

UP TO HAIR

**Dear readers,**

Welcome to the latest edition of our newsletter. Regrettably, the issues surrounding the Covid-19 pandemic are keeping a firm grip on our everyday lives. The supply chains for many of our products have been



disrupted as a result of a new lockdown in Shanghai which, as before, has led to significant

delays. Consequently, we have unfortunately been forced to accept significant price increases from our suppliers, which we in turn are unable to absorb. As such, we have had no option but to raise our prices. We are making a concerted effort to keep the inconvenience to you as low as possible. Should you have any problems or queries, please feel free to contact us at any time: after all, a problem shared is a problem halved.

On a more positive note, we are very pleased to take this opportunity to present you the latest news, we have a lot to tell you about! Read about our most recent innovations on the following pages, such as our new hair toppers, which can be worn to complement own hair. We would also like to introduce you to the digital colour card, and the current Manager Top catalogue.

Please, take care to stay healthy, and let's make the best out of the current situation together.

Best wishes,
Alexander Dening



BELLE MADAME NEWS 2022

PERFECTLY STYLED IN THE BLINK OF AN EYE

The BELLE MADAME TOPPERS are hair toppers which cover hairlines or thinning on the top of the head. They can be worn as a complement to own hair, to achieve more length, fullness and volume, or even to obtain a different hair shape. With these hairpieces, a new look can be achieved in the blink of an eye.

This year we are launching three of these toppers: the **TOPPER PAGE SF** for a classic pageboy haircut, the **TOPPER WAVE SF** for a casual beach wave look, and the **TOPPER STRAIGHT SF** for a modern, straight, long hairstyle with a parting.

For the most part, the models can be easily attached using their six clips. However, this requires the wearer to have a sufficient quantity of own hair. Alternatively, the clips can be removed from the hairline and temples.

To be continued on page 2 ...



CONTENTS

1-2

BELLE MADAME
NEWS 2022
PERFECTLY STYLED
IN THE BLINK OF AN EYE

2

WEBSITE
CUSTOMER-FOCUSED
CONSULTATION
WITH THE DIGITAL
COLOUR CHART

3

MANAGER TOP
CLEAR AND
UP-TO-DATE:
THE NEW
MANAGER TOP
CATALOGUE

4

STOCK INVENTORY
WHY ARE DELIVERY
DELAYS LASTING SO
LONG?

DENING HAIR
IN PERSON
MARKETING



... Continuation from page 1

PERFECTLY STYLED IN THE BLINK OF AN EYE

Underneath the clips is a PU adhesive surface, which allows for direct application to the scalp using special double-sided adhesive

strips. The lengths of the topper then flow into the wearer's own hair. The monofilament cap allows a parting to be placed anywhere

on the head. The Super-Front creates a very natural hairline, letting the hair appear as if it has grown naturally. ■



TOPPER PAGE SF



TOPPER STRAIGHT SF



TOPPER WAVE SF



WEBSITE



CUSTOMER-FOCUSED CONSULTATION WITH THE DIGITAL COLOUR CHART

The variety of colours in our different collections is unique. Colour rings and colour charts help you to find the right hair colour for your customers. As it is not always easy to find the right colour from a distance, we have developed a helpful

