

® KETEN Ltd.



Keten Milestones



2005	The company was founded by Jordan Stefanov
2005-2008	Building of solid market position in Keten's core business: cookware, small domestic appliances and glassware & tableware
2009	Keten starts producing assortment for the private label of Technopolis: Sang. Other private label ventures YTD include Crown (Zora), Neo (Technopolis), Hyundai (Densi), Pyramis (Pyramis)...
2010	Introduction of Luigi Ferrero and Homa to the market
2011	Keten is partner to 80% of the major key accounts in Bulgaria
2012	First export of Luigi Ferrero: to France and Romania
2013	Introduction of Mühler to the market
2015	Keten starts exhibiting at Ambiente in Frankfurt
2016-2018	Keten launches Luigi Ferrero's Atlanta (2016) and Norsk (2018) series
2018	Keten starts exhibiting to PLMA in Amsterdam
2018	Pilot loyalty program with Luigi Ferrero in Billa exceeds expectations
2019	Launch of Mühler-branded price-fighter LED TVs and Homa Smart TVs
2020	Keten acquires unlimited worldwide distribution license for Diplomat
2019-2021	Keten's yearly turnover grows with 100%!

Today **Keten** is



- a leading Bulgarian **marketeer** and **distributor** of more than 20 brands and 5000 products
- an **exporter** of its own labels to over 30 countries in Europe, Asia and Africa
- a retail B2B supplier as **Original Equipment Manufacturer** (private labels) and **loyalty programs** preferred partner

How it works



Ongoing analysis of market demand (Marketing and Sales teams) and production & technology breakthroughs (Research & Development team).

Opportunities are identified and validated by Quality Assurance: only price and quality assured concepts get through!

Why it works



Products are created by designers, cooperating with **Keten**, and production is thoroughly inspected: in the pipeline and before shipment.

Hundreds of novelties are joining every year the families of products of our brands: meeting shoppers needs and retailers category management challenge.

Our **Export** team:



We provide our customers from abroad with a timely service in the areas of:

- The logistics of their orders
- Their commercial after-sale requests
- Marketing support (digital assets, POSM design, etc.), including for their **Keten** e-commerce business

Marketing is the key to success

[®]KETEN Ltd

Our creative in-house **photography & graphic design** studio provides the marketing and the sales teams abroad with high quality professional artworks for:

- In-store (POSM) and outdoor advertising
- Sales force catalogues and leaflets for the end-consumers
- Digital advertising materials (custom formats or adapted for Google Display Network, Facebook/Instagram, etc.)



A complete offer



- Keten brands: Luigi Ferrero, Homa, Diplomat, Mühler, Termomax and Rancore
- Custom-tailored private label, limited series or simply a selection of best-sellers
- Loyalty program conception-to-shipment solutions

