



Preface

- PALSON a Spanish Organization located in Barcelona, Spain specializes in Small Domestic Appliances and Personal Care Products.
- With humble beginnings in early 1979 PALSON first ventured into the business of Professional Hair Dryers.
- Due to the high quality of Professional Hair Dryers the “Palson” brand become prominent in the European market. Due to this success, PALSON then realized the need to provide high quality durable products to the consumers and hence expanded its business into the Small Domestic Appliance industry and Home Line Products, which resulted in Palson opening offices in UK, Italy, Greece, and France.
- We possess over 25 years’ experience with an annual turnover in excess of Euro 172M.

Preface

- With 4 offices in major cities UK, Italy, China and Hong Kong Palson products undergo stringent quality control thus providing our partners and customers with the highest quality of products.
- With the rapidly growing Middle East market, Palson established its Middle East Regional Office (**Palson Middle East**) in May 2006 Located in the Jebel Ali Free Zone, Dubai, UAE. **Palson Middle East** caters to business partners in Middle East, GCC, Africa, CIS, and Indian Subcontinent.
- In the near future, Palson will establish offices in key markets, such as South Africa, Turkey, India and Russia.
- We assure all our distributors a profitable Return on Investment for their respective markets.

Mission

Providing customers the ideal combination of European Design, Quality and Competitive Prices.

Vision

To be customer's **ULTIMATE** preferred brand for Small Domestic Appliances.

Palson Technology

With a strong R&D Division, Palson is dedicated in providing its customers a durable products of European design and Quality.

Although Palson has shifted some of its assembly lines from Europe to China, but we do not compromise on quality as all components are continued to be sourced from Europe.

Below are the 3 Key technologies used by Palson

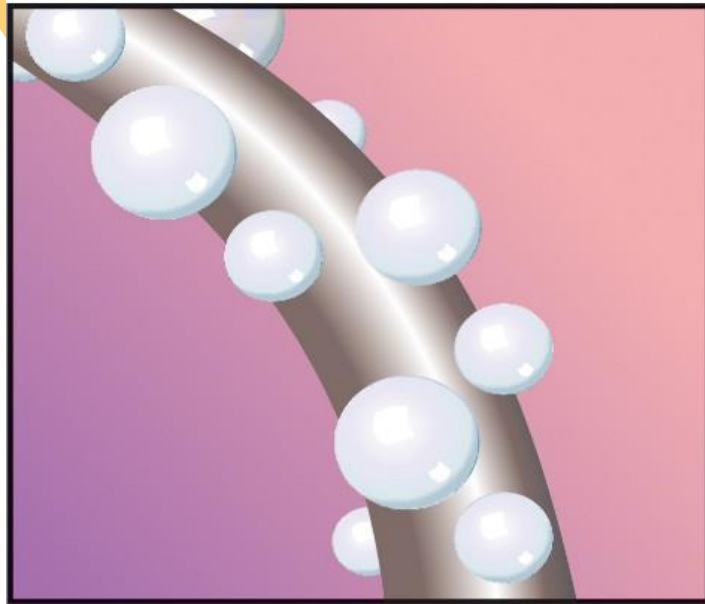
IONIC

CERAMIC

TOURMALINE

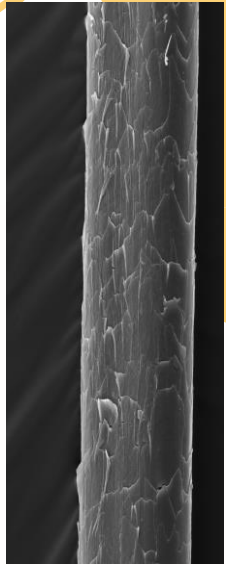
IONIC EFFECT

More than 2 Million per cm^3 of negative ions generated by the built-in generator.

