

keep what you love.



## PRESS RELEASE



### keeper at JdC Garden Trends 2026 in Marseille

#### From everyday essentials to emotional bestsellers at the Point of Sale

At JdC 2026 in Marseille, the **keeper** Group brings its vision of becoming a true lovebrand to life. Under the claim “**keep what you love.**”, **keeper** presents a collection that turns functional household products into emotional touchpoints – creating added value not only for consumers, but especially for retail partners.

At the heart of the presentation: smart organization solutions, foldable outdoor concepts, and trend-driven colors that inspire at first sight and convince at second glance. All products are sustainably conceived, commercially strong, and designed to generate impulse purchases and long-term customer loyalty at the Point of Sale.

“Strong ideas, sustainable products, and real emotions are at the heart of our brand,” says **Martin Bieri, CEO** of the **keeper Group**. “At JdC, we demonstrate how we translate this brand promise into high-performing retail concepts that excite consumers and drive measurable success for our partners.”

With its presence in Marseille, **keeper** underlines its ambition to further strengthen international partnerships and to support retailers with innovative, cross-category solutions that stand out in competitive markets.

#### I. RIGHT ON TIME FOR THE MOVIE RELEASE: KEEPER LAUNCHES MINIONS LICENSED RANGE FOR HOME ORGANIZATION

With the launch of the new Minions movie, **keeper** brings one of the world’s most powerful entertainment brands into the home, turning **bob (6 l)**, **stuart (8 l)**, and **kevin (10 l)** into playful yet practical organization experts. At the heart of the range are the Minions storage boxes in a detailed 360° look: stackable, robust, and durable – ideal for toys, craft supplies, and other everyday favorites.

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## II. NEO AND NEA FOLDABLE ORGANIZERS MADE FROM RECYCLED PET BOTTLES REVOLUTIONIZE SHOPPING

With the new **foldable** shopping organizers **neo** and **nea**, **keeper** is once again setting new standards in terms of functionality and sustainability.

The **keeper neo** and **nea** shopping organizers are the new must-haves for every shopping trip. Say goodbye to chaos in the shopping cart! With **neo** and **nea**, the shopping can already be sorted by category at the checkout or in the trunk – fruits separated from canned goods, cleaning products from fresh items, bottles from frozen goods. The organizers keep your shopping sorted, protected, and hygienically clean, saving time when putting items away later and providing a clear overview of your supplies. Since all boxes in the product lines are foldable, they can be stored compactly until their next use.

### IN THE CAR, AT THE SUPERMARKET, DURING PICNICS AND CAMPING

With **neo** and **nea**, a safe and sustainable alternative to paper and plastic bags is provided, as the boxes are made from recycled PET bottles, and their packaging is FSC<sup>®\*\*</sup> certified. The durable organizers feature a sturdy base.

In case of spills or dirt, they are easy to clean. Each version, including the foldable insulation bags, fits perfectly into the **keeper** folding boxes **ben**, **lea**, and **benno**, but they also work great as standalone solutions.

### RED DOT AWARD: PRODUCT DESIGN 2025

The foldable organizers **neo** and **nea** have been honored with the prestigious Red Dot Award: Product Design 2025. The jury recognized the thoughtful design, **high functionality** and sustainable use of materials. “With the neo series, shopping becomes as **eco-friendly** as it is organized,” stated the jury.



\*\*Forest Stewardship Council®

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### III. COLOR TREND OLIVE - INSPIRED BY NATURE

With **olive**, **keeper** picks up on a strong color trend inspired by a close **connection to nature** and a **modern lifestyle**. Fresh, versatile, and absolutely on trend, olive perfectly complements an urban, youthful lifestyle and sets new accents across different product worlds.

In addition to foldable outdoor furniture, the series also includes **storage** and **transport boxes** as well as **ben** and **benno**, the **extra-strong folding boxes with soft grips**. They are ideal for shopping, transport, and storage, offering a high level of handling comfort – whether at home, in hobby rooms, or in the garage. The range is complemented by the matching **lid alex**.

With olive, **keeper** once again proves how color, functionality, and brand emotion merge into cohesive product worlds – strengthening consumer attachment and creating real differentiation at the Point of Sale.



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#### About keeper

The **keeper Group**, headquartered in Hille, Germany, with its own production and logistics in Europe, is one of the leading European suppliers of innovative, high-quality and sustainable household products. With four product categories for home, kitchen, storage and kids, the Group serves well-known customers from the D.I.Y., food retail, wholesale and furniture retail sectors in over 55 countries under the German Brand Award-winning **keeper** brand. Each product stands for at least one of the four brand promises: **ecological, efficient, essential – enjoy living!**