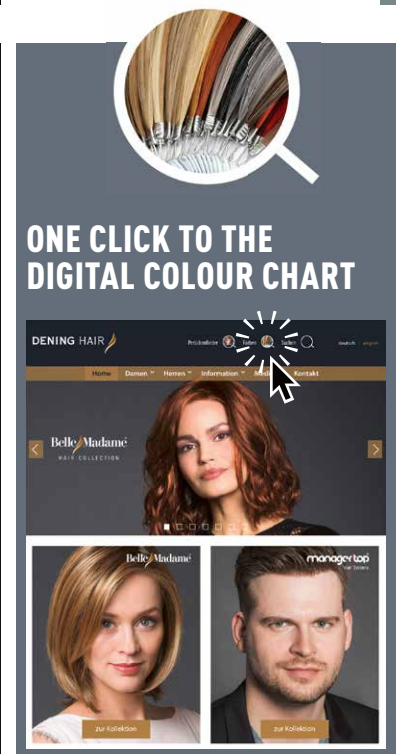
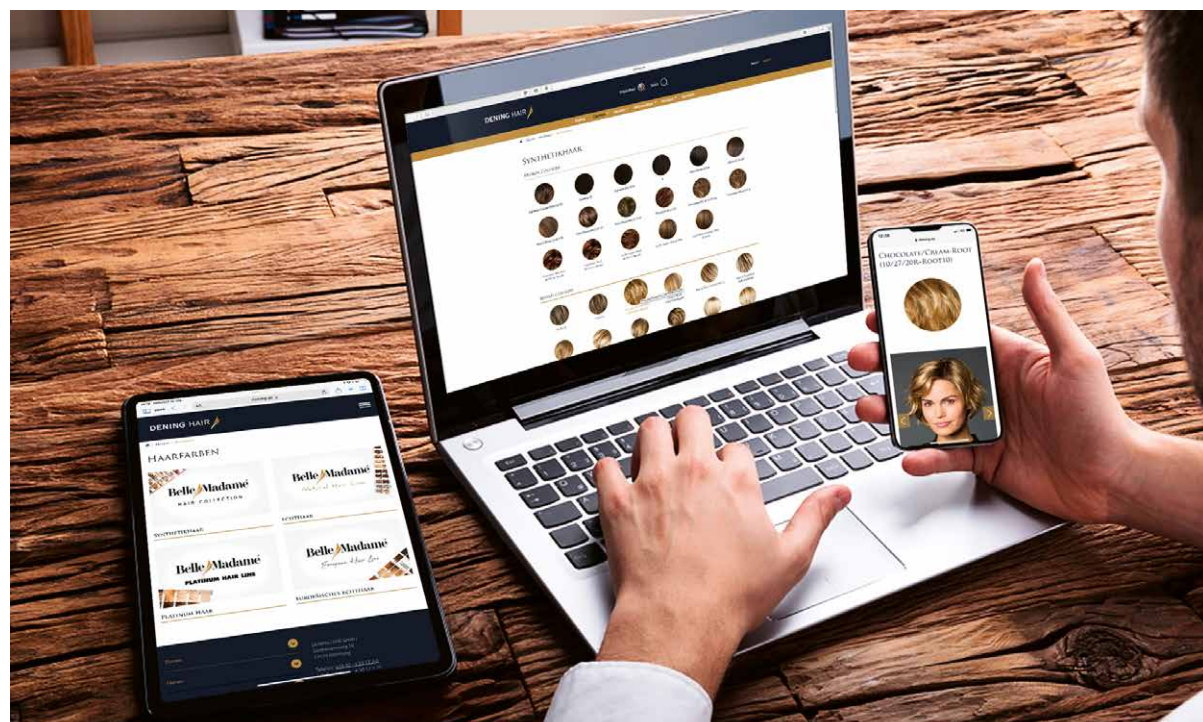
online tool to provide additional support: the **DIGITAL COLOUR CHART**.

This should make it easier for you to provide your customers with the best possible assistance when selecting the colour of their wig

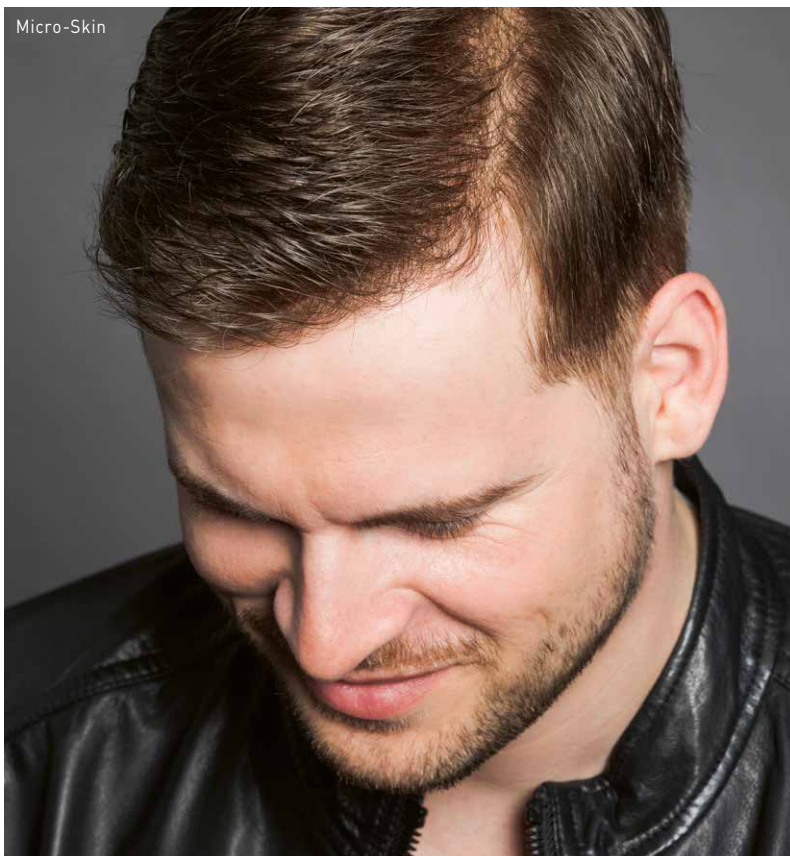
or hairpiece. There are dedicated colour charts for each collection and hair quality. By clicking on the respective colour, you can bring up images of products that give an even more vivid depiction of the hair tone. An additional feature: clicking on the desired colour