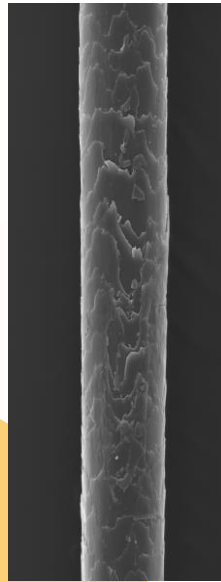


Micro-scopical vision of hairskin, and the division of the water molecules due to negative ions, faster dry out.

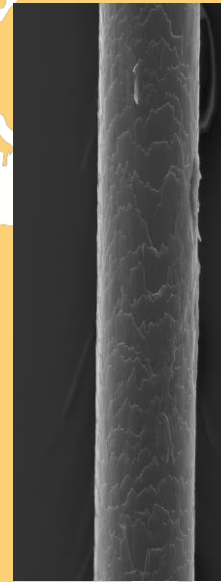
Ionic



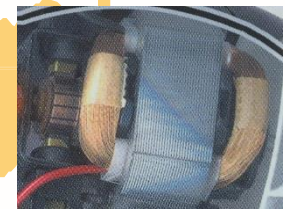
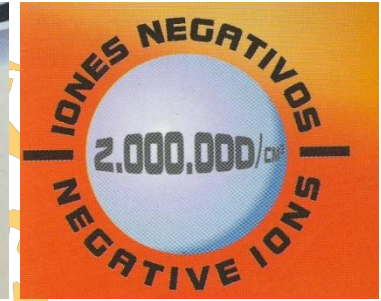
**Hair 1: Hair
before
Washing**



**Hair 2: Shampoo &
conditioner (Normal
drying)**



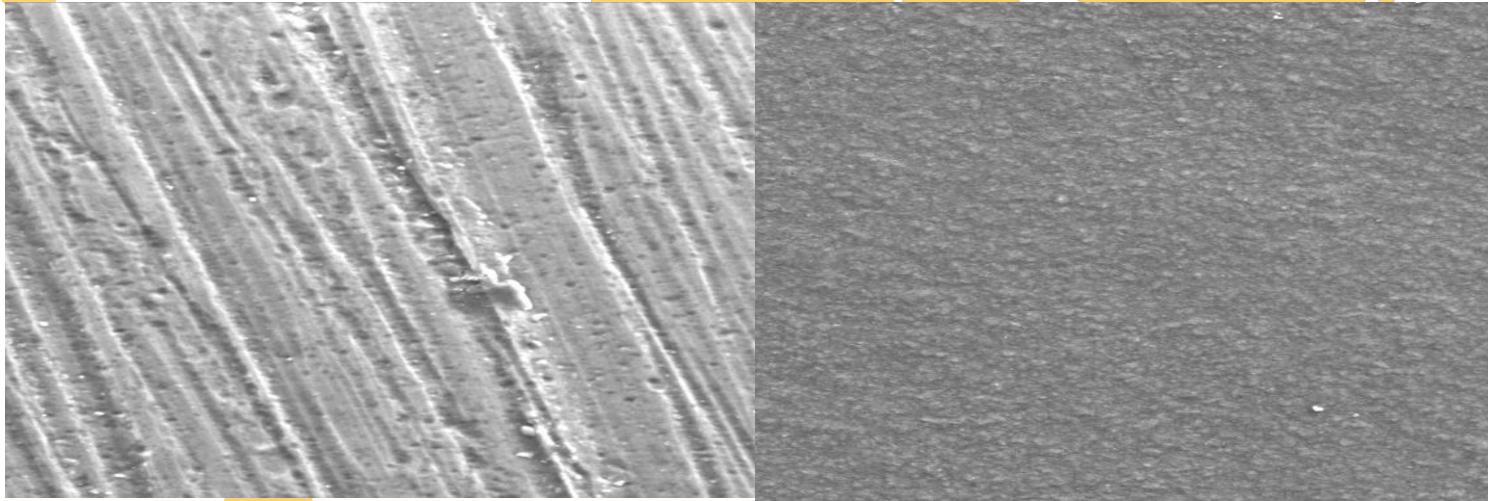
**Hair 3: Shampoo &
conditioner (Ionic
drying.)**



- Hair 3 compared to hair 2 is smoother (the cuticle is more regular) are consequently shinier and softer.
- Ions emitted during drying significantly increase the action of conditioners and the hair is much easier to detangle.

