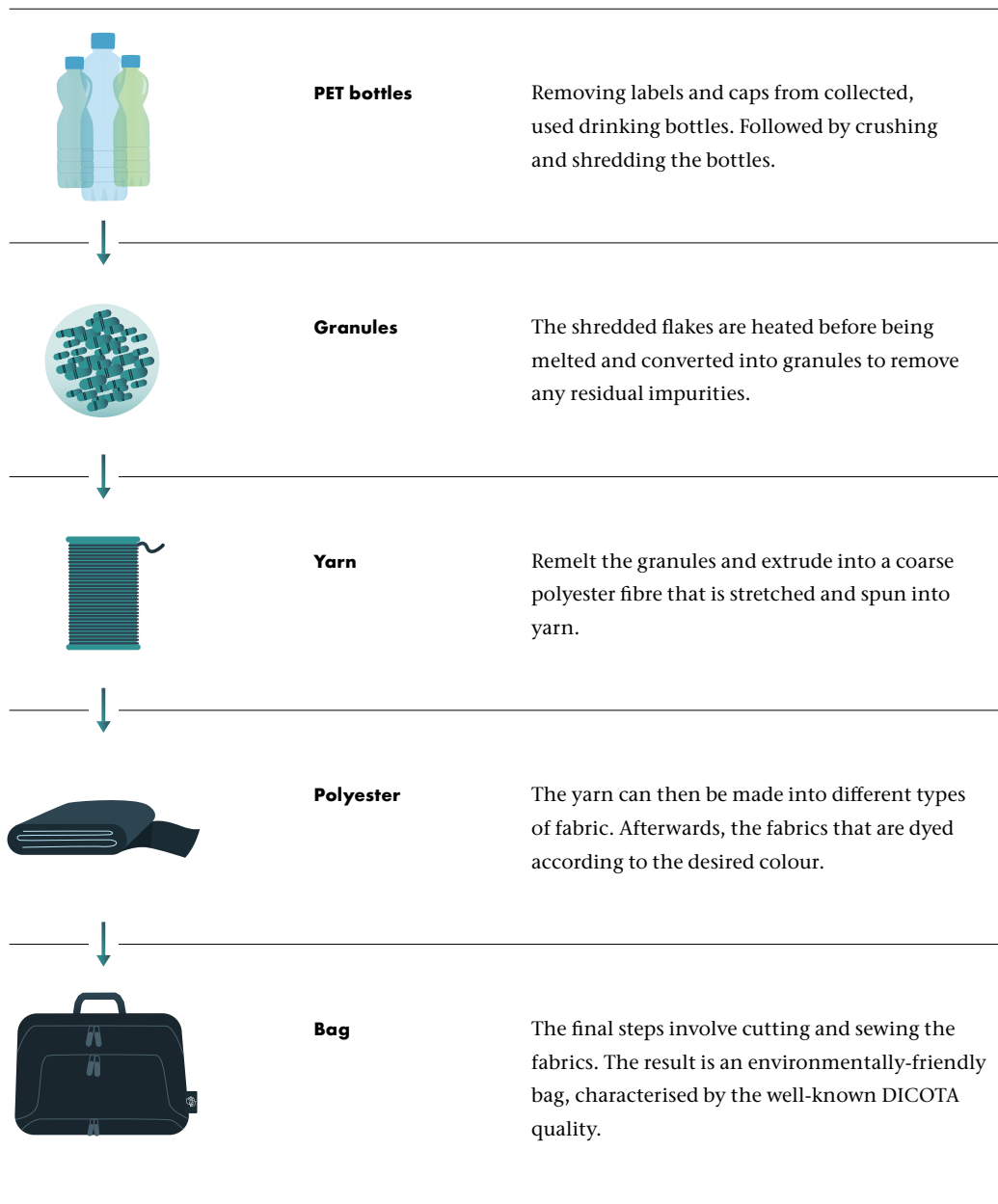
**ECO**

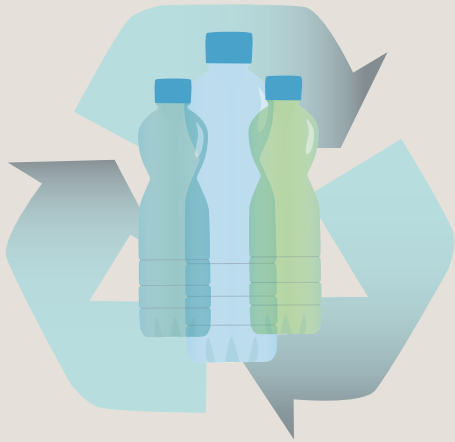
Edition No. 3, market launch 2014

Elated by the resounding success of its predecessor series RECLAIM, DICOTA introduced the next eleven-model product family made of rPET in 2014. Practical features – such as tablet and power supply compartments – enhanced the bags, backpacks, and trolleys. The practical, sustainable companions for the demanding, hectic everyday business life also enjoyed great popularity. They quickly became top sellers in the DICOTA portfolio – around 250,000 units are in use by customers.



From the PET bottle to the bag





3,900,000

Number of PET bottles

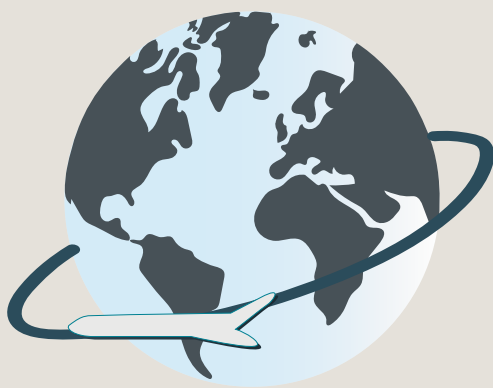
The counter continues to run. Currently, 3.9 million PET bottles have been put to good secondary use by DICOTA.



450,000

Considerable quantities

From this, DICOTA has produced over 450,000 carrying solutions to date. And that is just the beginning.



25 x

Significant CO₂-Saving

Massive CO₂ savings of 1,900 tonnes thanks to the reduced use of environmentally harmful chemicals.



19

Meaningful new use

DICOTA carrying solutions reuse up to 19 PET bottles

FACTS & FIGURES

DICOTA is intensively engaged in sustainability and recycling. Below are some interesting facts.

1,000,000

PET bottles sold worldwide, per minute.

For the year 2025, it is predicted that the ratio of plastic to fish will be 1:3.

1:3



60%

of all plastic bottles bought end up in landfills or in our oceans.

The average global recycling rate is 15 per cent.



On average, each person produces 0.74 kilograms of waste per day. With an average global life expectancy of 72 years, nearly 19.5 tonnes of waste are generated per person.

19.5 t



Plastics production in 2014 amounted to 311 million tonnes. This number will quadruple by 2050!

