

Bathroom June 2010



International Market Strategy

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Czech Republic: DIY Sales Grew by 10.7% in 2009

DIY sales in the Czech Republic increased by 10.7% to €310 million in 2009. This unprecedented surge showed that the market was resilient, despite unfavourable economic conditions. Eight countries have been monitored and the highest growth, by 13.8%, was recorded in Hungary, while the biggest decrease, of 11.8%, was in Slovakia. The total sales in the eight monitored countries dropped by 1.5% to €75.2 billion.

Source: Marketing&Media

Egypt: Net Profit of Ceramics Producer LECICO Increased

The net profit of Egypt 's ceramics producer LECICO increased by 25% in the first quarter of 2010 to reach EGP 26.9 million (€3.6 million). The increase was attributed to the improved sales volumes in the sanitary ware segment across Europe, Egypt and the Middle East. The statement added that the company's average sanitary ware prices increased by 5% year on year to €20.6 per piece due mainly to the rise of Euro and Egyptian sterling exchange rates. LECICO exports a third of its sanitary ware products (including WC bowls and sinks) to European countries mainly the UK , France and Ireland . The company operates two factories in Egypt , one in Lebanon and one in France, which produce over 6 million pieces of sanitary ware and 22 million m² of tiles per annum.

Source: MENA Today



France: CASTORAMA Deploys PRICER ESL

CASTORAMA, the second largest retailer in French DIY industry, (part of the KINGSFISHER GROUP), recently signed a frame agreement to roll out PRICER ESL (Electronic Shelf Label) across France. The first 19 stores will be completed during the first half of this year.

CASTORAMA will implement from 45,000 to 75,000 ESL per store, enabling staff to save time on daily routine and be more available for sales and other value added tasks.

Currently, CASTORAMA uses four pages on ESL to display price and product management information such as next delivery dates and stock quantities.

This agreement is a first of its kind and demonstrates how Pricer can help other important retail segments manage and support their core activity to serve customers. CASTORAMA is the first major European DIY retailer to trigger a nationwide ESL deployment.

CASTORAMA had evaluated three different systems and piloted two over a year ago. After a successful pilot scheme combining segment and graphic displays, PRICER won the next step of implementing a full store pilot in the Paris area with 40,000 ESL. CASTORAMA finally selected PRICER infrared ESL and implement edit in their 105 stores.

Source: Business Wire

France: MR BRICOLAGE Sales Down

The DIY stores of French franchise network MR BRICOLAGE recorded sales of € 388.8 million in the first quarter of 2010, a decline of 5.7% compared to the same period last year. The 432 stores under the MR BRICOLAGE logo recorded sales of € 369.4 million, equivalent to a drop of 4.4%. Sales in the 78 CATENA stores were down 23.9% from last year(to € 19.5 million).

Only the 52 overseas MR BRICOLAGE stores, recorded an increase in sales, overall an average of 0.7% to €38.8 million. The domestic core business, which increased sales by 12.6% to €87.0 million, showed a positive trend.

Source: Negllet



Germany: Sales up in DIY Business

Net sales of the HAGEBAUMARKET distribution channel (292 stores) and DIY store cooperative HAGEBAU were up 0.9% in the first quarter compared with the same period last year. Centrally invoiced sales declined by 0.8% to € 901.7 million for the group as a whole and by 1.1% (to €860.3 million) in Germany. This was due to the 6.8% drop in the building materials trade in Germany. HAGEBAU has 1,341 outlets (up 144), comprising 1,091 stores in Germany and 151 in Austria. In Switzerland the co-operative has 89 stores, while in Luxembourg it operates ten.

Source: www.diyglobal.com

Poland: CERSANIT Announces Increased Profit, Lower Revenue in Q1

CERSANIT, has announced that in the first quarter of 2010, it earned a consolidated net profit of PLN 58.75 million (€14.61million), compared with a loss of PLN 48.12 million in the first quarter of 2009. The company's consolidated revenues, however, were slightly down compared with the first quarter of 2010, standing at PLN 299.65 million, compared with PLN 303.21 million a year earlier.

Source: Gazeta Wyborcza

United Kingdom: CEVA to Take Over IDEAL STANDARD's Logistics Division

CEVA has confirmed it will be taking over the logistics for bathroom specialist IDEAL STANDARD from the summer.

To date, IDEAL STANDARD's subsidiary EDWARDS LOGISTIC, has handled the distribution of the firm's bathroom products. Reportedly, CEVA and EDWARDS had been in discussions over the deal since at least March and were due to discuss the matter with employee representatives from 1st April onwards.

The UK and Ireland executive vice-president revealed that CEVA has reached an agreement with IDEAL STANDARD to handle its logistics out of the EDWARDS site.

Source: Commercial Motor



United Kingdom: TWYFORD to Close Factory

TWYFORD BATHROOMS has announced that it has entered negotiations to close its historic Alsager factory in Stoke-on-Trent. The company said that the competition from low cost imports has given it no choice but to source product from elsewhere within the parent SANITEC GROUP. The volume of production at Alsager has been decreasing year on year since 2007 and the factory is currently running at 50% capacity.

TWYFORD has been manufacturing vitreous china at the site since it was built in the late 1950s and it also operates as their head office. The company said a period of consultation will now go ahead with all affected employees, but it will almost certainly lead to significant redundancies when the final decision is taken to close down.

TWYFORD insists, however, that the possible factory closure does not impact on the head office functions including sales, marketing, customer services, warehousing, logistics and support services, safeguards 183 jobs. The closure will not happen until 2011.

Source: The Sentinel (Stoke)