Ceramic

Under the microscope, we can notice the difference below in comparing Normal Plate with Ceramic Plate



Gliding improved by 30%

Ceramic

- Solid Ceramic
- Coating
- Roughness between 0.43 and 0.57 Ra (μ)



Tourmaline

- A precious stone made from 100% crushed Tourmaline mineral. It cost up to \$10,000 per carat.
- Tourmaline is the world's finest ionic and infrared generator that provide the best possible results from a ceramic dryer.
- Tourmaline naturally and constantly emits negative ions and infra-red heat which impart great benefits to hair when drying.

Ceramic and Tourmaline effect in combination with high efficiency motor

- Heats up faster, saves energy.
- Retains the heat for longer due to the ceramic air diffuser, saves energy.
- No heating losses due to the tourmaline body fitting, saves energy.
- Less damage to the hair skin.
- Ions emitted during drying significantly increase the action of conditioners and the hair is much easier to disentangle and less frizz.

Product Ranges

Our products are divided into the following Business Units

- **Small Domestic Appliances**

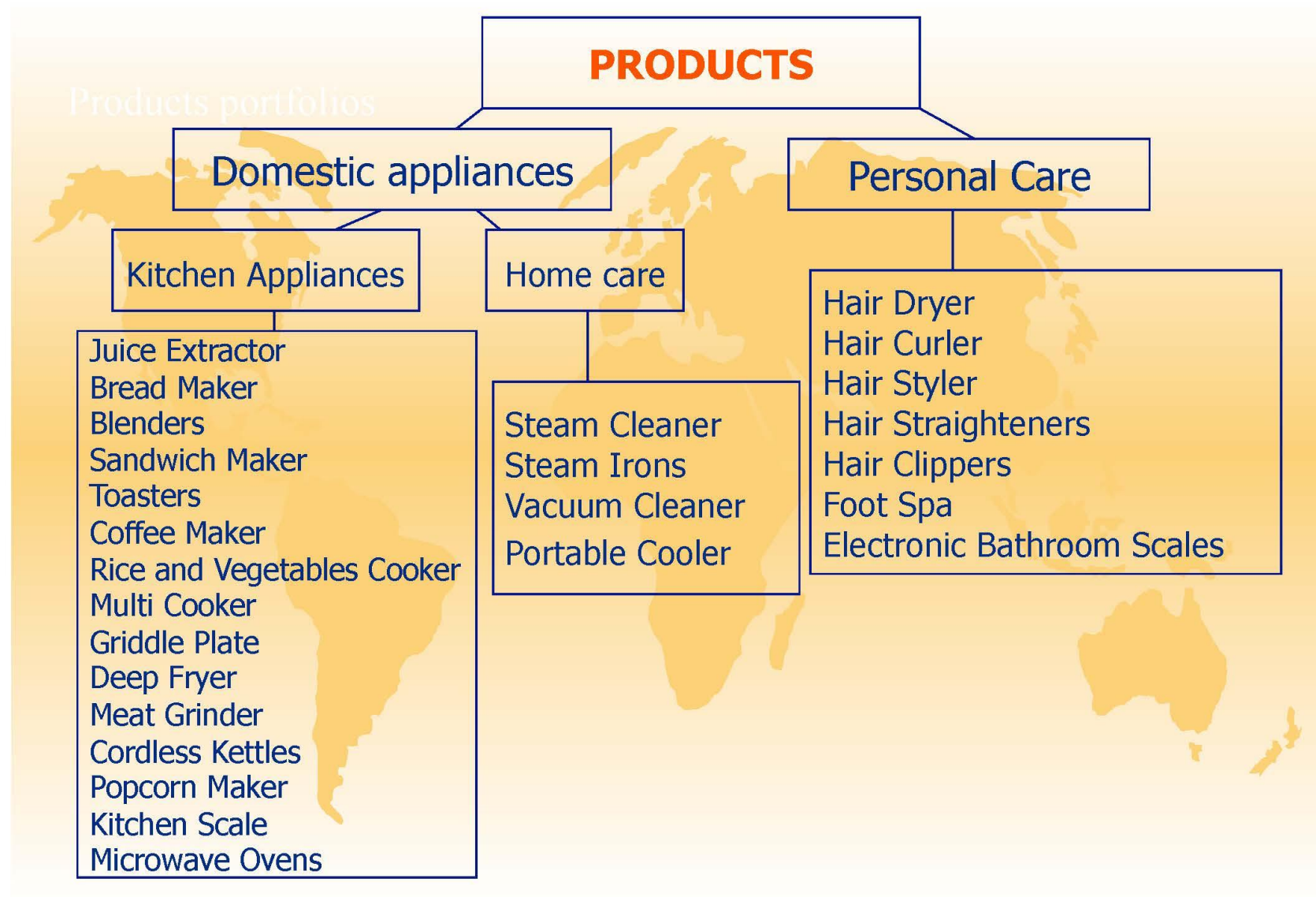
- Kitchen Appliances
- Home Line

- **Personal Care Products**

Palson products backed by a **2 Year International Replacement Warranty** have gained extensive recognition in the European Markets and have won the following awards:

- International Star for Quality
- International Gold Star for Quality
- D&B Seal of Excellence 2005 and 2006
- SDA (Small Domestic Appliance) Leading European Brand
- Prestige Rating Book 2004, 2005 and 2006.

All Palson Small Domestic Appliances are certified under the CE, TUV, GS and ROHS regulations.



Target Market

