

Bathroom February 2010



International Market Strategy

Topics

Poland	RECTIFICATION of Article 'UOKiK Fines CERSANIT' from January 2010
Poland	POLCOLORIT Plans to Modernise its Production Line
Russia	HOME CENTER to Open 10-15 DIY Stores before 2016
Serbia	MR. BRICOLAGE Enters Market
Turkey	ECZACIBASI Eyes Acquisitions
UAE	SAUDI CERAMICS Increased Their Profit in 2009
United Kingdom	Two Distributors for FRANKE
United Kingdom	HOMEBASE Pushes Ahead
United Kingdom	WOLSELEY's Irish Sell-off



Poland: RECTIFICATION of Article 'UOKiK Fines CERSANIT' from January 2010

In our January 2010 Bathroom Newsletter it was erroneously reported that the Polish Office of Competition and Consumer Protection (UOKiK) has imposed an over €2.18 million fine on CERSANIT. The fine imposed in fact was to the amount of PLN 901,339 (around €0.2 million), which was substantially less than originally reported.

Please accept our apologies.

Poland: POLCOLORIT Plans to Modernise its Production Line

The Polish producer of ceramic tiles, is planning to reduce its production costs by 10% thanks to investments of PLN 7.80 million (€1.90 million) in the modernisation of its production facilities. In 2009, the company saw its revenues drop from PLN 86.4 million (€21 million) recorded in 2008. The drop was triggered by shrinking demand for ceramic tiles in Poland, as well as in Russia, Ukraine and Kazakhstan.

Source: Parkiet

Russia: HOME CENTER to Open 10-15 DIY Stores before 2016

The Israeli DIY chain HOME CENTER IGOR MARIASH intends to keep developing in Russia and plans to open 10-15 stores by 2016. At present, the company's stores are operating in Moscow, Yaroslavl, Krasnodar and Yekaterinburg. Sites are being prepared for stores in Ufa, Novosibirsk and Vladimir. HOME CENTER opens its stores on premises rented in shopping centres.

Source: Novosti Torgovli

Serbia: MR. BRICOLAGE Enters Market

The French DIY retailer MR. BRICOLAGE opened its first store with a retail area of 5,800 m² in Nis, Serbia in December 2009. The company is planning to open another four outlets in the country over the next few years.

Source: ESMEK

Turkey: ECZACIBASI Eyes Acquisitions

ECZACIBASI revealed that the company eyes acquisitions in Turkey and abroad. ECZACIBASI is in partnership and acquisition talks in several countries, among which in India. The group opened sales offices in Saudi Arabia, Dubai, Libya, Iraq and Azerbaijan. In addition, a tile plant in Russia is planned to start operations in 2010. The group will open two additional stores in Russia in 2010 and 2011. The holding company will also consolidate its position in the finance sector once the necessary approvals are acquired.

Source: Turkey Today

UAE: SAUDI CERAMICS Increased Their Profit in 2009

Saudi sanitary ware, ceramic tiles and water heaters manufacturer SAUDI CERAMICS announced that its net profit rose to SAR 197.2 million (€36.2 million) in 2009.

The increase was mainly a result of rising sales, although the company did not give out exact figures. For the fourth quarter of 2009, the company booked a net profit of SAR 51.2 million (€9.4 million), an increase of 35%.

In mid-November 2009, SAUDI CERAMICS launched production of its second water heater plant. The facility, with a total estimated cost of SAR 140 million (€25.7 million), has an annual capacity of 600,000 units, which will be reached gradually during the course of 2010.

The company exports to 35 countries and targets markets such as Europe and North America. Its distribution channels include wholesale, project sales and 25 showrooms across the UAE and Kingdom.

Source: www.saudiceramics.com

United Kingdom: Two Distributors for FRANKE

FRANKE, has recently appointed two new distributors – LEAKER DIRECT and COOPER CALLAS. Both distributors offer FRANKE's full range of sinks, taps, hoods and kitchen solutions. FRANKE is confident that both companies will deliver high service to meet the required standards of FRANKE.

LEAKER DIRECT is Scotland's largest independent appliance distributor and the company is a one stop shop for all kitchen appliances and accessories.

National distributor COOPER CALLAS, has five branches located in Bicester, Glasgow, Leeds, Crawley and Newton Abbot. The company is the largest independently owned bathroom and kitchen distributor in the UK.

Source: www.franke.co.uk



United Kingdom: HOMEBASE Pushes Ahead

Between August 2009 and January 2010 the British DIY chain HOMEBASE recorded sales of around £501 million, which amounts to 4.6% more than the same period of 2008. Revenues from new openings accounted for a 0.6% share of this figure, while the same-store increase accounted for 4.0%. The DIY chain, which is part of the HOME RETAIL GROUP, now operates 349 outlets following one new store opening and two closures.

Source: www.diyglobal.com

United Kingdom: WOLSELEY's Irish Sell-off

Building materials supplier WOLSELEY is selling its entire branch network in Ireland and some outlets in Northern Ireland to private buyer WIBHM for £23.8 million.

The 67 branches, which employ about 650 people, are being purchased for £5.8 million in cash with the balance covered by a loan to be repaid within one year. The businesses being sold generated sales of £204 million in the year ending July 2009.

The sale had been expected after WOLSELEY announced in September 2009 that it would restructure and focus on its core regions of Britain, US and Scandinavia.

Source: N goce