311,000,000

MADE FROM

12

RECYCLED
PET BOTTLES



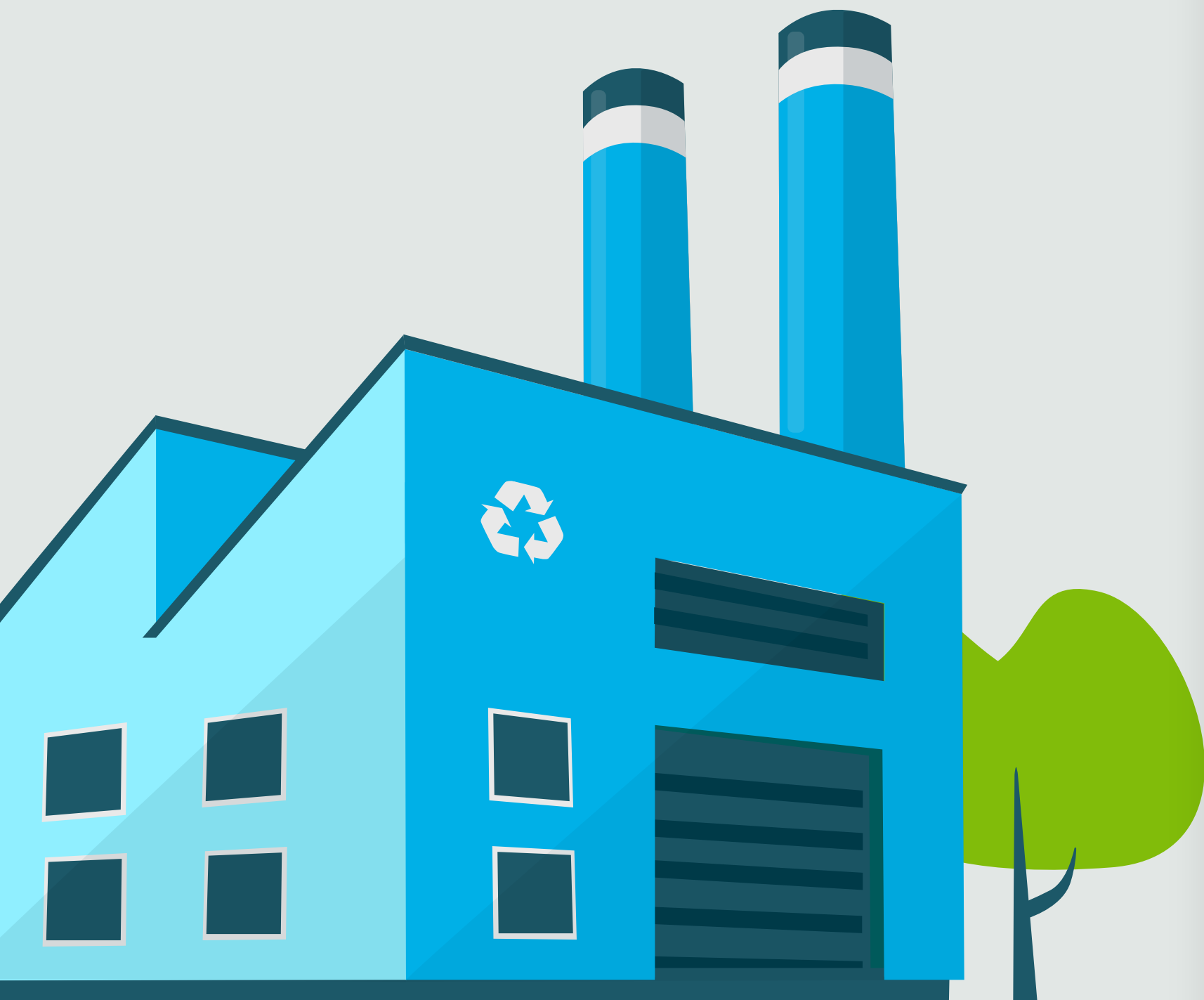
ECO
PLUS
BASE



24 litres of storage space offer ideal space for everyday work or study use. And this with a clear, ecological conscience, as twelve used PET bottles are put to a sensible secondary use. Given its lightweight design – less than 900 grams – and thanks to the comfortable padding, the new backpack is pleasant to wear and is sure to win over users with many clever details, such as a notebook strap, a hidden pocket for the wallet, and much more.

DIFFERENT TYPES OF RECYCLING

The amount of plastic produced in the past 100 years would be enough to span the entire globe six times. Currently, around 144 billion disposable PET bottles are produced every year.

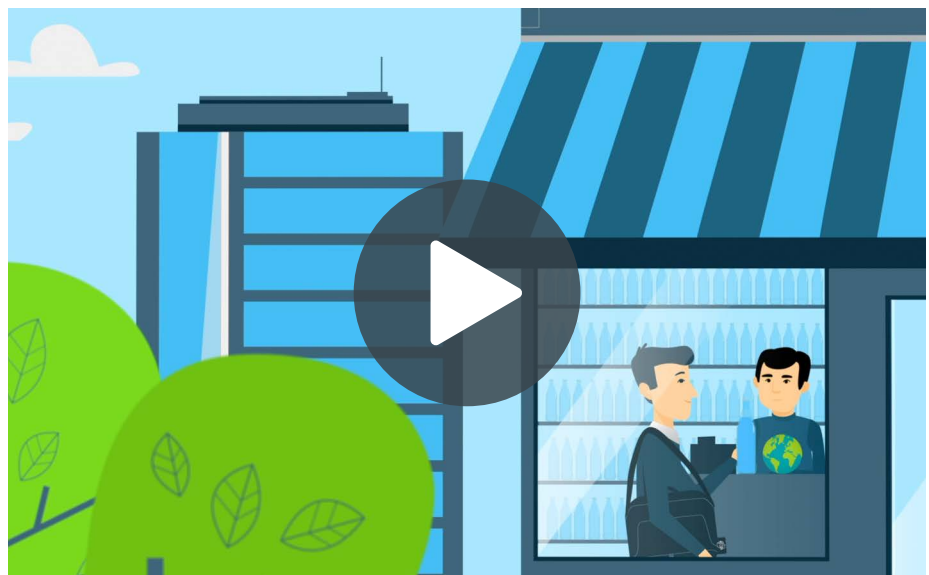
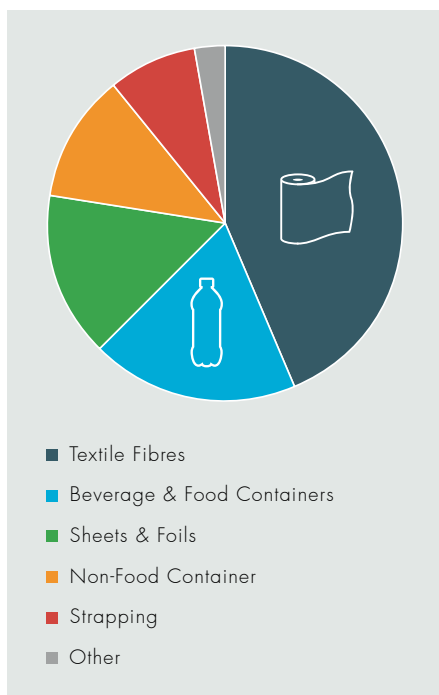


There are many different types of plastic, from salad packaging to sewage pipes. The purity of the collected material and the choice of processing method determine the nature and quality of the result.

Polyester produced for the first time is 100% recyclable in terms of quality. This makes it possible to recycle unmixed PET material in a closed cycle and return it to its original purpose, for example, as a drinking bottle or food packaging.

In reality, however, according to an analysis of the rPET industry trend, only about 20% is used for the remanufacturing of food and beverage containers.

Collected raw materials from different plastics are used for other purposes: one of them is the production of textiles. Around 44% of the PET collected worldwide is processed into fabrics for the clothing industry.



What are the advantages of using recycled PET in the production of textiles?