Middle to Upper Socio Economic Class

Product Positioning

PALSON products are strategically positioned based on

- European Design and Quality
- Competitive Pricing in line with major competitors

Sales and Marketing Support

The success of launching a brand lies in the aggressive Sales and Marketing activities. Brand owners will look to work closely with their distributors/Partners to ensure their brand gains recognition in their respective markets.

With this attitude Palson works very closely and builds a strong synergy with its partners to achieve the common goal of Brand/Product Awareness in all territories by executing various Sales and Marketing Activities.

The Sales & Marketing Support provided by Palson to its partners are:

3 Year International Warranty

50% on the Annual A&P budget



Sales and Marketing Support

Palson provides its distributors with all the necessary Sales & Marketing Support such as:

launching Activity: Palson works in close co-operation with all its distributors to launch the PALSON brand name effectively through various means of Advertising, Promotional Activities and Campaigns etc.

Product Training: Product Training is provided to help distributor understand Palson household appliances and its benefits for the end user.

Sales Training: Sales Training is provided for all sales staff to help them effectively promote Palson products.

Price Support: Palson co-operates with its distributors and ensures appropriate prices are maintained according to market standards.

Sales Incentives: Time to time Sales Incentives can be provided to sales staff – BUT this is purely at the discretion of Palson depending on agreed Sales Targets and Achievements.

