



The goal that the Keter brand set for itself is to be Number 1 in the world in plastic consumer products. To reach this goal, the company is investing in innovation and administration of all stages of the value chain: development, manufacturing, distribution, marketing support and customer service

Keter Plastic started operating concurrently with the establishment of the state of Israel as a small workshop, which manufactured plastic products for the home. 65 years later, Keter is a global brand in consumer plastic products with an annual sales turnover of close to one billion dollars a year, presence in 90 countries and an impressive growth rate. At the heart of the company's strategy is the resolution that products are the core and that the company specializes on product manufacturing while marketing and sales are carried out around the world through retail partners.

For many Israelis, the brand is primarily identified with plastic garden furniture that was visible in every Israeli backyard and garden, throughout the 1980's. The manufacturing and marketing of plastic mold injection chairs and tables provided the brand with a competitive advantage at the time, allowing it to overtake many markets around the world.

Today, however, the company's product mix is far

more diverse. The simple Plastic garden furniture has become commoditized around the world and no longer constitutes a significant share of company sales. The company had the foresight to expand into many other areas, including, backyard and garden storage solutions, gardening equipment, playhouses for children, fences, home storage solutions and tool storage.

In 2004, Keter increased its hold on international markets by acquiring two leading European brands operating in its field: Curver and Allibert.

### The Marketing Challenge

Keter aims to be the number one company in the world in the field of plastic consumer products and to improve the consumers daily living through quality products.

In order to meet the challenge, the company had to implement a strategic move to sharpen its business units' activities, brand them under one corporate brand, re-evaluate and improve its entire development,

manufacturing, marketing, distribution and marketing support chains and strengthen its relationships with retailers, customers and end consumers.

### The Creative Solutions

The start of the process (described extensively in the 2010 edition of Israel Superbrands Book) involved the reinforcement of the Keter corporate brand by establishing a clear distinction between each of its corporate business units, their rebranding and creation of a uniform corporate identity under the Keter brand.

Since 2008, every business unit in Keter has been redefined and renamed to describe their core operations. For example, the business unit that specialized in manufacturing home storage and design products was renamed Keter Home, the unit that manufactures products for children was called Keter Kids, etc.

One of the areas emphasized by the company is the launching of innovative products, designed to make





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consumer lives more enjoyable. To accomplish this, Keter invests significant budgets into research and development of new products. Every year, the company launches dozens of new products and in the years to come, it plans to significantly increase the number of innovative products annually launched. Moreover, in order to identify new trends in its areas of operation, and in order to better understand the needs of its consumers, the company is conducting a number of individual market studies in the countries in which it operates.

Keter is also savvy in quickly identifying and maximizing retail trends. For example, the company identified the market's use of QR codes (two-dimensional barcodes that enable scanning with smartphones), so QR codes were added to all of its packages. Therefore, today it is possible to scan QR codes on Keter products via the cell phone's camera, in order to obtain additional information about the product.

One of the company's growth engines in recent years

is the development of plastic rattan-style garden furniture, sold as a series of plastic chairs, armchairs, sofas and tables. The rattan-style furniture appears to be like the wicker rattan style furniture, but is actually manufactured using plastic injection technology, thereby making it more durable than the original wicker furniture. The development, which is patented worldwide, is the brainchild of Keter's international product innovation and development center – d-Vision.

As part of the process to reinforce its relationship with the various retailers that work with Keter around the world, and to improve service to end consumers, Keter provides them direct access to its content database. The company has established a global website that is locally adapted to the range of products offered in each country. With the website, retailers and consumers can find specific information about the products in different languages, as well as information about points of sale where the products can be purchased.

### Things You Didn't Know About Keter

- The company's annual global sales turnover is close to one billion dollars.
- Keter is Israel's largest exporter of cargo containers sent overseas from its factories in Israel.
- Keter employs 1400 people in Israel.
- The Keter Group has 29 manufacturing plants around the world.

In order to enable the company's international clients – the largest DIY chains' representatives who visit Israel – to form an impression of the company's range of products in an authentic retail environment, Keter established a visitors center at its site in Yokneam. Thus, the visitors experience both the brand's range of products and the interactive sales process with end consumer.



**1948**  
Joseph Sagol enters into a partnership in a Jaffa workshop producing dolls and toys.

**1980**  
Keter enters the international market and begins export to England.

**1985**  
Keter begins to manufacture garden furniture.

**2004**  
Keter becomes a global company after acquiring the European companies, Allibert and Curver.

**2008**  
Keter establishes a uniform corporate identity.

**2011**  
Keter continues to assimilate the new marketing strategy.