

PALSON

WORLDWIDE

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PREFACE

- u **PALSON**, a Spanish Organization located in Barcelona, Spain specializes in Small Domestic Appliances and Personal Care Products
- u With humble beginnings in early 1979's, **PALSON** first ventured into the business of Professional Hair Dryers
- u Due to the high quality of Professional Hair Dryers, “**PALSON**” brand become prominent in the European market.
- u Due to this success, **PALSON** realized the need to provide high quality durable products to the consumers and hence expanded its business into the Small Domestic Appliance industry & Home Line Products,

PREFACE

- u We possess over 30 years experience with an annual turnover in excess of Euro 200M
- u With 4 offices in major cities in UAE, Italy, China & Hong Kong, **Palson** products undergo stringent quality control thus providing our partners and customers with the highest quality of products
- u 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 in Dubai, UAE,
- u In the near future, **Palson** will establish offices in key markets, such as KSA, Iran, Egypt, South Africa, India & Russia



Company Information – ‘Brief’

- u CompanyName : BALSON HOUSEHOLD APPLIANCES TRADING, S.L.U
- u Establishment : 1979
- u Employee : 300+
- u Address : Barcelona, Spain/Jebel Ali , United Arab Emirates
- u Category of Business : Small Domestic Appliances
- u URL : www.palsonworld.com
- u Offices : Barcelona, United Arab Emirates, China, Hong Kong, Italy.

Products Portfolio

Our products are divided into the following Business Units

Personal Care

- ☐ Hair Dryer
- ☐ Hair Curling Tong
- ☐ Hair Styler
- ☐ Hair Straightener
- ☐ Bathroom Scale
- ☐ Foot Spa
- ☐ Hair Clipper
- ☐ Body Shaver
- ☐ Photo Depilation Appliance
- ☐

Home Care

- ☐ Portable Cooler
- ☐ Steam Iron
- ☐ Steam Travel Iron
- ☐ Dry Iron
- ☐ Steam Cleaner
- ☐ Pressure Water Washer
- ☐ Steam Floor Mop
- ☐ Vacuum Cleaner
- ☐ Robot Vacuum Cleaners

Products Portfolio

Food Processing

- ☐ Food Processor
- ☐ Fruit Juicer
- ☐ Blender
- ☐ Juice Extractor
- ☐ Coffee Maker
- ☐ Toaster
- ☐ Kettle
- ☐ Multi cooker
- ☐ Grill
- ☐ Griddle Plate
- ☐ Barbecue
- ☐ Deep Fryer

- ☐ Electric Hob
- ☐ Induction Hob
- ☐ Sandwich Maker
- ☐ Food Slicer
- ☐ Microwave Oven
- ☐ Tabletop Oven
- ☐ Food Chopper
- ☐ Popcorn Maker
- ☐ Kitchen Scale

Technology

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

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

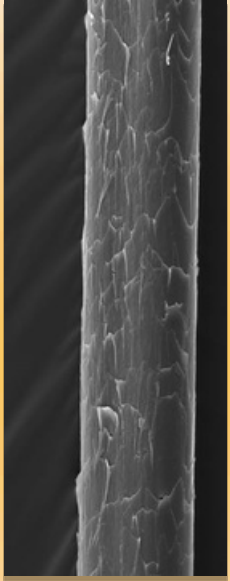
Below are the 3 Key technologies used by Palson

☑ **Tourmaline**

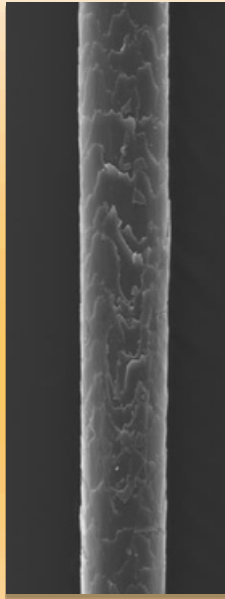
☑ **Ionic**

☑ **Ceramic**

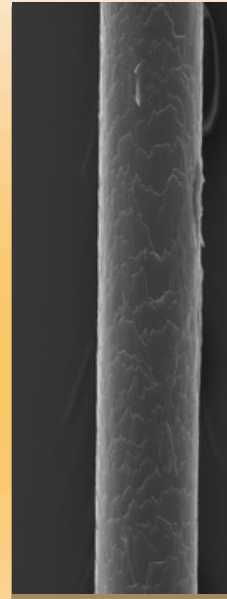
IONIC



Hair 1:
Hair Before
Washing



Hair 2:
Shampoo & conditioner
(Normal drying)



Hair 3:
Shampoo & conditioner
(Ionic drying.)