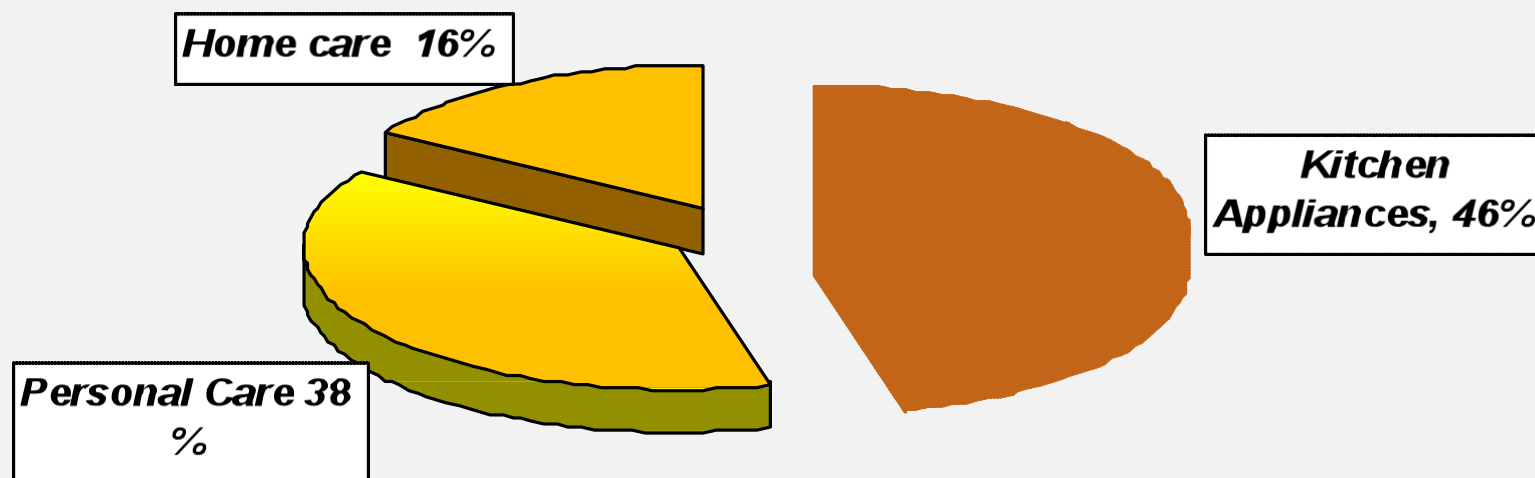
Sales and Marketing Support

Trade Marketing in Store Activities such as Live Product Demonstration at distributor's showroom or Retailer outlet (If permissible by Retailer).

Promotional Support Palson will work in close connection with distributors to launch appropriate Promotional Activities applicable for the respected markets. Palson also ensures Sales Promotions take place during seasonal Sales.

Advertising Support Palson supports all its distributors in all forms of ATL and BTL Advertising. Palson has an in-house advertising team which shall provide the necessary artwork required.

Business Units Share



PALSON®

Key Customers



PALSON®



Advertising

Advertising - Europe

OPIS EN CENTROS COMERCIALES



AUTOBUSES



MONOPOSTES



VALLAS PUBLICITARIAS



4 CAMPAÑAS DURANTE EL AÑO.
(TOTAL 6.200 VALLAS)
REPARTIDAS POR TODO EL TERRITORIO NACIONAL.
215 MILLONES DE IMPACTOS VISUALES ESTIMADOS.



