Vision
To become the world’s most desirable hammock brand.

Mission Statement
Provide the best quality hammocks, hammock chairs, and hanging systems, while providing exceptional packaging, sales support and operations in respect with nature and humans.

Slogan
LA SIESTA – The world of hammocks.
Target consumers
Hammock are considered the world’s furniture article. The hammock is a companion for life and fits to all age groups from baby to senior.
LA SIESTA is a one-stop hammock supplier and provides product solutions for all ages and target groups of the upper scale market.
Trade partners

Sale of hammocks through trade partners such as individual retail stores, online-shops, big box chains etc.

LA SIESTA’s high quality products are usually found in specialist shops. However, some generalist shops such as Amazon, Rakuten and others also carry our products.

Four types of speciality shops usually carry our products: Kids & Baby; Outdoor & Sports; Home & Deco; Garden & Leisure.
Multiplicators

Volume buyers without re-sell ambitions.
Direct servicing grants high margin business.
Presence at key destinations grants multiplier-effect.
Consumers

Individual buyers for present or self-consumption.
Adress consumers via webshop, retail shop or presence at markets and shows
Direct contact, high quality input, high margins
Top 10 USP’s
Our most unbeatable sales arguments
Argument #1 ➔ Our story
You will love our story. LA SIESTA sold its first hammock in 1991 in the family’s Garage in a small town near Frankfurt / Germany. Outstanding quality and service have turned the company to one of the world’s leading suppliers of hammocks, hammock chairs and accessories. In 2014 the company is run in the second generation by the three sons of the founders and employs 25 people in Germany (HQ), the US and Spain.
Argument #2 → Quality of raw materials
You will feel the difference of our raw materials. LA SIESTA products have a unique touch and feel. We use high quality materials to ensure comfort and durability of our products.
Safety and long lasting hammocking pleasure through a perfect selection of materials.
Argument #3 ➔ Selection of fabrics
You will appreciate the selection of our fabrics.
LA SIESTA hammocks and hammock chairs are available in four different fabrics.
Each fabric has different functions and stories and caters for the specific needs of hammock consumers.
Argument #4 ➔ Quality of colours
You will love the clarity and strength of our colours.
Long lasting.
Environmentally friendly.
Argument #5 → Optimized sizing

You will appreciate our standardized sizing approach. Optimized relation of width and length. Fitting stands as per sizing breakdown.

- Single Hammocks → 300 cm length
- Double Hammocks → 350 cm length
- Family Hammocks → 400 cm length
Argument #6 → Innovative product features

You will love our innovative product features. Better comfort, more security, longer durability, better functions. Engineered features across the range.
LA SIESTA gives justice to "THE WORLD OF HAMMOCKS" through its labels. The labels help to understand the product assortment and to differentiate one from the other. Each label has its own characteristics and can be identified through colouration, fabric and style.
Argument #8 → Certifications

Certificates help consumers to verify safe and sustainable products.

GOTS → Global Organic Textile Standard for all organic hammocks and hammock chairs made in Colombia.

FSC → FSC for all LA SIESTA wood components.
Selling hammocks is getting easy thanks to the introduction of the patented LA SIESTA fixing sets.

MultiSpot ➔ Hang your hammock between two walls

EasyAdjust ➔ Hang your hammock between two trees
Argument #10 ➔ Trendy designs

It all starts with Design at LA SIESTA. We continue update and revive our product collection and set seasonal trends. The world first hammock designer Jean-Christophe Meillan gives our products their unique design, touch and feel.
The toolbox
Sales and marketing materials
POS material // displays

Space efficiency at Point of Sale.
Outstanding product presentation.
Consistent brand message.
POS material // feature cards
Feature cards explain key highlights of products.
Optimized POS presentation.
Support floor staff.
POS material // posters & catalogues
Posters in the size 60 x 85cm.
Back cover assortment overview.
Front cover: Garden, Indoor, Travel & Kids
Digital material // fotos
Picture database with 3,200 pictures.
Direct download of each image or multi-download via „FLASH GOT“.
Pictures cover various real life surroundings as well as studio scenes.

Foto DOWNLOAD
www.lasiesta.com/media
Digital material // videos
LA SIESTA TV covers product as well as image videos.
All videos are available in German, English and French.
Videos can be embedded by our distribution partners.
Digital material // article data

Article data is available for download in German, Englisch, French and Spanish (additional languages upon request). Consumer pricelists are available in EUR, GBP and USD.
Article data will be updated and distribute with each new hammock season (1st of October)
Shop in shop systems & Trade show components
LA SIESTA has developed various hammock furnitures.
Hammock furniture for shop in shop systems.
Special scaffolding.
Distribution channels

Your turn.
TRADE CHANNELS
Create and package your market offering according to the needs of the respective trade segments.

- Segmental local trade fairs
- Segmental sales reps
- Segmental sales material

TRADE CHANNELS:
- Kids & Baby
- Outdoor & Sports
- Home & Deco
- Garden & Leisure
Consider direct marketing activities to target multiplicators within your country.
END-CONSUMER CHANNELS
Seek end-consumer touchpoints and provide a retail experience.
The calendar
Yearly go2market milestones
The calendar
There is a fixed set of dates that are relevant to distribution partners. Catalogue and prices have a run-time of one year and are valid as of October 1st. The yearly distributor review takes place mid August.
Dedication
Selling hammocks is a marathon and not a sprint. Take a long-term perspective and you will have success!