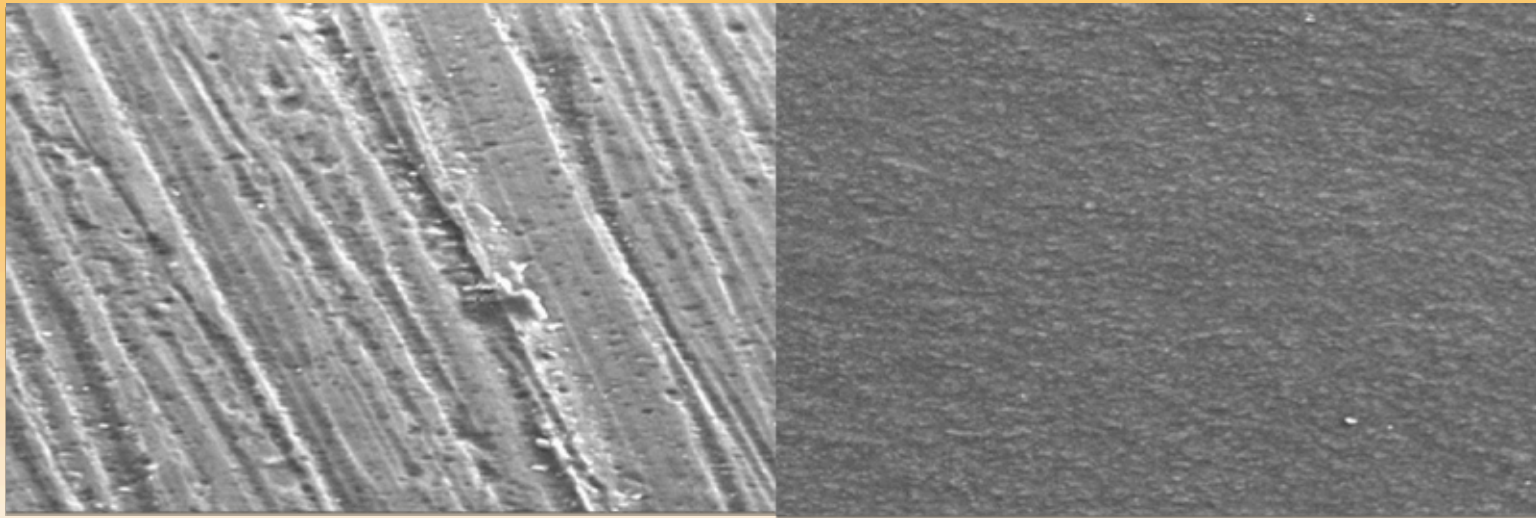


Hair 3, compared to hair 2 is smoother (the cuticle is more regular) are consequently shinier and softer.

Ions emitted during drying significantly increase the action of conditioners and the hair is much more easy to disentangle.