Advertising - Europe

TELEVISIÓN

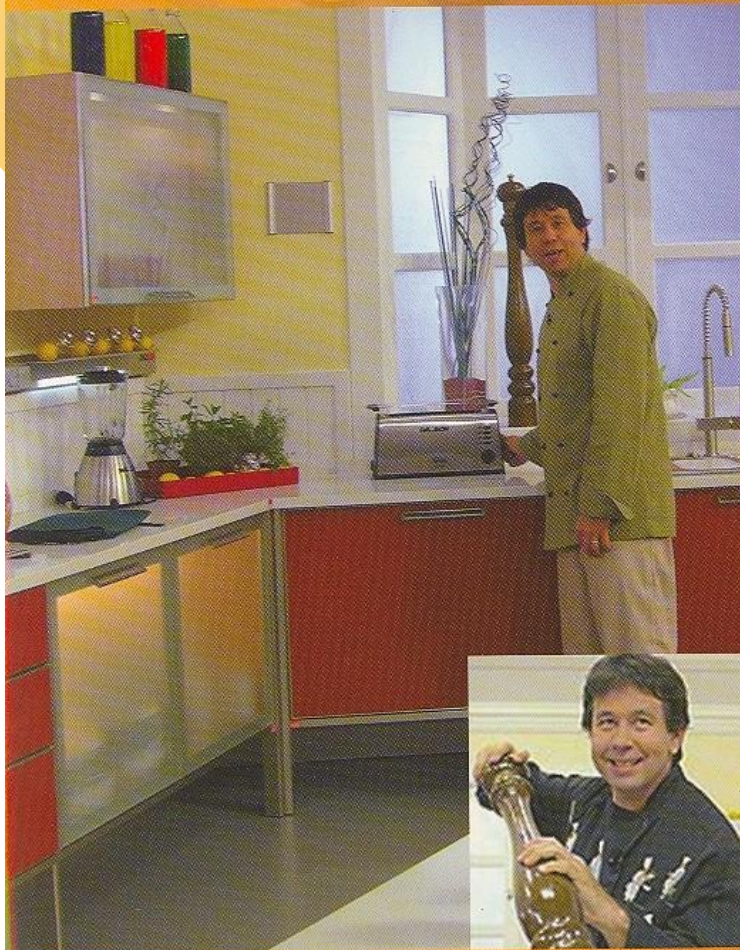


Antena 3 Televisión

PATROCINIO DEL
PROGRAMA

“EL TOQUE ARIEL”.

DE LUNES A VIERNES A LAS
12 HORAS EN ANTENA 3.



El toque ARIEL

PALSON®

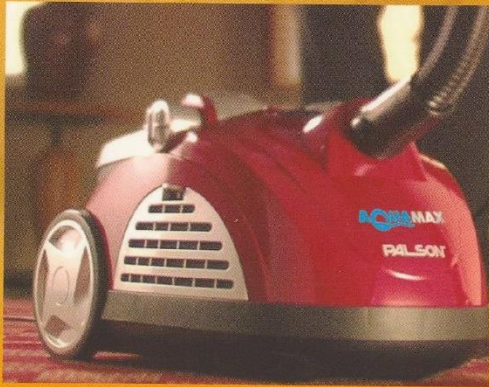
Advertising - Europe

TELEVISIÓN (SPOTS)



PALSON
pequeños electrodomésticos

CAMPAÑA EN
TV NACIONAL:
• 3 SPOTS DE 20 SEGUNDOS.



Advertising – Middle East

PALSON

household appliances

Get to know palson. A whole range of personal care, kitchen and home appliances from Palson that will take your life to a new level of convenience, value and joy.

Dhs 95

30085

Venus 2000w

- 2 speeds 2 temperature settings for long and short hair
- Extra long 2.6 metre cable
- Set of two flexible extendable long hair and for short hair

30064

Goodies

professional hair dryer

- 100% ceramic-steam head, adjustable rotating nozzle
- Digital battery level indicator
- Recharging 20min. then use for 30min. (100%)

Dhs 79

30631

Jazz Ceramic Hair Curler Tonges

Dhs 65

- Powerful heating elements, heats up rapidly
- Electronic temperature control up to 200°C
- Extra-long cable - 2.8 metres
- Revolving cable device to avoid cable tangle

30278

Clac Electronic Glass Hair Straightener

Dhs 99

- Thermoplastic Crystal plates, optimum when styling the hair, repels and safely with minimal damage
- Strong plates for ease of use
- Electronic temperature control up to 200°C
- 360° power cord swivel

30059

Dynamic Hair Styler

Dhs 99

- Ionic system + Double function as dryer and powerful hair dryer + Dual direction outlet
- Extra long 2.8 metre cable
- Powerful hot air output with two speeds
- Cable with 360 degree rotation device to avoid cable tangle

30315

Berlin Foot Spa

Dhs 79

- Three different programmes (shower and massage, bubbles and massage, bubbles and heat)
- Two therapy accessories - revolving balls and acupuncture effect - Easy, easy-to-use
- Extra long cable - Can be used with hot water

BEAUTY

 **بالسون®**
أجهزة منزلية

PALSON®
household appliances

3 Years
International
Warranty

PALSON®



Awards

PALSON®

PALSON®
pequeños electrodomésticos

Prizes and Awards



The actions that allowed Palson to achieve the goals committed were basically its understanding of excellence. Constantly increasing its novelties and the quality of its service for the needs of all its customers. The search of the best quality and service is reflected in its product, the final star of the company.

