

# raaco/logic ORGANIZER

**Characteristics:**

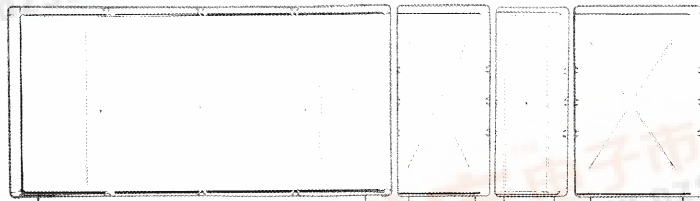
- Lacquered steel cabinet
- Impact resistant drawers
- Dividers
- Can stand alone or be hung on a wall



57 x 275 x 135 mm

35 x 52 x 135 mm

Available with 3 different drawer types, combining to offer a choice of 9 configurations.

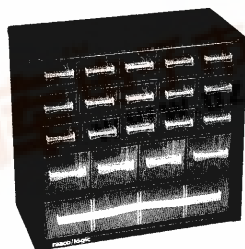


57 x 64 x 135 mm

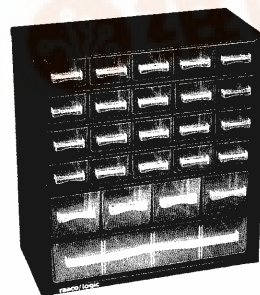
35 x 104 x 135 mm

**Organizer 20**

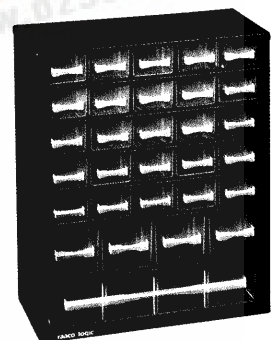
Robust steel cabinet with impact resistant drawers.



**Organizer 25**



**Organizer 30**



# ORGANIZER raaco/logic

**Products:**

**Organizer 12** Robust steel cabinet with 12 drawers of impact resistant plastic. Can stand alone or be hung on a wall.  
HxWxD 150 x 307 x 146 mm. Blue. EAN no. 106481

**Organizer 15** Robust steel cabinet with 15 drawers of impact resistant plastic. Can stand alone or be hung on a wall.  
HxWxD 240 x 307 x 146 mm. Blue. EAN no. 106467

**Organizer 16** Robust steel cabinet with 16 drawers of impact resistant plastic. Can stand alone or be hung on a wall.  
HxWxD 195 x 307 x 146 mm. Blue. EAN no. 106474

**Organizer 20** Robust steel cabinet with 20 drawers of impact resistant plastic. Can stand alone or be hung on a wall.  
HxWxD 285 x 307 x 146 mm. Blue. EAN no. 106450

**Organizer 25** Robust steel cabinet with 25 drawers of impact resistant plastic. Can stand or be hung on a wall.  
HxWxD 330 x 307 x 146 mm. Blue. EAN no. 106443

**Organizer 30** Robust steel cabinet with 30 drawers of impact resistant plastic. Can stand alone or be hung on a wall.  
HxWxD 375 x 307 x 146 mm. Blue. EAN no. 106436

**Organizer 35** Robust steel cabinet with 35 drawers of impact resistant plastic. Can stand alone or be hung on a wall.  
HxWxD 420 x 307 x 146 mm. Blue. EAN no. 106429

**Organizer 40** Robust steel cabinet with 40 drawers of impact resistant plastic. Can stand alone or be hung on a wall.  
HxWxD 465 x 307 x 146 mm. Blue. EAN no. 106412

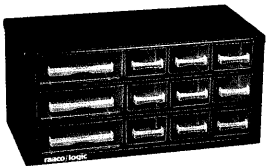
**Organizer 45** Robust steel cabinet with 45 drawers of impact resistant plastic. Can stand alone or be hung on a wall.  
HxWxD 510 x 307 x 146 mm. Blue. EAN no. 106405

**Dividers:**

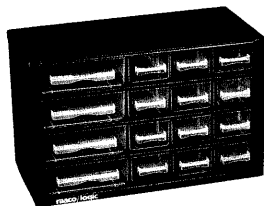
Type 30x35/52. Bag with 30 pcs. EAN no. 106986

