

Ulla Popken Switzerland

parcel inserts

Trebbau exclusive-list

ULLA
POPKEN

website: www.ullapopken.ch
last update: December 2022



product information

Ulla Popken is a fashion brand of the Popken Fashion Group. As an Omnichannel company, the Popken Fashion Group sells its fashion line worldwide - in more than 30 countries and 300 stores, by mail order and internet as well as by selected B2B partners.

Trendy, feminine styles and bright colors, even in large sizes - that characterizes the fashion of Ulla Popken. The mail order company offers up-to-date outfits in the sizes 42 to 64. The assortment ranges from fashion for every day, business outfits and noble fabrics for a sparkling appearance to functional sportswear, swimwear, playful lingerie and accessories. The addresses of Ulla Popken reach fashion-conscious woman over the age of 50 years.

The addresses are available in Germany, France, Belgium, the Netherlands, Austria and Switzerland.

target group characteristics

sexcode

women: 97% men: 3%

target groups

- + age: 45 - 55 years
- + age: 50 years +
- + abroad
- + abroad french Switzerland
- + abroad german Switzerland
- + women
- + fashion
- + mail order affine

acquisition

- + inserts
- + catalogue mailing
- + online

quantity / weight / prices

total capacity	quantity	weight	price
January	6.000	up to 20 gram	260,00 € o/oo
February	6.000	up to 50 gram	270,00 € o/oo
March	6.000		
April	6.000		
May	6.000		
June	6.000		
July	6.000		
August	6.000		
September	6.000		
October	6.000		
November	6.000		
December	6.000		

conditions / terms of delivery

maximum-size: DIN A4
maximum-weight: up to 50 gram
foreign inserts: 3
minimum order quantity: 3.000