CERAMIC

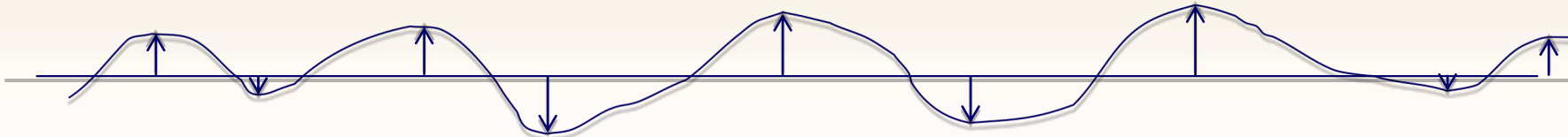
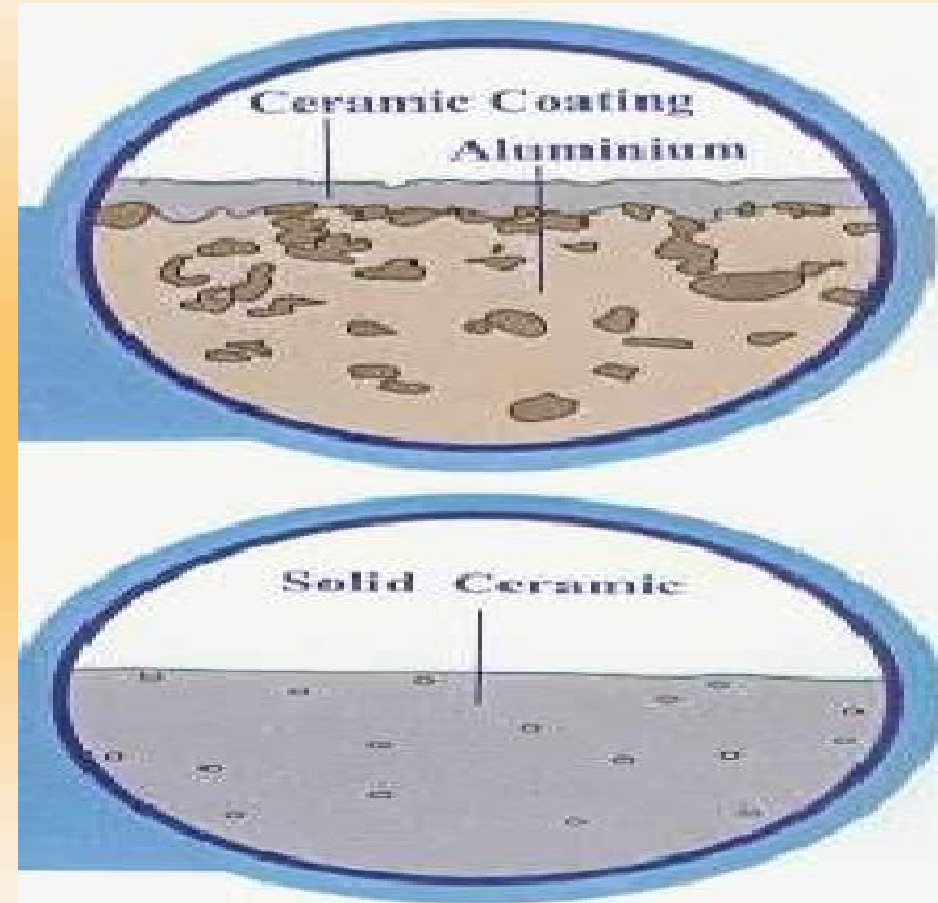
Under the microscope, we can notice the difference below in comparing Normal Plate with Ceramic Plate



Gliding improved by 30%

CERAMIC

- Coating
- Solid Ceramic
- Roughness between 0,43 and 0,57 Ra(μ)



Palson Technology

Hair Dryer

- u Ionic
- u Ceramic
- u Tourmaline
- u 5000 Hours Of Continuous Use
- u Extra long Power Cord
- u Dual Cool-Touch Protective Casing
- u ACMotor

Hair Curling Tong

- u Ionic
- u Ceramic
- u Tourmaline
- u Revolving Cord Device
- u Extra long Power Cord

Hair Straightener

- u Ionic
- u Ceramic
- u Black Ceramic
- u Crystal System
- u Tourmaline
- u Revolving Cord Device
- u Extra long Power Cord
- u Wet & Dry

Hair Clipper

- u
- u

Awards

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
- SDA (Small Domestic Appliance) Leading European Brand
- Prestige Rating Book

All “Palson” Small Domestic Appliances are certified under the CE, TUV, GS & RoHS regulations