Type 16 mix. Bag with 16 pcs. (assorted).  
EAN no. 107440

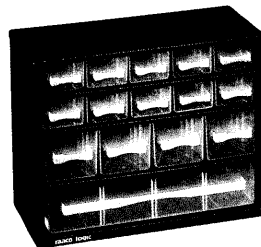
**Organizer 12**



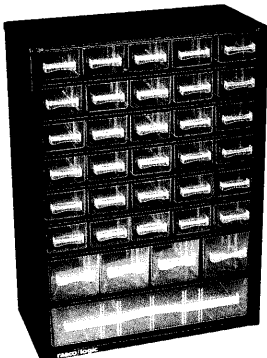
**Organizer 16**



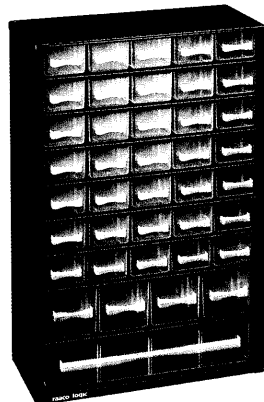
**Organizer 15**



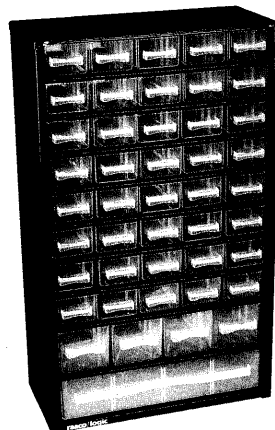
**Organizer 35**



**Organizer 40**



**Organizer 45**





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# raaco logic for syste

raaco logic is a completely new storage system. A varied range of products that supplement one another in terms of function, design and use to form one system. raaco logic allows customers to choose the individual items they need, while still giving them fully integrated products. Our development has emphasized quality, simplicity and systemisation to signal the advantages the customer will enjoy.

## **Your customer wants a systematic overview**

What do our customers feel about our products and how do they buy them? Two major questions that we have clarified through market analyses. The results of these have confirmed that:

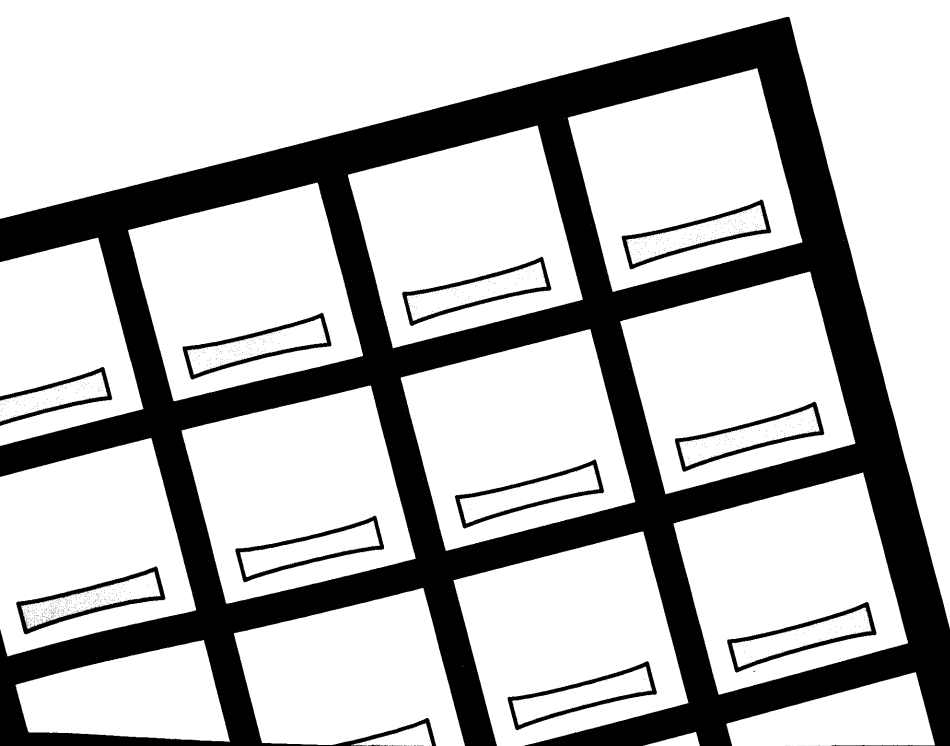
- Storage is often random and disorganised in homes
- Most people want to be more systematic, but don't know how
- Many people believe that systematic storage products are a good idea
- It is important to make functionality and usage visible
- Just about everyone is familiar with or has a toolbox
- There is very little knowledge of other storage products
- Most purchases of storage products are made on impulse
- Products are currently bought separately.

## **raaco logic is a system of products**

The overall analysis showed us that there is a clear market need for:

- The marketing of a name – a brand that customers can relate to
- Help to consumers in organising their storage
- Integrated functions – stacking, supplementation, replacement, etc.
- An inter-related design
- Brands that tackle the storage issue professionally in terms of cost, space, design and systemisation
- A clarified product category so that there is a system that customers are familiar with.

The raaco logic range meets all these requirements.