Recycling bottles and converting them into textile fibres offers several advantages, such as conserving natural resources and minimizing waste. Sensible reuse also prevents plastics from ending up in landfills or even in the water cycle, where they take around 450 years to biodegrade. Studies show that recycling polyester uses up to 53% less energy and reduces CO2 emissions by around 54% when compared to the production of virgin polyester.

How can consumers be sure that their product is really made from recycled PET?

In recent years, the demand for used bottles has overtaken the supply in some regions. Some suppliers are now buying new, unused bottles to make polyester textile fibres to call them recycled. To ensure that textiles are really made from collected and recycled PET, customers can ascertain the presence of certain certifications.

DICOTA requires all suppliers of recycled PET materials to comply with the Global Recycling Standard. This certification verifies the recycled feedstock and tracks it to the final product. In addition, it ensures both ecologically and socially compatible production, as well as the responsible handling of chemicals. The material used in the Eco collections also meets the requirements of the OEKO-TEX® Standard 100, which focuses on the health and safety of end-users and tests textile products – at DICOTA, the primary material for transport solutions – for harmful substances.





The DICOTA goal: Lifelong satisfaction

For almost 30 years, DICOTA has been synonymous with outstanding quality. With the lifelong product guarantee, customers will always be able to depend on Dicota.

Customer satisfaction as a maxim

DICOTA customers need reliable, durable work equipment that will prove itself every day for years, without any issues or hassle. The foundation for this is the company's stringent quality philosophy (see report on page 22).

The puzzle comprising many moving parts

It is well-known that the best components and materials are needed, such as hard-wearing fabric, high-quality zips, and sturdy metal parts. The importance of years of experience in product development is often forgotten; this meticulous know-how, which functions without any problems in terms of series production and which has proven itself a million times over in use without any errors.

In addition, new developments undergo demanding physical tests, both in-house and when carried out by independent institutes, before DICOTA homologates them for series production. DICOTA products are well-thought-through in great detail, from start to finish.

Experienced, reliable partners with their qualified specialists ensure the consistent implementation of the highest DICOTA requirements in the production processes confirmed by internal and external quality audit measures.

No invisible costs and hassle for replacements

In a business environment, the IT department often procures the hardware and accessories. The purchasers are happy to rely on the suitability and reliability of DICOTA products when deployed "in the field". You don't have to worry about tedious complaints or organise product replacements, thus preventing internal and external costs and hassle. IT trade partners and distributors are concentrating on new projects.

Private customers experience DICOTA quality as a matter of course and use their mobile carrying solution without any worry.

Sustainability thanks to a long service life

First-class products last longer. They are a strong signal to counteract the throwaway mentality and thus reduce the unnecessary import of cheap products from Asia. This saves CO₂ in the long term, and from a commercial point of view, the correct choice pays off in a very short time anyway.

Lifelong satisfaction

If there is still a problem to be solved, customers can count on the quality promise of this premium manufacturer. Upon presentation of a proof of purchase, DICOTA will exchange it – hassle-free and without time limitation. For legal reasons, the maximum period in Germany is 30 years.



The 11 points of the BSCI Code of Conduct ensure fair and social working conditions on site.

amfori BSCI

*Certified social fairness and sustainability
in global supply chains.*

Produced in China? The popular opinion is this: as cheap as possible, no inspection / compliance with labour law standards, workers employed on an assembly line, poorly paid. DICOTA knows: Thanks to many years of close cooperation with local production partners, this prejudice does not apply. On the contrary: Anyone who produces and sells environmentally fair products must also apply this fair play to people; otherwise, the balance is simply not right.

As a member of Amfori BSCI, DICOTA is highly committed to ensuring exemplary working conditions in global supply chains. Amfori's eleven-point charter includes comprehensive worker protection, as well as provisions to safeguard health, safety, and

equality in the workplace. Protection against child labour is also part of the Code of Conduct providing appropriate training measures for young people. In close cooperation with its suppliers, DICOTA ensures that the far-reaching criteria for certification are continuously implemented. The partners undertake to comply fully with the specifications and to work to establish fair and social working conditions.

Further information:
<https://www.amfori.org/>

amfori @ BSCI
Trade with purpose

Quality does not materialise by chance

The much-quoted notion that courses through all processing areas and has top priority in every segment, is the pronounced awareness of quality.

DICOTA and icebergs – what do they have in common? What is visible – the wide range of bags, trolleys, and backpacks – are the end products of what is prepared and implemented in meticulous steps in the background in design, production, controls and logistics. In similar fashion to these colossal, icy giants, 90 percent of the work takes place figuratively “underwater” and remains in the invisible realm for the end-user.

850 products in the portfolio

Stephan Meyer, Chief Product Officer and with DICOTA since 2003, is responsible for keeping track of which guidelines have to be defined and implemented to achieve the well-known DICOTA quality. “Several quality guidelines – for example, for raw materials, accessories, packaging instructions, metal, and plastic components – form the basis for this. These are standards based on ISO or DIN norms, as well as company-internal specifications,” says the graduate in business administration responsible for the Hong Kong branch.

DICOTA currently has around 850 products in its portfolio. These are manufactured in eight plants in Asia and two production facilities in Europe. Globally dispersed and networked – how can all this be reconciled in terms of quality requirements and implementations? Meyer: “Maintaining our standards requires lively communication between those responsible, either with in-person meetings or – as in the current times of the Coronavirus – via video conferencing.”

Clearly defined test scenarios

Before, during, and after series production, internal and external laboratories carry out and document clearly defined mechanical test sequences. These list, for example, colour fastness and abrasion behaviour, as well as tensile and tear strengths. Similar to the showrooms of Swedish furniture stores, laboratory test equipment is used to simulate the lifetime use of a product, such as dropping a backpack filled with 12 kg of weight a thousand times or opening and closing a zipper a thousand times, among other things.

Outstanding quality comes from attention to detail

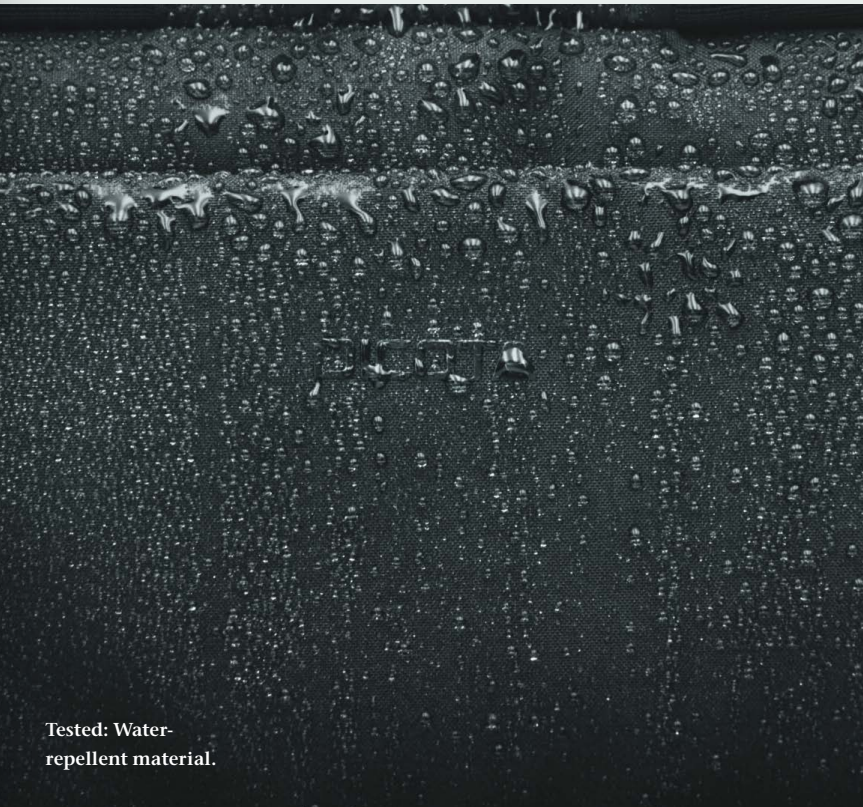
Every employee knows that he / she is not just a cog in the wheel. Ultimately, a product should always emerge that manifests the summed-up sense of responsibility shared by all involved. DICOTA’s own quality management teams ensure compliance with the comprehensive guidelines and requirements on site. Thanks to years of expertise, our eye for the smallest detail is sharpened, the logo is perfectly placed, and no individual threads are left sticking out. “Quality does not come about by chance, but is the result of passion, precision, and experience,” concludes Stephan Meyer.



