

Bathroom July 2009



International Market Strategy

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Bulgaria: IDEAL STANDARD Cutting Further Jobs

Sanitary ware manufacturer IDEAL STANDARD BULGARIA, which is part of IDEAL STANDARD INTERNATIONAL, is cutting a further 153 jobs at its Sevlievo factory. The company's 662 employees are currently working short days due to the economic downturn.

Source: ESMEK

Bulgaria: Ceramic Production To Be Cut

The Bulgarian unit of Spain 's ROCA GROUP plans to postpone the launch of its second production plant of tiles and bathroom accessories in the country as it expects a decrease in production volumes by 50% this year. However, the company does not intend to reduce its staff as it sees an improvement in export performance. The biggest export markets of ROCA BULGARIA are Austria, Germany and the UK. ROCA GROUP runs 65 plants worldwide, investing € 22 million in its first unit in Bulgaria since its entry in 1999 and €15 million in its second plant. Both factories are located near the north-east town of Kaspichan. ROCA BULGARIA produced 1.1 million products last year and was expecting to raise production to 1.5 million annually after the inauguration of the new plant.

Source: Intelli News

Germany: HANSGROHE Sets New Standards

HANSGROHE AG had its quality level confirmed for its environmental and occupational safety activities by Germany's independent Association for the Certification of Management Systems (DQS). After extensive tests in January and April 2009 at HANSGROHE's five facilities in Schiltach and Offenburg, DQS has certified the company in accordance with the international environment standard ISO 14001 and the standard for health and occupational safety, OHSAS 18001.

Source: www.thekbzine.com



Germany: TOOM BAUMARKT Sales Up

REWE GROUP rose by 10.5% in 2008, to € 49.8 billion. The group's specialist stores and co-operative businesses achieved a sales increase of 22% to € 2.8 billion. The group's 325 DIY stores in Germany achieved net sales of around € 1.8 billion in 2008.

Source: www.diyonline.de

India: NOVELLINI to Invest €2 million

Italian premium wellness brand NOVELLINI will invest €2 million over the next three years to market its product range in India.

NOVELLINI has teamed up with the city-based CERA SANITARYWARE to market its products such as shower enclosures, steam cubicles and hydromassage bath tubs in India. The companies will jointly open exclusive showrooms across the country to sell these products. CERA will also invest €2 million over a period of three years to promote and market the NOVELLINI brand. NOVELLINI achieved a turnover of €200 million in 2008, registering a growth of 10% despite a recession in Europe.

Source: Indo-Asian News Service

Romania: BRICOSTORE Targets Sales of €243 million

The French DIY retail chain BRICOSTORE targets a turnover of €243 million (\$336.04 million) in 2009, similar to 2008, despite the expansion of the network by only two units. The company opened a store at Calarasi on 22nd June 2009 and will open an outlet in Deva in the autumn of 2009 with an investment of €20 million.

Source: ESMERK



Serbia: DOVERIE BRICO To Build Home Improvement Store

The local DOVERIE BRICO, operating the chain of home improvement stores of France 's MR. BRICOLAGE, launched construction works on a €9 million unit in the Serbian town of Nish. Four more units will be build in Serbia in the next few years. DOVERIE BRICO holds the rights to open MR BRICOLAGE stores in Albania and Macedonia as well. It opened its first store in Bulgaria in 2000 and at present operates a chain of ten units: two in Sofia and one in each of the cities of Plovdiv, Varna, Burgas, Stara Zagora, Blagoevgrad, Dobrich, Pleven and Ruse. The total trade area of the MR BRICOLAGE stores in the country stands at 60,000 m². Company posted sales to the tune of BGN 130 million (€66.5 million) last year. Its main competitors on the local market include PRAKTIKER (nine units), HUBO, PRAKTIK and BAUMAX (three units).

Source: ESMEK

Slovakia: TESCO is Top 30 Retailer

Retail chain TESCO became the number one in the chart of the top 30 largest retailers and wholesalers in Slovakia in terms of revenues. It generated revenues of €1.3 billion. Second was METRO CASH & CARRY with €614 million, followed by BILLA. Among other companies which appeared on the chart were also two DIY retailers, BAUMAX and HORNBACH. Overall revenues of the top 30 retailers and wholesalers in Slovakia amounted to over €5.6 billion in 2008, of which almost 85% accounted for retail and over 15% for wholesale. It is expected that in 2009 specialised non-food stores will experience a 20% drop in demand.

Source: www.pravda.sk

Slovenia: OBI's 200th Store

OBI opened its sixth outlet in Slovenia on 3rd June 2009. This is the company's 200th international store. At the new location in Nova Gorica, OBI's customers experience a DIY store of 4,800 m² and a garden centre of 2 155 m² where 40,000 products for home improvement projects can be found. OBI is the market leader in Germany, where it operates 334 DIY stores. The group's international activities also extend over another twelve countries in Europe.

Source: www.diyglobal.com



United Kingdom: HOMEBASE Sales Up

HOMEBASE, the British DIY retail chain, achieved sales of £465 million in the first quarter of its 2009/2010 financial year. This amounts to an increase of 5.8% on the previous year. Like-for-like growth is reported to be 3.8%, but according to the company, around 40% of these sales were achieved through seasonal lines. Three new stores were opened during the recently completed quarter, which brings the chain's total number of outlets to 348.

Source: The Evening Standard



Monthly Special: Market Summaries for 30 Countries Published

BRG CONSULT is pleased to announce that it has recently published preliminary 'Product Summaries' for the following 30 countries:

- | | |
|------------------|---------------|
| - France | - Portugal |
| - Germany | - Switzerland |
| - UK | - Ireland |
| - Italy | - Greece |
| - Spain | - Denmark |
| - Belgium | - Norway |
| - Netherlands | - Finland |
| - Austria | - Slovakia |
| - Sweden | - Hungary |
| - Poland | - Ukraine |
| - Russia | - Romania |
| - Czech Republic | - Bulgaria |
| - Turkey | - Estonia |
| - Estonia | - Slovenia |
| - Latvia | - Croatia |

The product sections covered by the programme are as follows:

- baths
- shower trays
- ceramic sanitary ware and alternatives
- taps and mixers
- shower enclosures, conventional shower cubicles and bath screens
- hydromassage baths, hydrotherapy cubicles, combined products and shower panels.

For more detailed information on the developments within the European bathroom product markets and BRG CONSULT's studies, please contact Mr. David Harrop on (धारrop@brgconsult.com) or alternatively call +44 (0)208 832 7860.

A detailed proposal is available upon request.

Source: BRG CONSULT