International "ISO Norm 9001-2000" and other prizes like the International "Star of Quality Award 2004", or to be included into the "Prestige rating Book 2005" for second consecutive year where are placed companies with constant innovation and total customer satisfaction.

The pursuit of perfection has lead Palson to achieve the



Prestige Rating Book
2004

Prestige Rating Book
2005



New Market Objectives

Short/Mid Term

- Extensive market coverage
- Superior strong presence

Long Term

Establish PALSON as an aggressive player in small household appliances and electrical personal care products.





D.D.T Strategy



Distribution

- Increase the number of **Palson** outlets by improving geographic coverage
- Increase the number of **Palson** products in each outlet

Display

- Secure superior in-store presence
- Heavy in Store Activities and promotions

Turnover

- Optimize trade coverage/distribution
- Maximize sales force productivity

Palson relationship will have the below elements...

COMMERCIALS



FOB Price,
Indicative
Recommended
Retail Price with
25% Margin for
Key Retails

TACTICAL SUPPORT



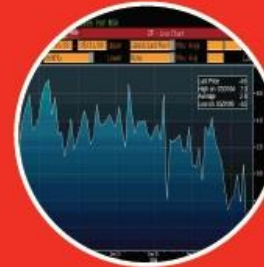
Marketing
Activities at the
Shop Floor with
Dedicated Sales
Staff