Tested: More than 1,000 drop cycles at 12 kg weight.



Tested: At least 2,000 mechanical movements.



Tested: Water-repellent material.



Made from recycled PET.



Protection from scratches and light falls.



High-quality metal components.

EQUIFAX

Chris Crowther

Head of End User Computing – Europe, Equifax, England

At Equifax, we actively take responsibility for environmentally friendly behaviour, and are therefore ISO 14001:2015 certified. Our Code of Conduct explicitly mentions the reduction of consumables and the recycling of materials.

In addition, working habits have changed a lot. At Equifax, all new joiners are given a full IT kit. This includes mobile hardware with accessories, as well as a quality backpack from the SELECT family, so that they can work from anywhere. We are convinced by the high functionality; each piece of equipment finds the right place. The long service life of DICOTA products and the choice of rPET as the main material harmonise perfectly with our sustainable purchasing behaviour. And for the English weather, the backpack models even come with a rain cover.

PROVINZIAL

Matthias Vogel

Head of Department IT workplace technology,
Provinzial Group, Germany

The Provinzial Group has firmly anchored the issue of sustainability in its business strategy and corporate culture. A sustainable use for hardware that is no longer needed is made possible thanks to the cooperation with a non-profit service provider. Furthermore, we have chosen bags that are made from rPET. We have been a partner of DICOTA for many years and have enjoyed an exclusively positive experience in terms of the quality, sustainability, and durability of the bags. We look forward to working closely with DICOTA in the future to further expand the range of carrying solutions.

BakerHicks.

David Santos

Marketing Manager, BakerHicks AG, Switzerland

For us at BakerHicks, sustainability is not a marketing promise but a deep-rooted and firm conviction. Whenever possible, we use ecologically sound products. Our rPET backpacks from DICOTA are a good example of this, because they meet our quality, durability, and sustainability requirements in everyday use. We are pleased that DICOTA is committed to using environmentally friendly products, making it possible for us to take another step in the right direction together. Thank you, DICOTA!



“Another new step in the right direction.”

Eco Backpack SELECT
13-15.6 black

Successfully in use
at Equifax, England.



DICOTA products are available in over 60 countries, with Philip Lattauer and his team in charge at the control centre.

"THE CURRENT SITUATION REQUIRES FLEXIBILITY"

Logistic Director Philip Lattauer provides some insight into his diverse range of activities as a central cog in the DICOTA wheel.

Philip Lattauer, you are responsible for logistics at DICOTA. Please introduce yourself briefly to our readers.

Very happy to. I am 39 years old, married and have three daughters. I completed my vocational training as a forwarding agent with a globally operating forwarding company, where I could accompany various functions, including in the European region. Along the way, I completed my Master of Arts while working. I have been working as Logistics Director at DICOTA since 2018.

What does an ordinary working day look like for you?

It simply does not exist. In logistics, we always have to expect sudden events and act accordingly. One example of this is the winter chaos in northern and central Germany seen in mid-February 2021. But there are also recurring tasks, such as the preparation of export declarations, shipment registrations with our service providers and the like.

The Coronavirus pandemic may also have influenced your work.

Recently, a lot of goods have been shipped from Asia to Europe. Conversely, this was not the case; that is why there are currently too few containers available. We work in sea freight with container allocation. It includes an agreement with our forwarder and shipowner that we can load a defined quantity of containers per week. This gave us a certain security.

How has your work changed over the years?

A lot has happened in all areas. The topic of sustainability is a key example here: When I started in freight forwarding, there were no trains from China to Europe that ran several times a week and certainly wrested volume away from air freight. There are companies that have taken on the brokerage of empty cargo space in trucks. This prevents trucks from being on the road with empty loading areas. Much more attention is paid to the type of

packaging today. Do pallets have to be wrapped when they are stored in a high rack, or is a simple security tape sufficient? Which film is used? The sustainability issue has steadily gained in importance.

Speaking of DICOTA's sustainability strategy: What measures have been (and are being) discussed or taken in the context of logistics?

We have already implemented the first round of projects. This includes, for example, a new warehouse location for our European central warehouse near Stuttgart. This saves us 100 trucks per year. In close partnership with our customers, we consolidate orders and thus reduce the number of trips. We are currently working with second choice pallets and are in the final evaluation phase for the use of Euro exchangeable pallets. Of course, we try to recycle packaging materials – such as cardboard boxes – and reduce the number of air freight shipments to a minimum.



Changes in transport costs are also likely to require permanent attention.

Unfortunately, we do not currently see any easing in the sea freight sector. It is very likely that prices will recover only slightly in Q2 / Q3 in the current year, if at all.

Which partners does DICOTA work with in the area of logistics?

Different service providers guarantee a mix that is important for us, so we can utilise the expansive and growing networks for our customer structure. Two examples: In the area of sea freight, Röhlig Logistics GmbH & Co KG – a family-run company – has been our partner for two years. In the area of land transport, we depend on the reliability of DHL Freight.

When selecting locations and concepts, storage locations play an important role.

Our logistics concept is based on three main warehouses. From the site in China, we supply the local Asian markets, the MEA region and

Oceania. Our main warehouse at DHL Freight is located in Stuttgart-Renningen, Germany. We currently store around 4,000 pallets of laptop bags to ensure the best availability for the IT channel. The combination of the high-bay warehouse there and the loading of trucks for the EU allows DICOTA to respond very flexibly to customer requests. We store the privacy filters, notebook locks, and other IT accessories at our German headquarters in Owen, Baden-Württemberg.

What effects has Brexit had on DICOTA?

We were well-prepared for Brexit in terms of customs clearance in Germany. However, there are still problems with import customs clearance and the clearance of trucks on the other side of the channel. As we have read in the press, not enough customs officers have been trained in the UK, which means that customs brokers are overworked. In addition, many entrepreneurs no longer want to travel to the UK, as it is currently not foreseeable when their

truck will return. We are working with our forwarding agents every day to be able to deliver to our customers in the UK – despite the difficulties in play – as punctually as possible.