automatically show you all models available in this colour.

Have a look for yourself: <https://www.dening.de/en/ladies/hair-colours>



CLEAR AND UP-TO-DATE: THE NEW MANAGER TOP CATALOGUE



Finally it's here:
This year's MANAGER TOP catalogue comprises a variety of innovative hairsystems for men.

The new catalogue is bursting with new and proven products and techniques, which offer men the widest variety of hair replacement and supplement options. The selection of available toupees and hair systems has been expanded to include four new developments this year. **MT-LACE**,

MT-460, **MT-610** and **MT-810** offer even more variations for a wide range of looks and styles.

In addition, the Super-Front is now available with certain toupees for the first time. Here, a larger, more transparent and very thin lace front ensures a completely natural look.

MT-460, **MT-610** and **MT-810** are all making their debut and are equipped with the Super-Front.

The new bonding information and application instructions included in the new catalogue help provide additional support.

Another, somewhat smaller, but nonetheless excellent addition is the Green Liner, a cheaper alternative to the proven Blue Liner.

Last but not least, the **MICRO-SKIN PLUS** is now available in even more colours.

Manager Top catalogue



MT-LACE



MT-610



MT-460



MT-810



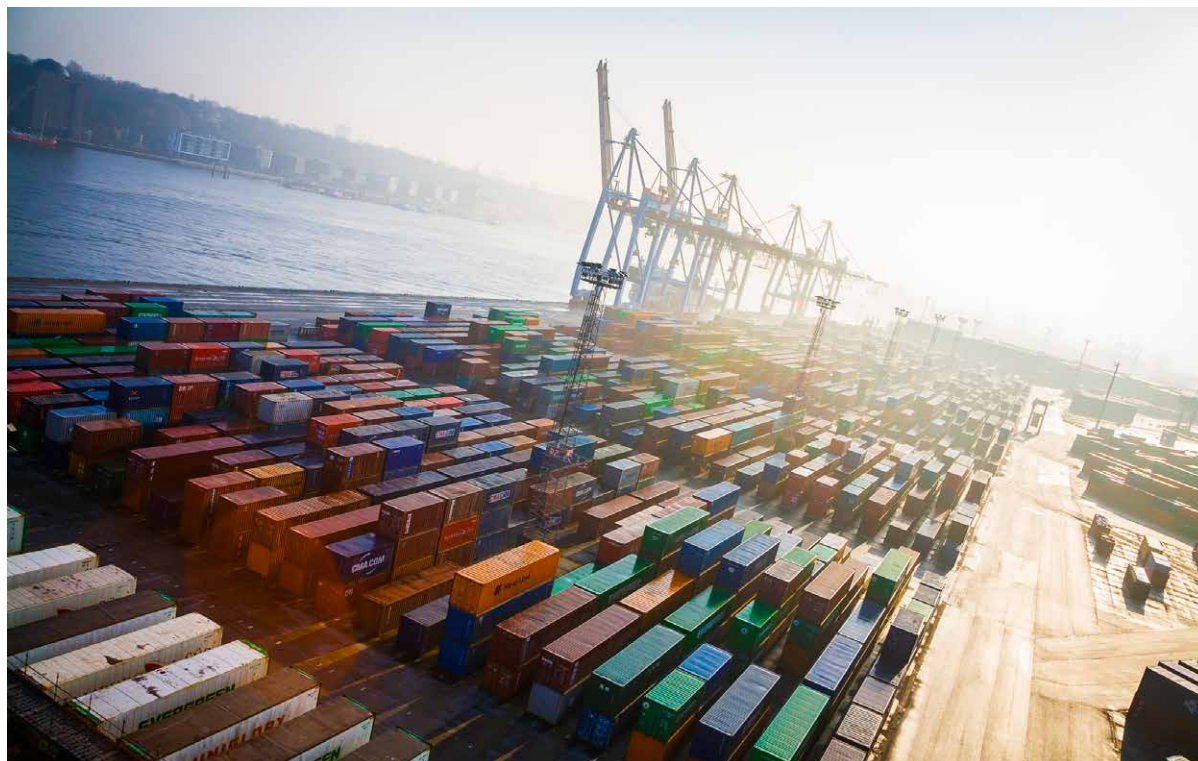
You can now find the new bonding information inside the catalogue.



