

Case Study: FELCO

The world leader in garden shears needed to contrast their three brands

Background: A Legacy of Excellence

For over 80 years, FELCO has been synonymous with high-quality, durable tools designed for professionals. Known for their Swiss precision and repairability, FELCO tools have built a strong reputation among horticulturists, landscapers, arborists, and agricultural workers.



However, as the brand expanded its portfolio, new challenges emerged:

- How to clearly differentiate FELCO's core brand from new offerings.
- How to target distinct customer segments without diluting the FELCO identity.
- How to ensure distributors and retailers understood and communicated these differences effectively.

To address these challenges, FELCO adopted the **Storybuilding** method to craft distinct, customer-centric narratives for its three brands: **FELCO**, **FELCO Prosumer**, and **Alpen**.



The Challenge: Confusion in the Marketplace

As FELCO evolved, two new brands emerged:

- **FELCO Prosumer:** A premium line designed for discerning “prosumers” who wanted professional-grade tools with a refined design.
- **Alpen:** A separate brand created to introduce rugged, motorized tools for adventurers and extreme conditions.

The risk was clear - without differentiation, these brands could either compete with each other or confuse potential customers. FELCO needed a compelling way to **position each brand** while maintaining a unified overarching identity.

The Solution: Storybuilding in Action

Rather than focusing on **what FELCO makes**, Storybuilding shifted the perspective to **who FELCO serves**. Using the three core Storybuilding phases - **Recognition, Perception, and Projection** - the team crafted distinct brand narratives.

Recognition: Speaking to the Right Audience

Each brand was positioned to immediately resonate with its ideal customer:

- **FELCO:** “Trusted by Professionals” – Tools designed for horticulturists, landscapers, arborists, and agricultural workers seeking precision and longevity.
- **FELCO Prosumer:** “Luxury Meets Performance” – Tools for those who demand professional-grade quality while embracing personal style and ergonomic comfort.
- **Alpen:** “Master the Wild” – Power tools engineered for adventurers tackling extreme environments.

Perception: Aligning with Customer Values

To reinforce differentiation, each brand emphasized unique attributes:

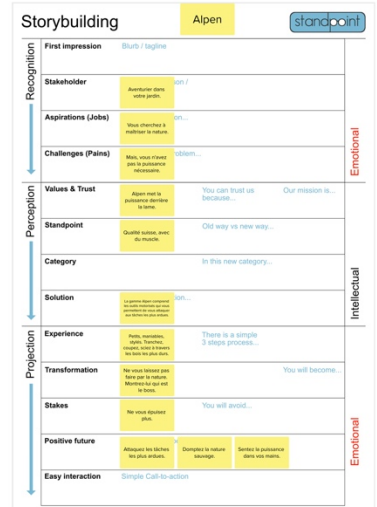
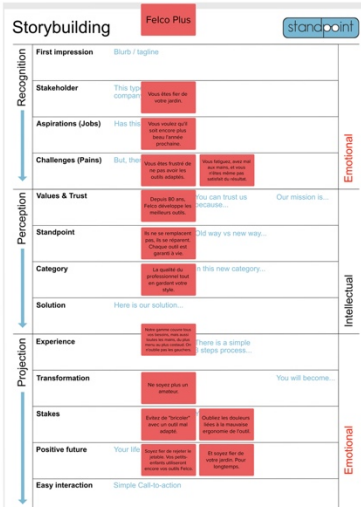
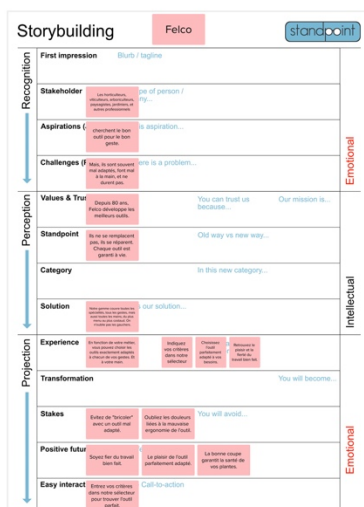
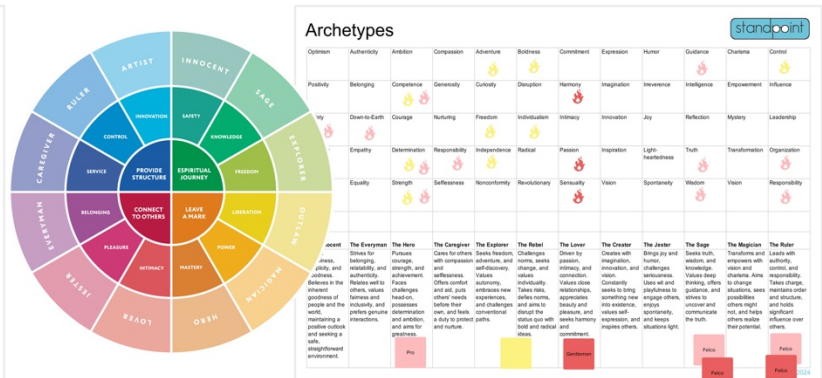
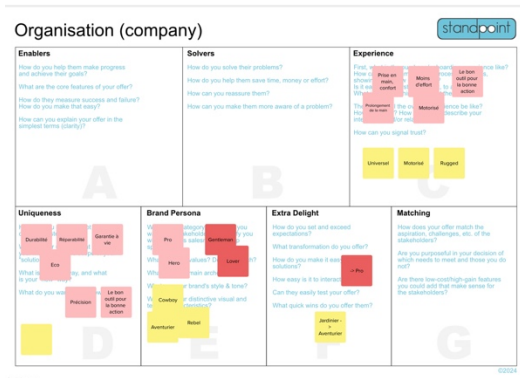
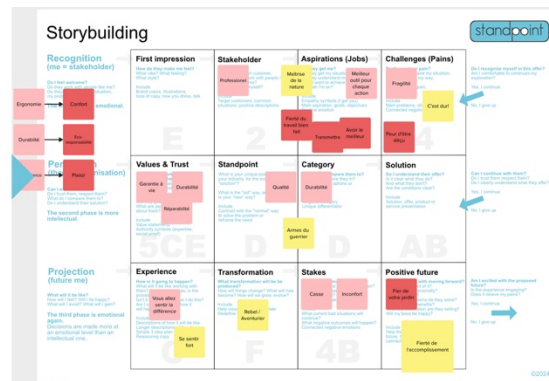
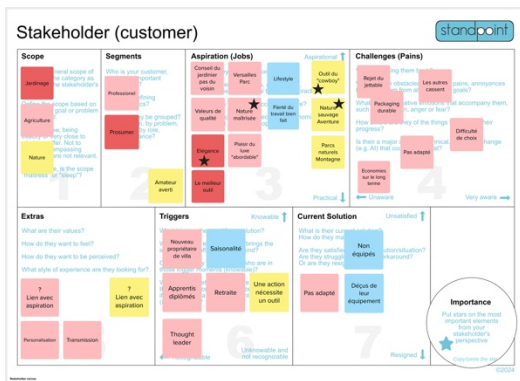
- **FELCO:** Performance, Ergonomics, Durability.
- **FELCO Prosumer:** Pleasure, Comfort, Eco-responsibility - Style without sacrificing performance.
- **Alpen:** Overcoming physical limitations with lightweight yet powerful tools.

Projection: Crafting a Compelling Future for the Customer

A strong brand story should help customers **imagine themselves using the product**:

- **FELCO:** “Imagine the pride of using tools that enhance your craft and last a lifetime.”
- **FELCO Prosumer:** “Envision tools that are an extension of your identity - luxury and precision in every cut.”
- **Alpen:** “Picture yourself conquering nature’s toughest challenges with confidence.”

The canvases



The Outcome: A Clear and Cohesive Brand Strategy

With these narratives in place, FELCO achieved several key wins:

- **Distinct brand positioning** for FELCO, FELCO Prosumer, and Alpen.
- **Simplified marketing and sales strategies**, making it easier for distributors to communicate the differences.
- **Stronger customer connection**, with messaging that resonated on both functional and emotional levels.
- **Enhanced storytelling integration** across marketing materials, packaging, and digital platforms.



Each brand now had a **clear, compelling, and distinct voice**, making it easy for customers to recognize which FELCO product was right for them.

Sponsorship & Strategic Partners

These stories, personas and universes allow for clear ideas for sponsorships and strategic partnerships.

- **FELCO**: Large gardens (Versailles), major vineyards, professional horticultural events (e.g., Best Craftsmen of France competition).
- **FELCO Prosumer**: Passionate gardeners creating their dream garden: online tutorials, training programs, gardening influencers.
- **Alpen**: National parks, environmental organizations, reforestation projects.

Lessons for Other Brand

This case study highlights a key takeaway: **Customers don't buy products - they buy stories that align with their aspirations and challenges.**

By applying Storybuilding, FELCO transformed a potential branding dilemma into a competitive advantage. Instead of confusing the market, they created three complementary, compelling brand identities that catered to **different audiences, different needs, and different emotional drivers.**

For any company managing multiple brands or sub-brands, the FELCO experience serves as a blueprint for success: **Start with the customer's perspective, define what matters to them, and build a story they want to be part of.**