Finally:

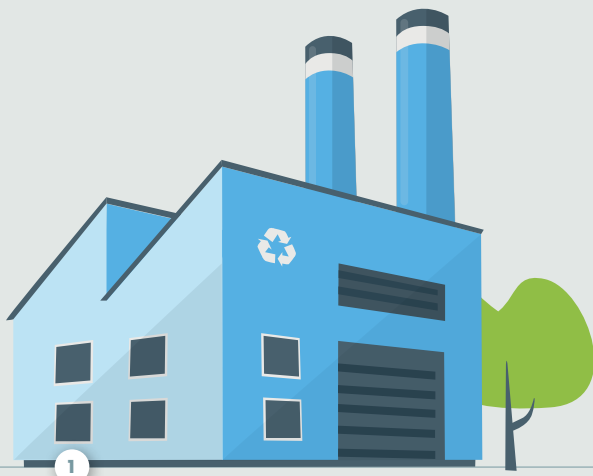
What influence is digitalisation having?

Digitalisation has changed a lot and made so much possible. Everyone is familiar with those emails that arrive as soon as you have placed an order on the Internet. Of course, this tracking is also an important topic at DICOTA, simply one size bigger in international freight transport.

The interview was conducted by Jenny Müller, Product Marketing Manager.

ACTIONS INSTEAD OF WORDS

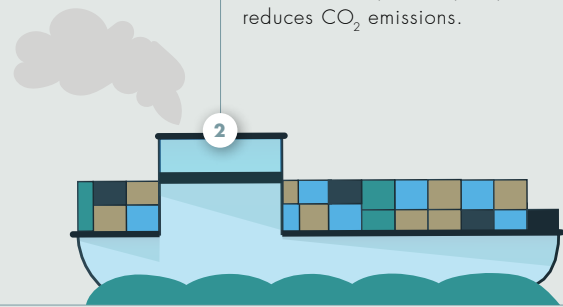
The production and transport of products consist of many complex steps, which DICOTA continuously optimises and implements as sustainably as possible.



1

One step ahead

Recycled polyester requires 59% less energy to produce than conventional polyester. By the end of 2021, 80% of the products in the portfolio will be made from recycled PET.



2

Over the oceans blue

Shipping with the latest, more environmentally friendly ships reduces CO₂ emissions.



8

A second life

If condition permits, recycling of cartons from returns to reduce waste.

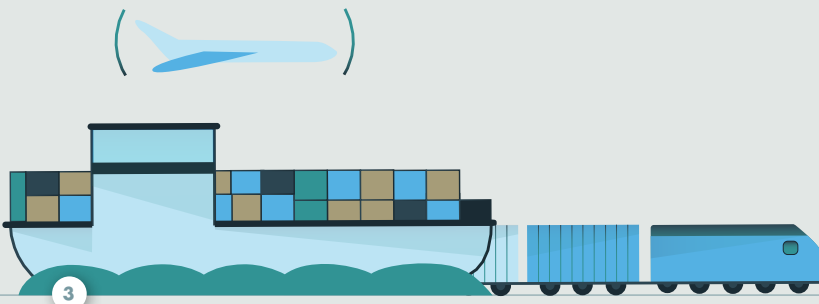


7

Thinking about tomorrow, today

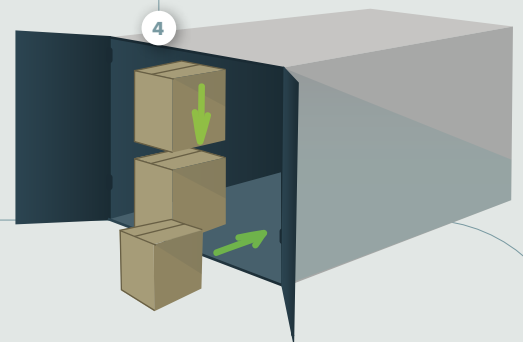
Optimally utilised transport capacities thanks to weekly scheduled deliveries to partners.

MON	TUE	WED	THU	FRI
		✓		



Ecologically on the move

Alternative transport by ship and train can avoid CO₂-intensive transport via air freight.



A bit like Tetris

Optimal use of transport and storage space so that the transport of as many products as possible is feasible.



Optimally accessible

Savings of over 100 truck journeys per year thanks to the new, optimised location of the warehouse in Stuttgart.

Planning is half the battle

Perfect planning prevents unnecessary empty runs.



CHOOSE THE RIGHT OPTION FASTER

The practical overview of the different construction types in the DICOTA portfolio.

MULTI

Also known as a “clamshell” in technical jargon. Or, in German: “Muschelschale.” According to the dictionary: with a lid that opens and closes like the shell of a seashell. At DICOTA, synonymous with “Die Computer Tasche” (The computer bag in German) since 1992. Tried-and-tested, and dearly loved. 270 degree opening zipper allows direct view into the bag interior. To prevent the notebook from slipping, each Multi is equipped with a fixation strap.



TOP TRAVELLER

The Toploader – the ingenious system for quickly removing and stowing the laptop at the top opening. Extremely convenient and efficient in daily use: Open the zip, insert devices or documents, close the zip, done. The 1-2-3 recipe for success from DICOTA, established under the name of Top Traveller. Each model is equipped with a detachable shoulder strap, which turns the bag into a shoulder bag in just a few moments.

SLIM CASE

The Slim Case represents the slimmest design type in the DICOTA range, based on a reduced toploader concept. Popular with people who travel light and appreciate the ease of carrying a notebook, tablet, and some documents. Also, with detachable shoulder straps that can be used as desired.



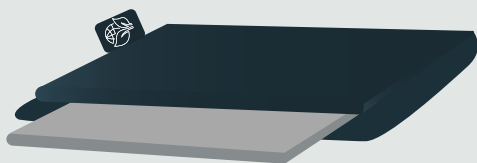
BACKPACK

Backpacks are extremely popular. Transporting the hardware and accessories in the backpack keeps your hands free at all times. For maximum comfort, the shoulder straps are padded to a high standard, and the chest and hip straps distribute the load ideally across the body. In addition to models for school, leisure, and sport, DICOTA offers an interesting, versatile selection of backpacks for business requirements.



PROTECTIVE SLEEVE

Sleeve also called skin. Extremely compact and slim in size, it provides lightweight but comprehensive basic protection against scratches and bumps thanks to neoprene. This way, the expensive hardware and data can be ideally protected, especially when transported in a sports backpack or favourite bag. At DICOTA, protective sleeves are available with other practical features such as carrying handles, and external compartments. By the way, it is important that the shape fits as precisely as possible to prevent the device from slipping unpleasantly. A short check with Product Finder 4.0 is recommended.



TROLLEY

Pulling instead of carrying is the motto for the trolley. In DICOTA's technical jargon, this is why it is called a "roller" for short. Maximum convenience for private and business travel. The well-thought-out interior and the separate and padded laptop compartment allow all items to be stored correctly and safely. When choosing a trolley, the quality of the wheels and the telescopic handle are important. By the way, with DICOTA, these components are easily replaceable – just like changing a car tyre.



“With this, you can be seen.”

Reliable products for professional and private use. Below is an overview of all current collections, tailored to a wide range of needs.





ECO BASE



The extremely popular BASE collection offers much more than its name actually suggests: Best quality, appealing functionality, and comprehensive protection. From the first half of 2021, customers will receive the popular top sellers, which have been tried and tested millions of times, in the new Eco version. Subject to continuous further development and repeat improvement of the details, Eco BASE gives up to twelve PET bottles a new, sensible use. Sustainable carrying solutions, available at very attractive price points. The BASE success story continues.