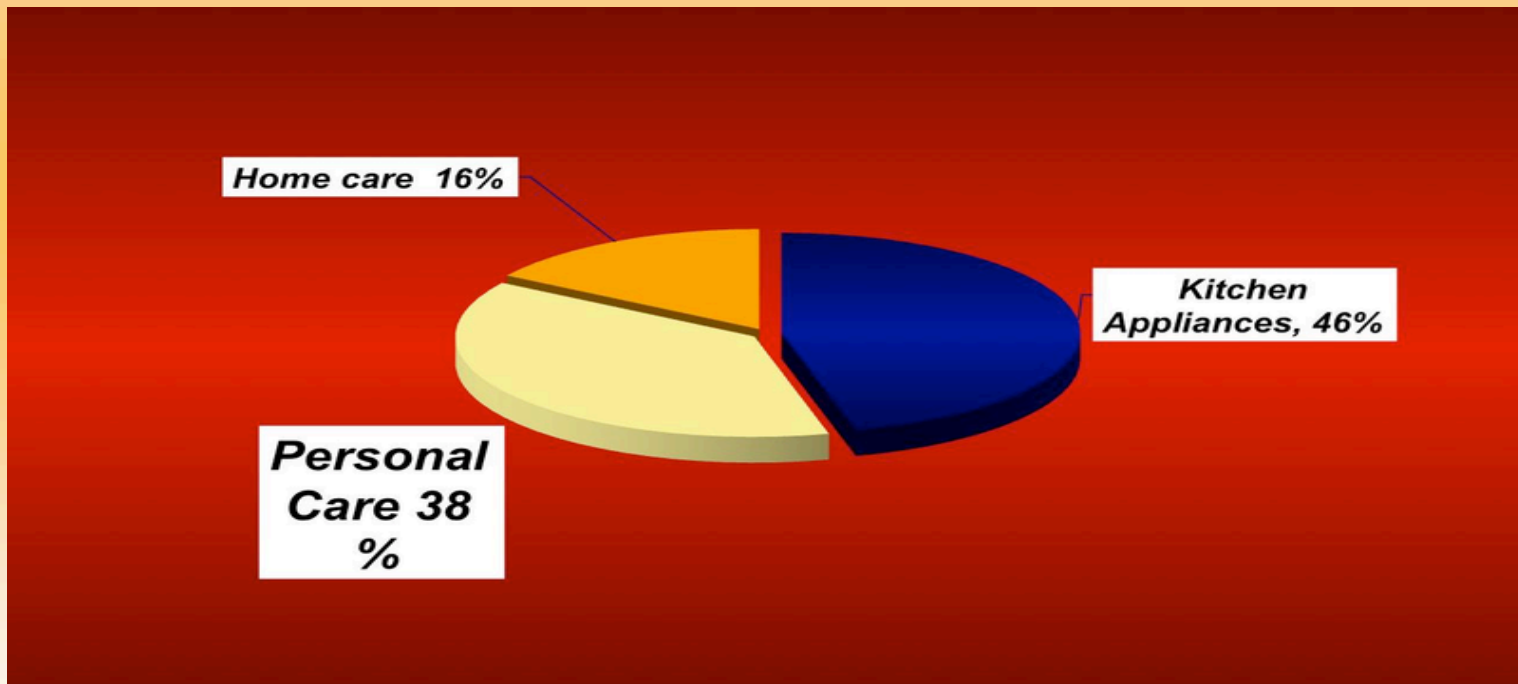


Warranty

- ❑ The warranty period for **PALSON** products is 3 Years
- ❑ International Warranty
- ❑ Any technical problem in any product will be replaced by a packed piece
- ❑ Warranty will be considered Null & Void in case of misuse or mishandling of the product