STRATEGIC POSITIONING



Brand Positioning
and Above-The-
Line
communication

REPORTING & ANALYSIS



Sell-Out
Monitoring and
Collaborative
Periodic
Reporting



Brand Positioning



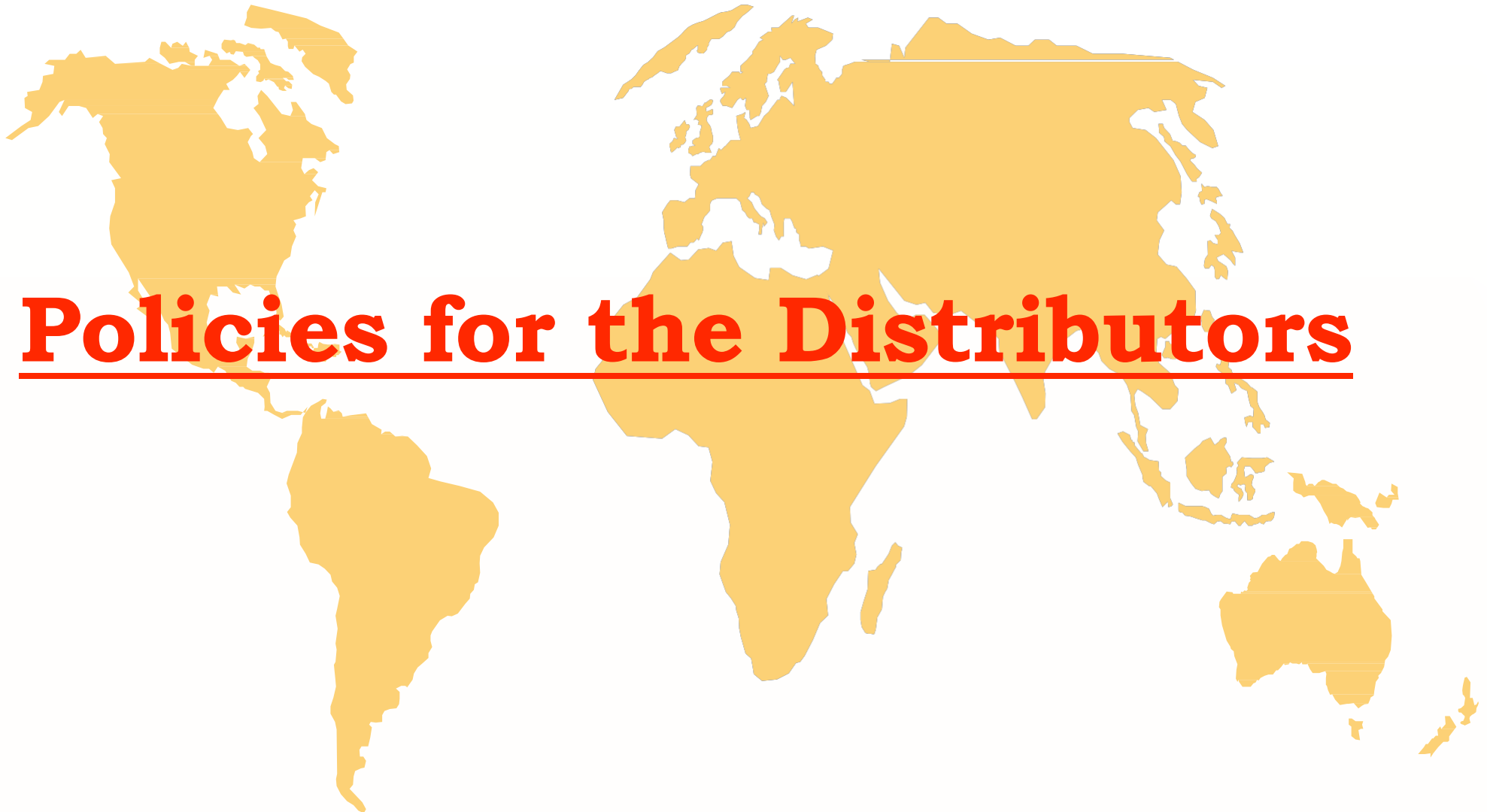
Palson will attempt to position itself as a high quality Spanish brand that is affordable to the consumers

In this regard Palson is committed to spend on marketing and branding.

Phase 1 – Objective is to introduce the brand and win trust of all partners (Retail and End Consumers)

Phase 2 – Strengthen alliance with channel partners and produce innovative products.

All Palson products will carry a two year international replacement warranty

A large, solid orange silhouette of a world map serves as a background for the central text. The map shows the outlines of all major continents.

Policies for the Distributors



Distributor Guidelines

PALSON will market its products across the region through an independent DISTRIBUTOR. The distributor is undertaking to distribute PALSON products in its entire distribution channel which are

- Department Stores
- Hyper Markets
- Supermarkets
- Electronic & Electrical Shops
- Household Shops
- Wholesalers
- Beauty & Cosmetic Shops
- Pharmacies



- 
- A faint, yellow-colored world map is visible in the background, showing the outlines of the continents.
- PALSON will provide the DISTRIBUTOR firm guidelines on prices and discount structures.
 - In Market Sales Target and Operation Plan will annually be agreed between PALSON and DISTRIBUTOR.
 - The evaluation period shall be given for the initial period of 6 – 12 Months.

Payment Policies

- The price paid for PALSON products shall be in US Dollars.
- The price quoted by Palson Middle East shall be Ex-warehouse Jebel Ali, Dubai
- Payment to Palson shall be by
 - Irrevocable Letter of Credit at Sight or
 - 100% Telegraphic Transfer before shipment
- Any other form of payment shall be subject to prior approval from PALSON



Warranty

- The warranty period for PALSON products is 2 Years International Warranty.
- Any technical problem in any product will be replaced by a packed piece.
- Warranty will be considered Null and Void in case of miss-use or mishandling of the product.

PALSON®



Thank You