ECO SCALE



The Eco SCALE collection offers numerous useful functions. This collection was developed to meet the requirements of smaller project budgets. Typical DICOTA: Made from recycled PET, the models in the SCALE collection are good for the environment. Ideal for an all-round sustainable appearance. In addition, it is very easy to apply a customised logo, starting at just one unit. Particularly popular with corporate clients, but also with schools and universities.



ECO SELECT



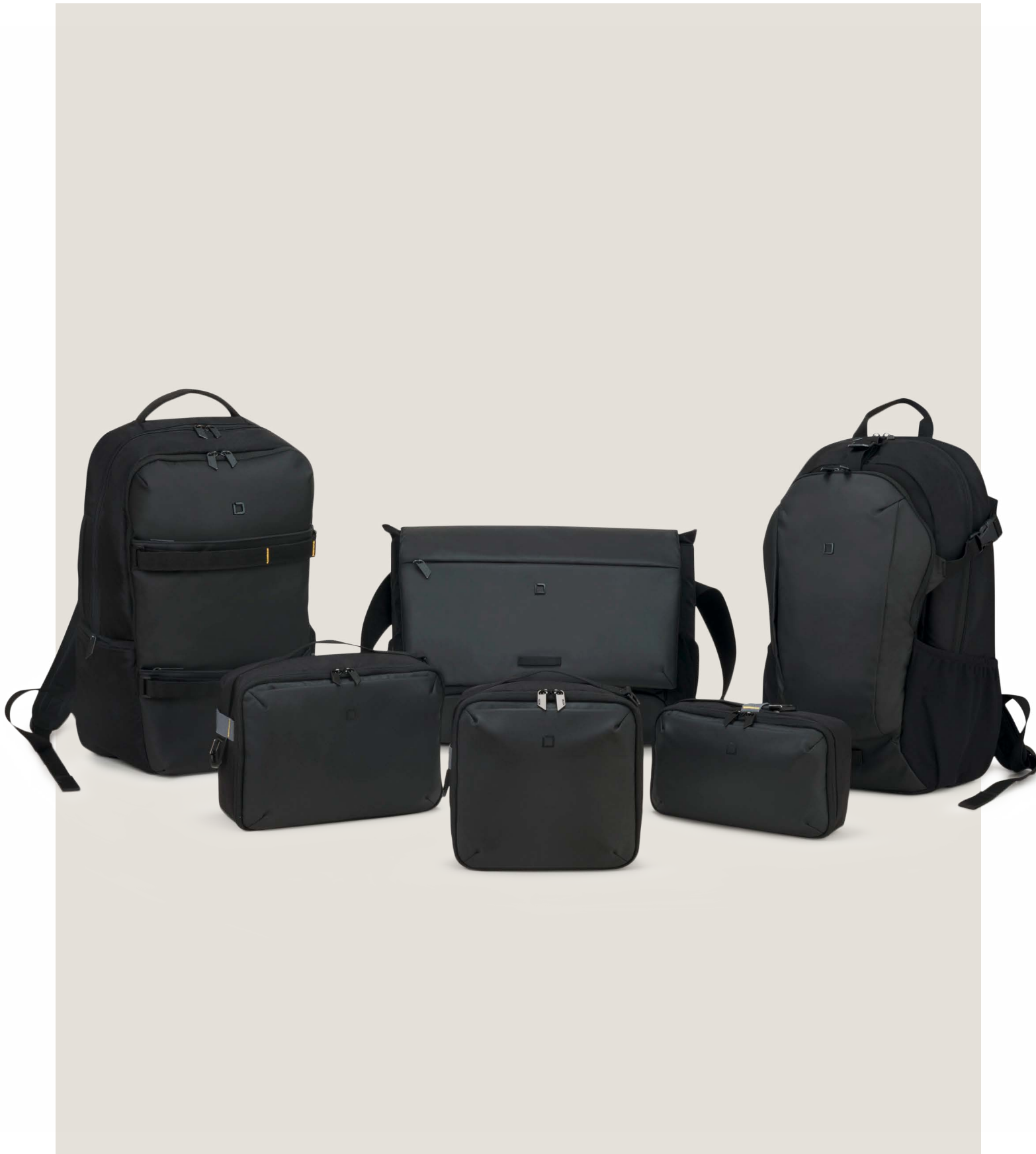
The Eco SELECT collection is the result of years of experience in developing high-quality B2B carrying solutions. This series is based on durable, recycled materials and is consistently geared towards professional users who value functional details just as much as “that certain something” in design. The separate outer compartment for power supply units and cables is particularly popular. Needless to say, that Eco SELECT also allows for the simple application of individual logos. They thus ensure the perfect outward effect.



PRO



The products from the PRO collection are, so to speak, the S-class from DICOTA – the best that the company has to offer. Based on almost 30 years of expertise in the design and manufacture of premium carrying solutions. The PRO products accompany you reliably, with high-quality materials, the best all-round protection, and maximum functionality. Developed for people who particularly appreciate the best quality and clever details in everyday life.



MOVE & GO



The MOVE and GO collections combine an urban design language and exciting material combinations with the well-known DICOTA strengths of quality and functionality. Clear shapes combine with practical details. In everyday life, the innovative carrying solutions prove their worth in every situation and ensure a great look. A majority of the products are already made from rPET materials – the rest will be converted step by step.



STYLE



The DICOTA design team was inspired by the shapes and structures of Berlin when developing the STYLE collection. Consistently geared to the needs of urban people: there are no compromises when it comes to look, convenience, and storage space. The high-quality materials and the small, subtle design highlights complete the big city series and accentuate the individual style.



The Backpack STYLE –
ideal daily companion with
plenty of space and style.

“The
best
docking
station,
I’ve ever
had.”

★★★★★

Perfect for the home office

[HelloItsMe, galaxus.ch](https://www.helloitsme.com/galaxus.ch)

DICOTA Portable 9-in-1



★★★★★

Highly recommended!

Inas, digitec.ch
Multi Plus BASE

Very comprehensive notebook bag with many accessory pockets. TOP bag at TOP price! Highly recommended!!



★★★★★

Scratch-free with sleeves

TheWolves, brack.ch
Sleeve Perfect Skin 13.3

I use the notebook sleeve for transporting the Microsoft Surface Pro 7. Nothing gets scratched with the sleeve if you have other items in your backpack or bag. Not even on the zipper of the sleeve, which is protected with fabric on the inside. It is of no use against rough impacts or for protection if it falls down, as it is only made of fabric.



★★★★★

Finally found a relatively nice backpack for a 17.3-inch laptop

Yaralea, amazon.com
Backpack BASE 15-17.3

I've been looking for a backpack for my 17.3-inch laptop that looks reasonably good for a long time. I was not disappointed. The laptop has room, and the backpack also offers plenty of storage space for other things. The level of comfort and convenience when carried is also great.



★★★★★

Top Webcam

PHolstein, digitec.ch
Webcam PRO Plus Full HD

Transmits clear images and clean sound, no image or sound distortion. The video recordings are also clear and crisp. Simply a great product all round at a great price.



★★★★★

Practical and robust

a.p., mediamarkt.de
Multi Base Notebook Bag

Practical, robust and well thought-out bag. I would buy it again at any time because everything can be stored in a safe and orderly fashion.



★★★★★

1A quality – Highly recommended!