Business Units Share





Target Market

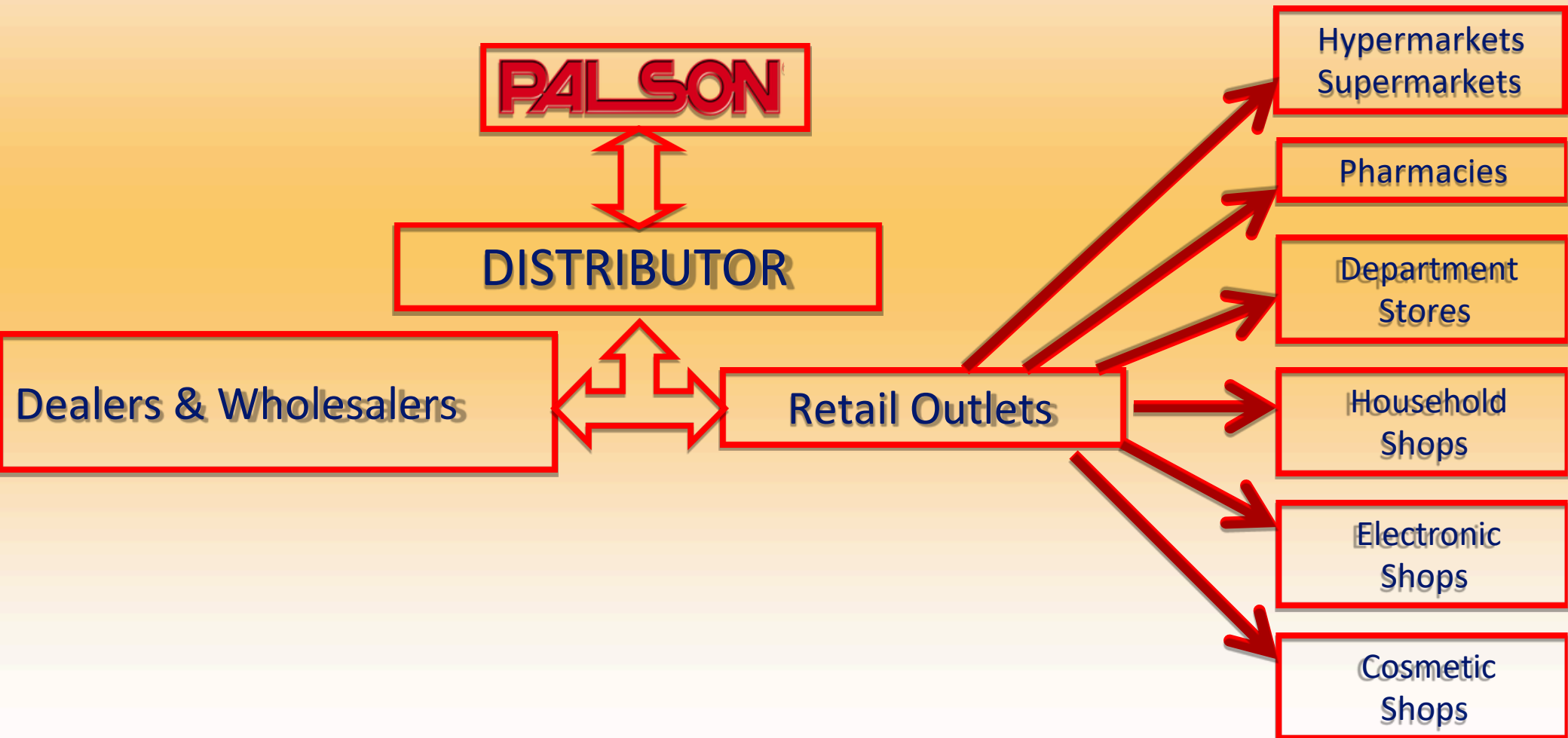
Middle to Upper Socio Economic Class

Product Positioning

PALSON products are strategically positioned based on :

- European Design & Quality
- Competitive Pricing in line with major Competitors

Channel Distribution





Sales & 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, Campaigns etc.

Product Training: Product Training is provided to help distributor understand Palson household appliances and it's 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 price according to market standards are

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

Sales Incentives: Time to time Sales Incentives can be provided to sales staff – BUT this is purely at the discretion of Palson

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 & Achievements

TRADE /MARKETING: In Store Activities, such as, Live Product Demonstration at distributors 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 & BTL Advertising
Palson Espana has an in-house Advertising Team, which shall provide the necessary artwork required



Marketing Activity

Display

- ☐ Floor stand at class "A" outlets to display open samples
- ☐ Counter stand at class "B" to display open samples
- ☐ Roll Up at class A & B .

☐ Magazines

- ☐ One page at Summer Magazine.
- ☐ One page at Spring Magazine.
- Half page at Ramadan Magazine.