The 8-page flyer provides sales support for use in stores, salons, at the doctor's surgery or in the hospital and can also be used as part of a mailing campaign.

Display stand

MANAGER TOP CATALOGUE



STOCK INVENTORY

WHY ARE DELIVERY DELAYS LASTING SO LONG?

You know us to be a reliable supplier who, for decades, has had the capacity to deliver on demand almost without exception. Our highest priority is ensuring our inventory is sufficient to cover all customer requirements at all times, also during periods of fluctuating demand.

The situation on the procurement market for wigs continues to be very strained. This applies in particular to wigs and hairpieces made from human hair.

Since the beginning of the Covid-19 pandemic two years ago production has been brought to a standstill for a total of 6–8 months. Considering that demand remains constant or, in case of many products, increases,

this shortfall results in zero stock inventory. In the meantime, production has mostly returned to pre-pandemic levels.

We are receiving deliveries in the same quantities as we were prior to the pandemic from almost all of our factories. But these quantities are not sufficient to meet ongoing orders, pre-orders and refill our inventory at the same time.

Expanding production capacities is a long term process and the factories are reticent to do so, because they know that the order volume will return to “normal” once the production backlog has been worked through. At that point, factories are left with too many employees and surplus production facilities.

For this reason, production capacity is only increasing very gradually. We are currently processing a large number of pre-orders. For the most part, these are pre-orders for human hair products. As such, deliveries of human hair products must first be used to fulfill pre-orders. This means that products are sent out sequentially, beginning with customers who have ordered the earliest. Any remaining products are then used to fill the order backlog for day-to-day business and are available for orders/requests as usual.

Despite this difficult situation, we are optimistic that we will overcome these delivery difficulties. All of our factories are slowly but surely increasing production and we are receiving more products month on month, as we have massively increased our orders over the past 1 ½ years. For synthetic hair products, the situation is less severe. For the most part, our inventory levels are healthy and we hope to be back at full delivery capacity by mid 2023.

For human hair products, the situation is significantly more tense: as before, we are receiving many orders, whereas production is only increasing gradually. We hope that by mid 2024, we will once again be at full delivery capacity for human hair products.

We deeply apologize for the delays in deliveries and the inconvenience to you and, in particular, to your customers. We assure you that we are doing everything in our power to restore full delivery capacity for our entire range as quickly as possible. ■

“ I enjoy the variety of tasks I come across here in my daily work.



Lena Wilke

DENING HAIR IN PERSON

MARKETING

Marketing is a mainstay for every company. We are no exception.

This goes far beyond classic advertising in special interest magazines. The development of supporting sales materials for specialist retailers and the maintenance of our website are also part of marketing.

Lena Wilke has been working for the company with plenty of energy and creativity since September 2020. Fourteen years of experience in an advertising agency have given her an outstanding foundation from which

to draw on while implementing important marketing goals. In addition, Lena Wilke continues to support company management across various projects. „I enjoy the variety of tasks I come across here in my daily work,“ the advertising specialist enthuses. ■

Lena Wilke can be contacted in person from Monday to Friday between 9.00 a.m. and 1.30 p.m. on the regular telephone number +49 40 450 172 - 0

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