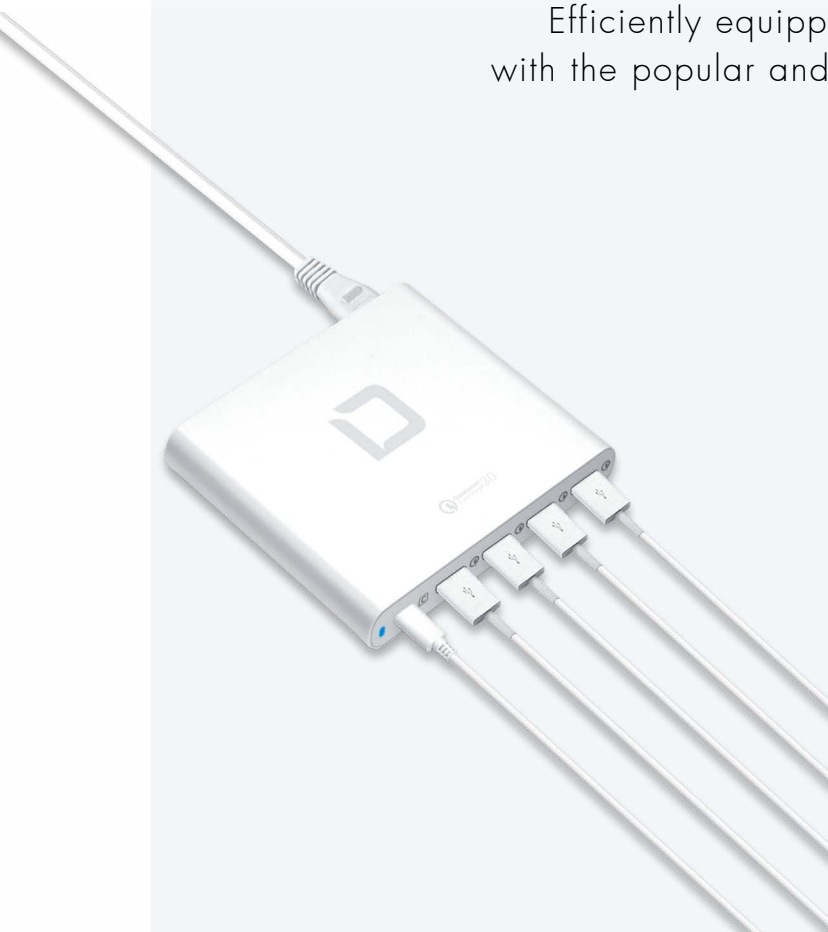
JMN, amazon.com
Top Traveller 15-17.3-inch PRO

For me, the decisive factor is the outstanding quality and the possibility of accommodating everything and getting to it easily.



MOBILE ACCESSORIES

Efficiently equipped in every work situation with the popular and proven DICOTA accessories.



Charging

The world is mobile. We are mobile. Clever and reliable little helpers are needed so that a high level of work efficiency can also be achieved while on the move. Charging the devices is a central issue here. Take advantage of DICOTA's many years of experience and rely on the new, universal chargers from your preferred premium partner.



Docking

Notebook design has evolved steadily over the years. Lighter, thinner and with a sleeker design. Pleasant to carry, pleasant to work with. However, the trendsetters usually no longer offer enough USB ports to connect all peripheral devices. That's what the new, practical USB-C products from DICOTA are for.





Filter

Protect your private and business data from prying eyes. Therefore, they prevent theft and comply with applicable legal guidelines. The DICOTA portfolio offers over 400 filters for smartphone, tablet, notebook and monitors. The innovative magnetic privacy filters, which can be mounted in a fraction of a second, are particularly popular. But the classic plug-in filters also continue to enjoy great demand. The self-adhesive filters, which are also available as anti-reflection films for glossy displays, are practical to use.



Accessories

Everything from a single source. The DICOTA portfolio offers a comprehensive selection of high-quality accessories for business and private users: Webcams, mice, cleaning products, and much more. Based on the brand's German heritage since 1992: Quality, functionality, and reliability.



Locks

A notebook can be stolen in an instant. Expensive hardware and important data are lost. In addition, a great deal of effort and significant costs are incurred; police, insurance, data recovery and much more. Take targeted preventive action. Targeted prevention is the answer, with a quality lock from DICOTA. Easy, convenient and effective. Ideal in the office, car, or hotel.



PRODUCTFINDER 4.0

Whether it's a privacy filter, cable lock, protective cover, or bag:
It's often relatively tedious to find the right accessories.
But not any more.



1 Enter device specifications

2 Select product category

3 Find suitable products

Thousands of laptop and tablet models

The optimal fit of the new privacy filter is, of course, non-negotiable. The aim is to avoid hassle and unnecessary effort and instead find the right solution with just a few clicks of the mouse.

“Searching” was yesterday – “finding” is today

“We want to make our customers’ lives as easy as possible,” says Nicola Spillmann, E-Commerce Account Manager, “with just a few clicks of the mouse to the right accessory product, efficiently and conveniently.”

Over 70 000 devices, updated daily

When buying accessories for mobile devices, there are now no more nasty surprises. This is because, with the new DICOTA Productfinder 4.0, choosing the right accessories is now particularly easy.

Search and filter options allow users to display products that are optimally suited to the hardware in question. Productfinder 4.0 knows the exact data of over 70,000 IT devices from more than 180 manufacturers. This allows an exact selection for current

hardware, as well as for older devices that are no longer available on the market but are still widely used.

The online tool is also highly valued by DICOTA’s specialist trade partners, who want to provide their customers with up-to-date, competent, and fast advice. An export function of the search results in XLSX format is also very helpful.

Local integration with DICOTA partners

IT distributors, resellers, and online shop operators can integrate the Productfinder 4.0 locally with little effort, free-of-charge, and refer to their own DICOTA product range via deep link.



Are you interested in integrating the practical Productfinder 4.0 into your web presence? Please contact marketing@dicota.com.



Erich Reinhardt

Partner Business Solution Team Manager at Insight

“Whether it’s a notebook bag, a privacy filter, or a cable lock: It is often difficult to find the right accessories for a device. Since we integrated the DICOTA Productfinder 4.0 at Insight.de, the right accessories are only a few clicks away. In addition, its implementation on our website involved no witchcraft whatsoever thanks to the outstanding support from DICOTA. Since the launch, we’ve seen a significant increase in sales and our customer service team is delighted with the dramatic reduction in returns.”



Andreas Erlenkötter

Head of E-Commerce at ALSO

“After a well-prepared set-up and integration process of DICOTA Productfinder 4.0, we can now provide our customers with easy access to the wide range of DICOTA accessory products in our webshop and ensure a seamless and convenient online shopping experience.”

“Set the scene for your brand.”

One small detail for the perfect appearance – your company logo placed discreetly. Already available in small quantities.

Interested?
Personal advice is just a mouse click away.





**A strong duo - DICOTA
carrier bags fit perfectly
on trolleys.**

Would you allow me? The DICOTA Crew England

*Passion, competence and commitment
are the team's core values.*

Sales Team



Michael Mühlenbruch
Chief Sales Officer

DICOTA Office
Owen, Germany

Customer segments
DICOTA Group

Region
Worldwide

Contact address



“Mobile carrying solutions have been my passion since 2002. Together with my international sales team, I am bursting with energy and motivation to make your everyday mobile life a little more comfortable and convenient.”