Marketing Activity

u Special Offers

(Especially in Mother Day, the seasons Summer & Ramadan)

- ☐ Consumer's discount
- ☐ Value pack
- ☐ Free gift



Marketing Activity



Plastic Bags

Advertising with a key Accounts

Print Own

Loyalty Card Program

Collect points and replaced with gift

Extra Discount

Europe

PALSON[®]
pequeños electrodomésticos

TELEVISIÓN

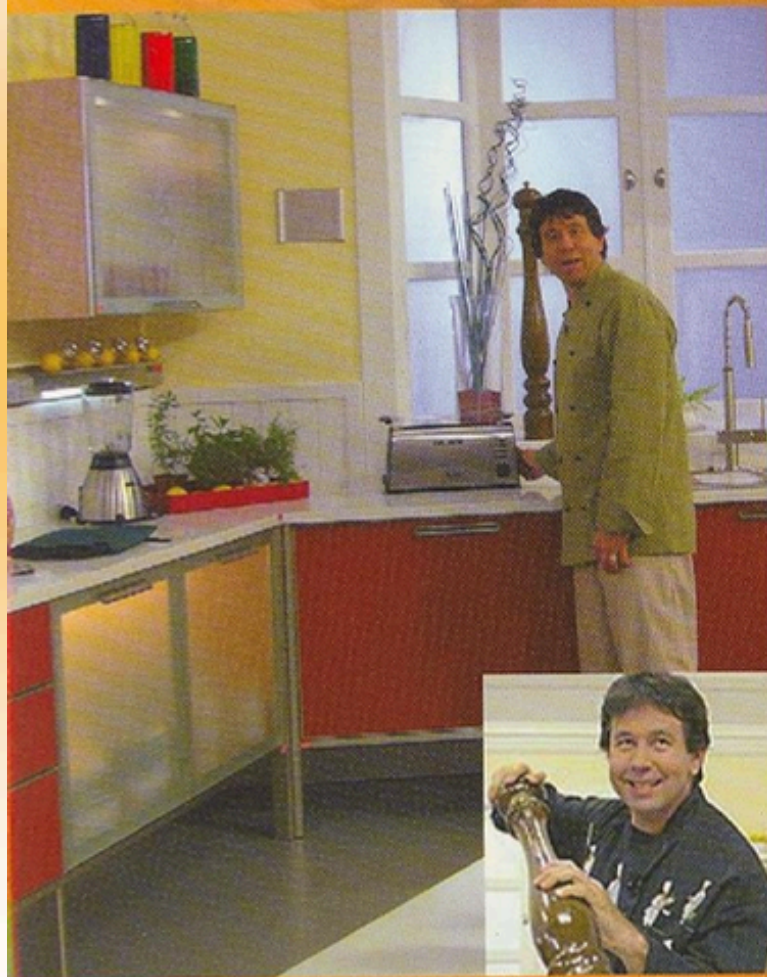


Antena 3 Televisión

PATROCINIO DEL
PROGRAMA

"EL TOQUE ARIEL".

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



El toque ARIEL

Europe

PALSON[®]
pequeños electrodomésticos

TELEVISIÓN (SPOTS)



PALSON[®]
pequeños electrodomésticos

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



REVISTA PROFESIONAL DE PELUQUERÍAS

REVISTA PELUQUERIAS
PARA PROFESIONALES.
INSERCIÓN MENSUAL TODO
EL AÑO.



PALSON
pequeños electrodomésticos

Ahorre tiempo y
dinero con Palson

Podrá encontrar estos productos en:

3 años de garantía

PALSON®

pequeños electrodomésticos

OPIS EN CENTROS COMERCIALES



AUTOBUSES



MONOPOSTES



VALLAS PUBLICITARIAS



4 CAMPAÑAS DURANTE EL AÑO.
(TOTAL 6.396 VALLAS)
REPARTIDAS POR TODO EL TERRITORIO NACIONAL.
215 MILLONES DE IMPACTOS VISUALES ESTIMADOS







PALSON®

pequeños electrodomésticos



30475
Tostador Buntón
Parrusa extra ancha, para todo tipo de pan.



30428
Cafetera eléctrica Supreme
Con desconexión automática.



30434
Plancha para asar Relleno
Gras superficie antiohtrante.



30467
Multicocina Evolve
Cocina fácil, ideal para freír, asar y hervir.



30457
Plan plancha de asar Kannon
Parrusa y de tamaño compacto.



30483
Limpiador de vapor Nilo
Para poder disfrutarlo.

Encuentra todos estos productos
en todos los centros

Carrefour



30085
Secador profesional Venus
2000W

30088
Secador P-Superprofesional 2000
Con concentrador de aire y difusor universal.

30716
Plancha de pelo Brigitte
Placa 100% cerámica.

30044
Plancha alisadora Lisa
Ligera y ergonómica.

30077
Cortapelo profesional Neptune
Funcionamiento con corriente directa o en cable.

30312
Descansapien
Secador para pelo Berlin
Paseo vibratorio con y sin agua.



Prestige Rating Book



www.palson.com



30452
EAN: 8428428804529
Planxa de rostir American



2000W



30454
EAN: 8428428804543
Planxa de rostir Houston



2000W



30457
EAN: 8428428804574
Planxa de rostir Kansas



30455
EAN: 8428428804550
Grill system Legend



Trobarà els nostres productes a:



Prestige Rating Book
2004



www.palson.com

PALSON®
household appliances

Leading brand
in Europe,
now in Dubai.



2347N
650W
PALSON
Toaster



2347T
1800W
PALSON
Smoothie blender



2347L
1800W
PALSON
Electric kettle



2348N
600W
PALSON
Blender



2348B
600W
PALSON
Whisk



2348C
600W
PALSON
Immersion blender



2348D
15 bar
PALSON
Espresso machine



2349F
1800W
PALSON
Stick vacuum cleaner



2349G
1800W
PALSON
Steam iron



2349H
1800W
PALSON
Steam iron

Al Sagheh Brothers
palson@sag.com



Al Sagheh Brothers
palson@sag.com





PALSON®

proudly spanish

TIME TO CHANGE.
Bring home a Champion.



SAVE
Dhs 200
~~699~~
Now 499 Dhs

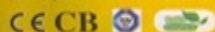


Multi fruit pro Juicer
800W, Stainless steel body



Spin Hand Blender
700W, Stainless steel body

European Certification:



Now available at:



QUALITY AWARDS & ACCOLADES



www.palson.com































Display Stand (For Samples)



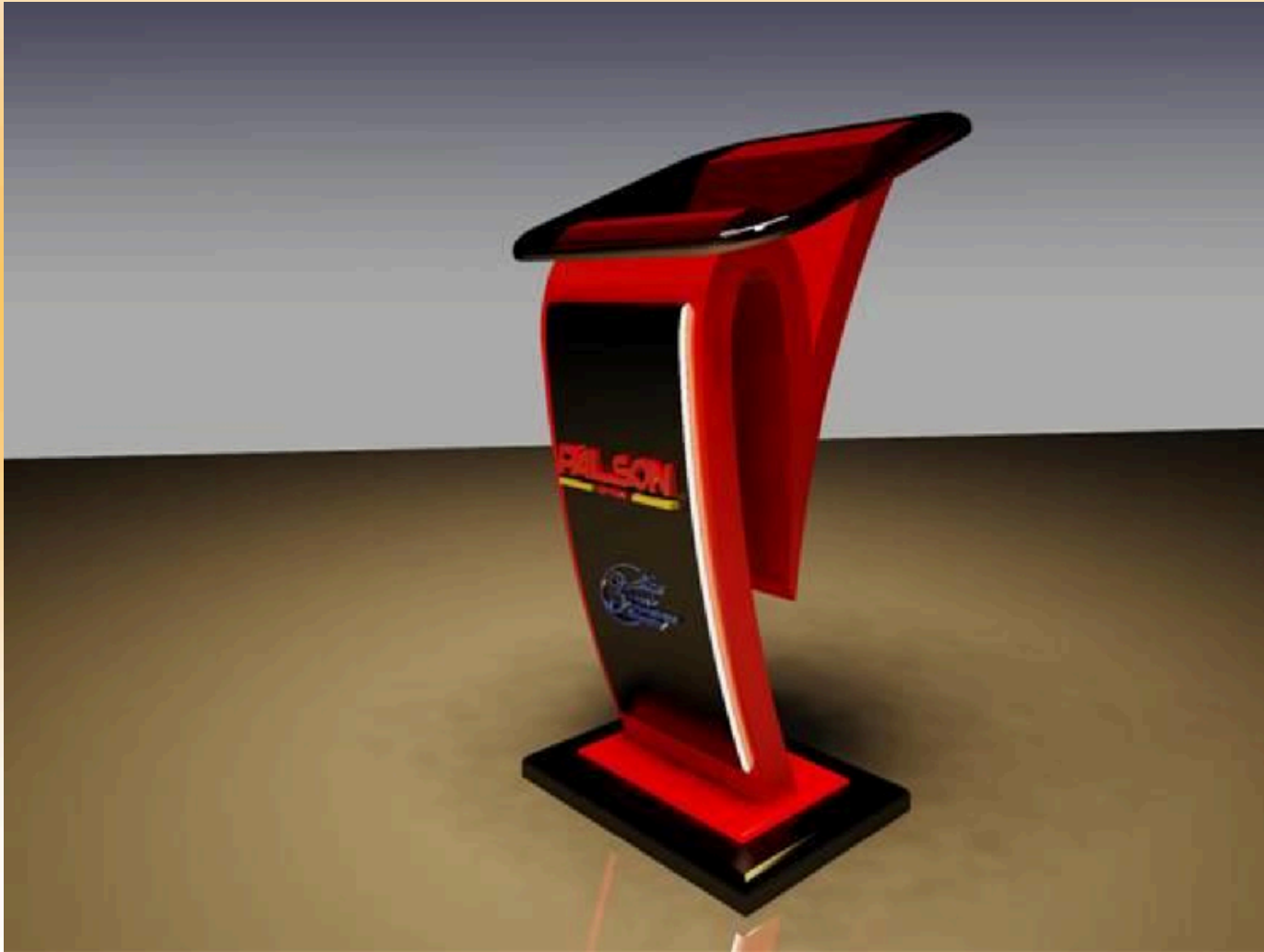




Display Stand (For Samples)



Display Stand (For Samples)



Display Stand (For Samples)





PALSON®
pequeños electrodomésticos

Roll Banner



PALSON

PALSON

PALSON

PALSON

PALSON®























PALSON®





BRAUN
designed to make a difference

BRAUN
designed to make a difference

BRAUN
designed to make a difference



ΝΥΣΙΟΥ ΛΤΔ

TEL. 22490210



Scholtès

Fisher & Paykel

CANDY



FALSON
household appliances

Teka

TOSHIBA

**Two
ways**

MAGIC

WATER

QUICK

PALSON[®]
household appliances

TOSHIBA

alfa 

CAR AUDIO



ELECTRONICS

Jabbour

SAMSUNG

CANDY

CAMPOMATIC 


KÜCHENTECHNIK

PALSON®
household appliances



PALSON
household appliances

بالسون
أجهزة منزلية