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# matic storage **raaco/logic**

## **Customers are people who appreciate quality**

The customers raaco logic is intended for are quality-conscious do-it-yourself people who typically have brands like Bosch and Bahco in their toolboxes. They are primarily male and it is important to them that the tools and materials they use at home are in order, in their place and easy to find.

## **Good tools should be stored properly**

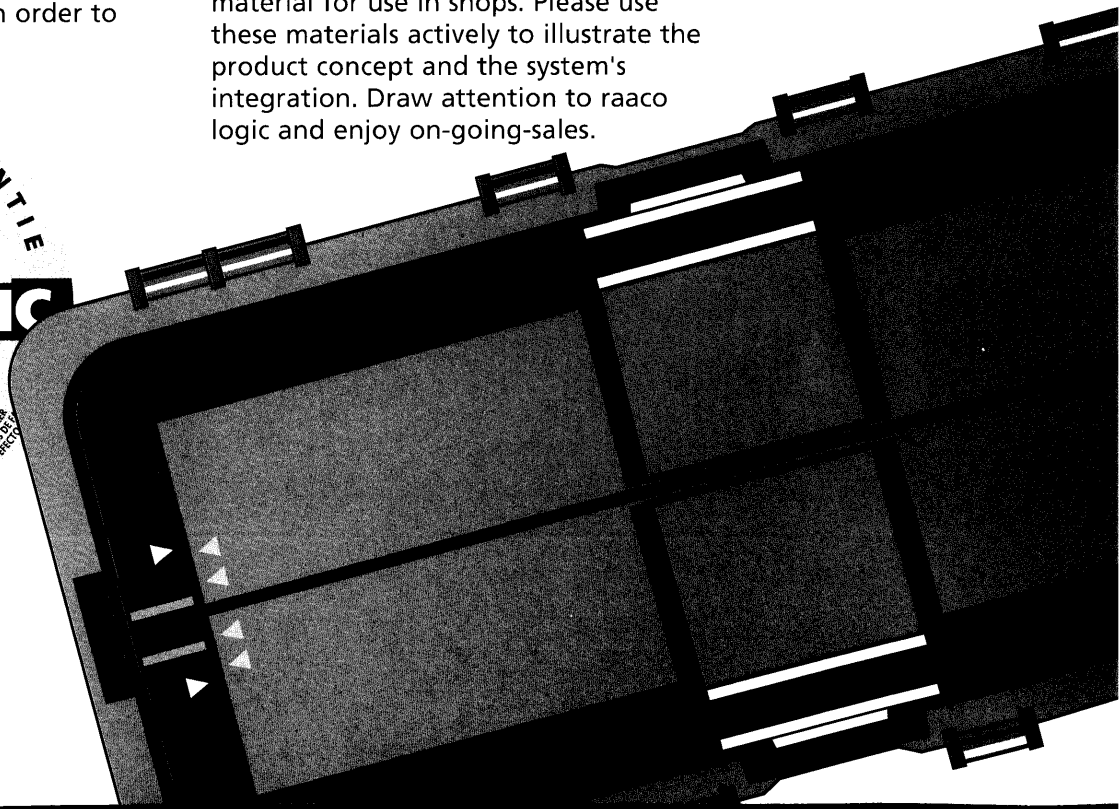
High-quality tools are expensive, but if they are looked after and stored properly, they last much longer. Every home has tools, accessories and small items and usually a toolbox to store them all in. A toolbox is ideal for tools, but accessories and small items need to be separated and organised in order to

have an overview of them. This is where the supplementary storage products fit in to complete the raaco logic system concept.

## **The customer must perceive raaco logic as a system**

The perception of raaco logic as a system is strengthened when distributors display the products together, so that the systemisation is made visible. When raaco logic is displayed in this fashion, customers will perceive the integration and its possibilities. Resulting in long term greater sales.

As an aid in displaying raaco logic's possibilities, we have developed POS material for use in shops. Please use these materials actively to illustrate the product concept and the system's integration. Draw attention to raaco logic and enjoy on-going-sales.



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# raaco / logic

## Good arguments for raaco logic

- Organises tool storage
- Organises storage of accessories and small items
- Better overview
- Products that supplement one another
- High-quality materials
- Quality products with many features
- Modular build-up and internal layout
- User-friendly
- Prize-winning design
- Lightweight, but very robust
- Environmentally-friendly materials and production

## raaco logic benefits for consumers

- Creates order
- Gives things a permanent storage place
- Mobile system
- Things are easy to find – avoids repurchasing
- Easy to tidy up and keep things organised
- Attractive quality
- Long life
- Highly functional
- Can be supplemented by the rest of the system
- Infinite number of uses

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