Mike Hayes
Country Manager

DICOTA Office
Sale, England

Customer segments
B2B / B2C / Retail / Etail / Distribution

Regions
UK and Ireland

Contact address



“I look forward to working with you on any projects moving forward, and of course hearing your feedback on our brand new magazine. Please don't hesitate to contact me if there's anything we can help you with.”



Rob Man
Channel Sales Manager

DICOTA Office
London, England

Customer segments
B2B / B2C / Retail / Etail / Distribution

Regions
UK and Ireland

Contact address



“Thank you for taking the time to read our first edition of DICOTA Magazine. If you have any questions, please don't hesitate to contact me. I look forward to your feedback.”

Inside Sales Team

Channel Marketing Team



Emmanuel Jaggi
Business Development Manager

Andreas Wiest
Inside Sales

Pascal Kramer
Marketing Director

DICOTA Office
Pfäffikon, Switzerland

DICOTA Office
Owen, Germany

DICOTA Office
Pfäffikon, Switzerland

Customer segments
OEM / Tailored Solutions / Public Transport

Customer segments
Distribution / Reseller / B2C / B2B

Regions
Switzerland, France, Denmark, Poland,
Czech Republic, Holland, England

Region
Worldwide

Region
England

Contact address

Contact address

Contact address



“Are you looking for a customised bag or trolley solution that ideally meets your individual needs? We would be happy to develop your perfect solution!”

“As a member of the Inside Sales Team, it is always a pleasure for me to be able to look after you personally. Here’s to effective cooperation!”

“On behalf of the entire marketing team, I am delighted to count you among the readers of DICOTA Magazine and to share information about our company, products, and environmental commitment with you.”



Now more than ever ...

*The virus is associated with many uncertainties and changes.
As entrepreneurs, we see numerous opportunities.*

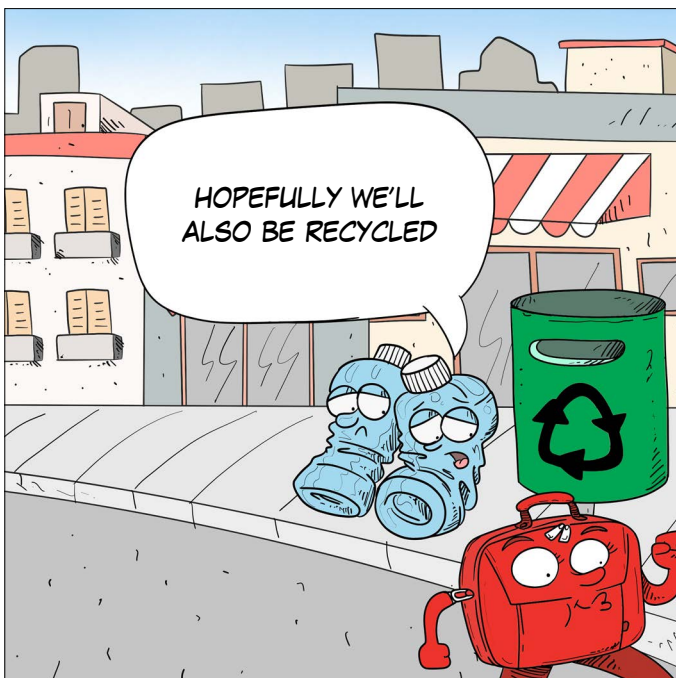
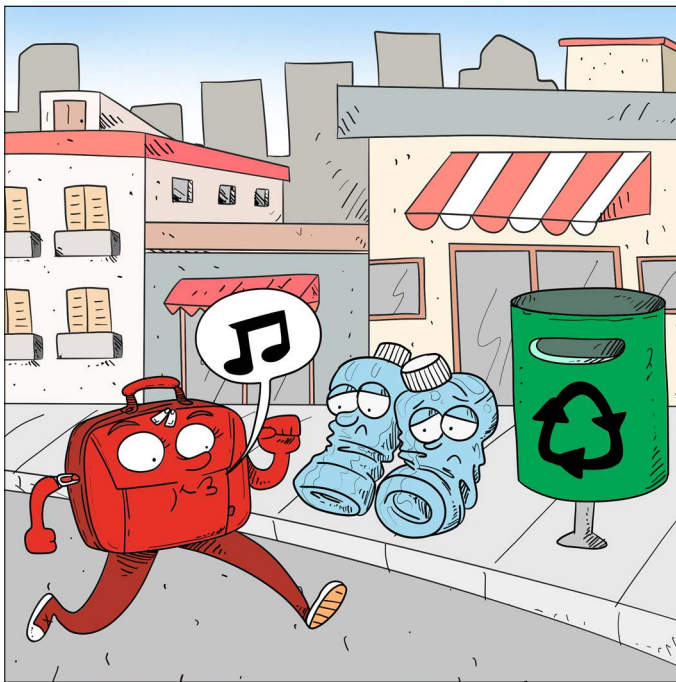
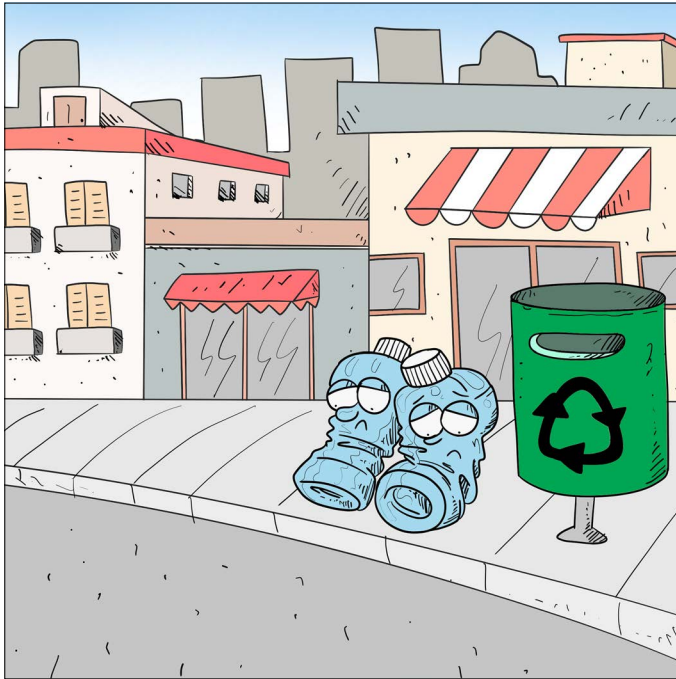
While insufficiently prepared, the global pandemic hit many countries. Prompt action and decisions had to be taken. Projects that would have taken years to plan in the past were implemented within a very short time. Schools switched to distance learning, and fixed office workplaces shifted to home offices. Opinions that had been held for years changed abruptly. Digital mobility got an unimaginable boost, essentially a digitisation package, the likes of which the IT world has never seen.

“Every crisis has its dangers, as well as its opportunities,” said Dr. Martin Luther King in 1962. The

DICOTA translation: In complicated times, it is important to carve out the positive, move together and reflect on true and genuine values.

Sustainable success lies in a fair partnership rooting in an equal footing. No matter whether that is with the team, the partners, suppliers, and you, dear customers. True to the motto: “Now more than ever...” we want to launch into a successful future together. We look forward to it.

*Sincerely yours,
Stephan, Ruedi and Michael*



DICOTA

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