Hf Hokayem Frères

RALSON 3 
household appliances

Thanks for being my mom

180\$ **Aqualimp**
multi function hand held pressure washer

44\$ **Power Mix**
multi function hand held precision blender

Hf **Zaika, Zouk & Now in Jnah**
01/89 76 76



Hf Hokayem Frères

RALSON 3 
household appliances

Thanks for being my mom

180\$ **Aqualimp**
multi function hand held pressure washer

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multi function hand held precision blender

Hf **Zaika, Zouk & Now in Jnah**
01/89 76 76







PALSON

pequeños electrodomésticos

7







عرض خاص

عرض خاص

3,95

1599,00

1 188,00

عرض خاص
Promotion

1 199,00

عرض خاص

175,00

عرض خاص

1 159,00

عرض خاص
Promotion

عرض خاص

Promotion

عرض خاص

Promotion

عرض خاص

Promotion

عرض خاص















2008/08/12



2008/08/12









دائماً
أقل
الأسعار
always
low
prices

لشون جهاز كهربائي
Pelson Minotto
Rice Cooker
S.S.
6.500



شوكا قاي بال لاسميتن
Pinal Barchangachia
3.990

28-Jul-08 12:53





بالسون

للمواد الكهربائية
والمنزلية والإلكترونية

PALSON

household appliances

معملاً نخبوا الألفاظ





Liberia Market & Strategy Objectives

Short/Mid Term

- ☐ Extensive market coverage
- ☐ Superior strong presence

Long Term

- ☐ Establish PALSON as an aggressive player in small household appliances & electrical personal care products

Strategy (D. D. T)

Distribution

- ☐ Increase the Number of Outlets by improving geographic coverage
- ☐ Increase the Number of Products in each outlet.

Display

- ☐ Secure superior in-store presence
- ☐ Heavy In Store Activities / promotions

Turnover

- ☐ Maximize sales force productivity
- ☐ Optimize trade coverage/distribution

Looking After You
Thank You