



From its humble beginnings as a small workshop in Jaffa, Keter has morphed into a global company operating in 90 countries with a sales turnover of \$1 billion a year thanks to design innovation and state-of-the-art technology

Keter is an intrinsically Israeli company that has gone global, operating in 90 countries worldwide and generating a sales turnover of one billion dollars a year.

Beginning modestly as a small workshop near the Old Clock Tower in Jaffa, Keter began specializing in the manufacturing of plastic combs and houseware. In 1971, Yosef Sagol bought out his partners' shares in the workshop and the Sagol family has been the company's owner ever since.

Keter's development in Israel is attributed to intense field work. Products were sold in the factory shop on Kfar Giladi Street in South Tel-Aviv, and across Israel: in cities and villages.

Over time, Yosef transferred company management to his sons – Sami and Itzhak, both of whom led the company's development in Israel and overseas while transforming operating procedures to resemble those used in Hi-Tech companies.

The Garden Furniture Category

In 1985, Keter launched the first plastic chair manufactured using monobloc technology. This technology is based on the injection of molten plastic into a closed mold so that the chair is manufactured as one unit instead of in parts. There is no need to assemble the chair and it is comfortable, top quality, lightweight and inexpensive. No wonder that Keter's garden furniture became a hit both in Israel and overseas, becoming over time the company's flagship product.

As the years passed, garden furniture evolved into a commodity, and the export of Keter's established product line overseas became less feasible. A productive collaboration between design creativity of development center

employees and the international innovation d-Vision established by Keter, along with the technological capability of Keter's technological staff, led to the creation of a series of garden furniture with added value, of which the production is patented. Innovative rattan-style garden furniture that includes lounge sets, tables and chairs that appear to be wicker but are manufactured using injection technology, with each part of furniture in the series being

manufactured as one unit, making them stronger and not prone to unravelling as wicker furniture.

The International Breakthrough and Expansion of the Product Lines

With the development of Keter's local and international sales, the decision was made to enter new areas by adopting a strategy of acquisitions in Israel and overseas.

During these years, Keter expanded to new product categories. The company began manufacturing tool boxes, garden storage pieces, bathroom cabinets, children's play furniture for the garden, etc. all made of plastic. Some of the products are sold under its brand, some are sold as private brands of chains around the world.

Managerial Strategy

At the beginning of 2000, Keter decided to restructure its organization. Its one large company was reformed as business units, types of small independent, entrepreneurial and fast companies, each of which specialize in another area. This strategy proved itself and in ensuing years, company sales and operations rapidly increased. In 2004, the company became a global company through its acquisition of two leading brands in Europe: Curver and Allibert, which operate in similar sectors as Keter.

Keter in the Third Millennium

Keter's rapid evolution and transformation into a global company required that its managerial strategy and corporate identity be adapted to its current business reality.





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Until recently, Keter was managed in a business unit to product management format, which focused on their core business and offered rapid response and development capabilities. The products, however, were offered by the units under names and identities that were not necessarily affiliated with the Keter brand: beginning with the manufacturing of independent brands of the units themselves, to manufacturing of private brands for the leading DIY chains around the world. As a result, the Keter brand did not maximize its potential as a brand in the points of sale.

In order to differentiate Keter from its competition and to reinforce its leadership position, the company began implementing a marketing strategy that combines Keter's innovation, design and technological capabilities and a consistent review of the market and competitors. Simultaneous with this change, the company is reinforcing the Keter brand, rebranding the business units and creating for the company a uniform, defined and formulated corporate identity.

Keter's Global Brand

Since 2008, every business unit in Keter was defined and assigned a new name under the Keter brand, in

accordance with its core businesses. This created a halo effect that reinforces the brand while making the company customer-oriented.

For example, the name of the business unit that manufactures bathroom products was changed to Keter Bath. The unit manufacturing children's products was named Keter Kids, etc.

The brand language links Keter's core values: leadership, being a global player, innovation, quality, satisfaction of consumer needs, added value for

money and design. These core values are reflected in the brand's new color scheme, which includes the color red that symbolizes the corporation, the fresh, new colors assigned to each product category as well as the clean line and white background. (reflecting homeliness)

The new corporate identity is seen everywhere consumers encounter Keter: on products, on packaging, in exhibitions, in catalogs, in marketing media and at points of sale.

Due to the concerted efforts under one 'marketing umbrella', the brand is growing and is being recognized by consumers, who are spotting the Keter logo not only on garden furniture but also on bathroom and garden storage solutions as well as on toolboxes, house ware and children's safety seats.

Things You Didn't Know About Keter

- Keter employs 1400 people in Israel and 4,100 in total
- The Keter Group has 29 manufacturing plants around the world.
- Approximately 90% of Keter Group revenue is generated from sales outside of Israel.
- The range of Keter products for the home can be purchased not only in home improvement and hypermarket chains but in the company's 12 factory outlets across Israel.

In the Future...

The use of a uniform, focused and defined brand enables Keter to maximize its size advantage and diversity in comparison with its competitors in various categories. It also facilitates brand differentiation in the best possible manner while reflecting brand leadership and emphasizing Keter presence in markets around the world.



1948

Yosef Sagol enters as a partner in a doll and toy manufacturing workshop in Jaffa.

1980

Keter enters the international arena with its exports to England.

1985

Keter begins manufacturing garden furniture.

2004

Keter becomes a global company following its acquisition of European companies Allibert and Curver.

2005

Establishment of the development, design and innovative center d-Vision.

2008

Keter defines a uniform corporate identity.