Keten brands



 *Luigi***Ferrero**[®]
cookware

Homa

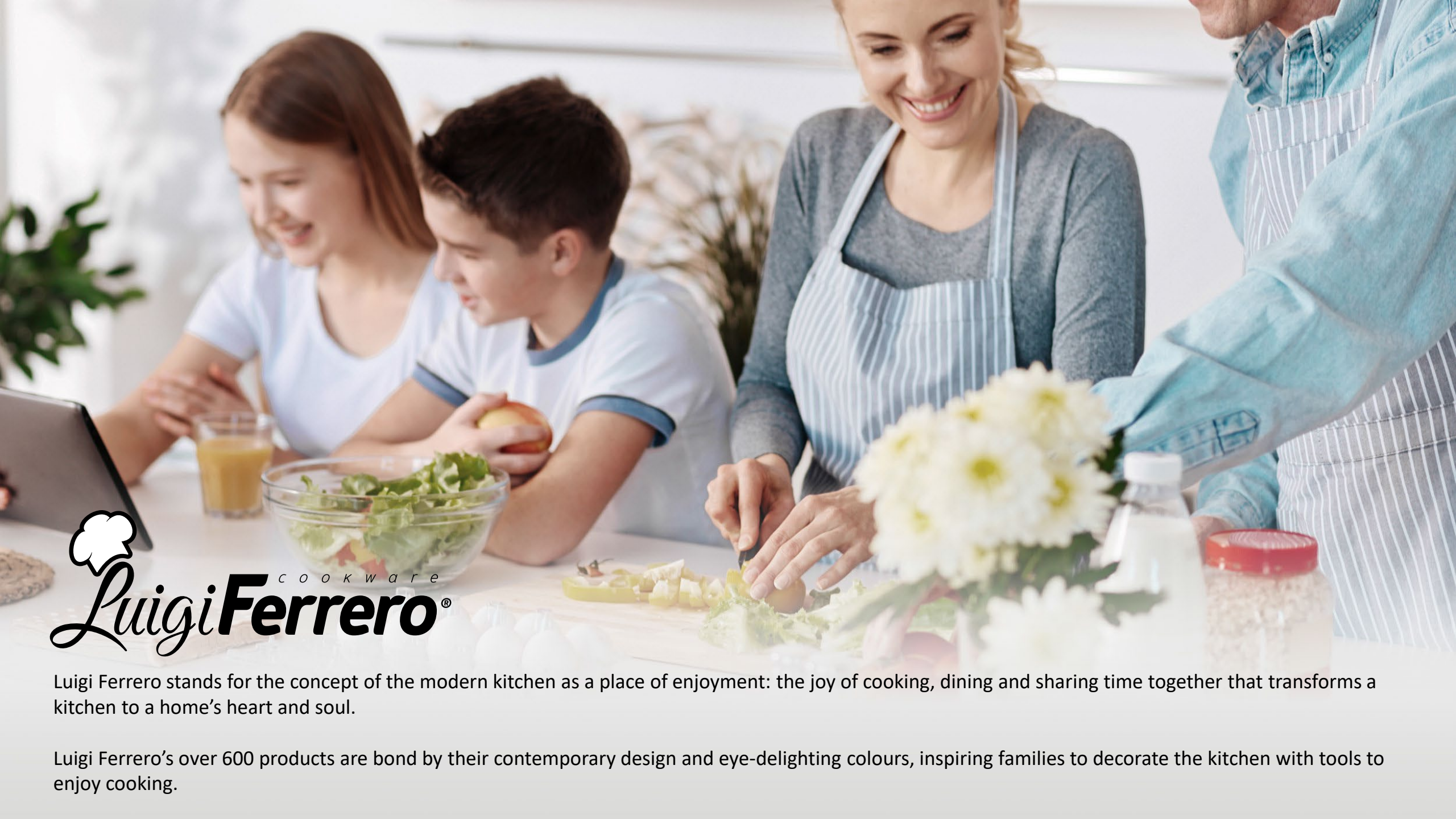
RANCORE[®]

MÜHLER

Diplomat[®]

TERMOMAX[®]

- Luigi Ferrero, Homa and Diplomat delight people's everyday life with high quality solutions at a fair price with a touch of unique design and functionality
- Mühler, Rancore and Termomax offer classic product concepts at affordable price without quality compromise



Luigi Ferrero stands for the concept of the modern kitchen as a place of enjoyment: the joy of cooking, dining and sharing time together that transforms a kitchen to a home's heart and soul.

Luigi Ferrero's over 600 products are bond by their contemporary design and eye-delighting colours, inspiring families to decorate the kitchen with tools to enjoy cooking.



NORSK

LUIGI FERRERO'S CLASSICS SERIES

Cookware and kitchen tools selection in classy Nordic colours. Designed to fit light colour kitchen interiors or to enhance by contrast dark colour furniture.



Homa

HOMA DELIGHTS PEOPLE'S EVERYDAY LIFE.

All day long or all night long – families rely on Homa's electrical appliances to warm up the house, purify the air, cook and BBQ ... or just to watch a movie. Then, first thing in the morning, Homa's personal care line of scales, shavers, hair dryers and stylers cheers up everyone's day.


*Luigi***Ferrero**[®] cookware

Homa



THE HIGH-TECH LINE

Atlanta

A range of cookware and kitchen accessories by Luigi Ferrero and small domestic appliances by Homa in shiny black and red, giving a modern kitchen the final touch of colour and design consistency – from the 3D project to the fry pan and the spaghetti server.

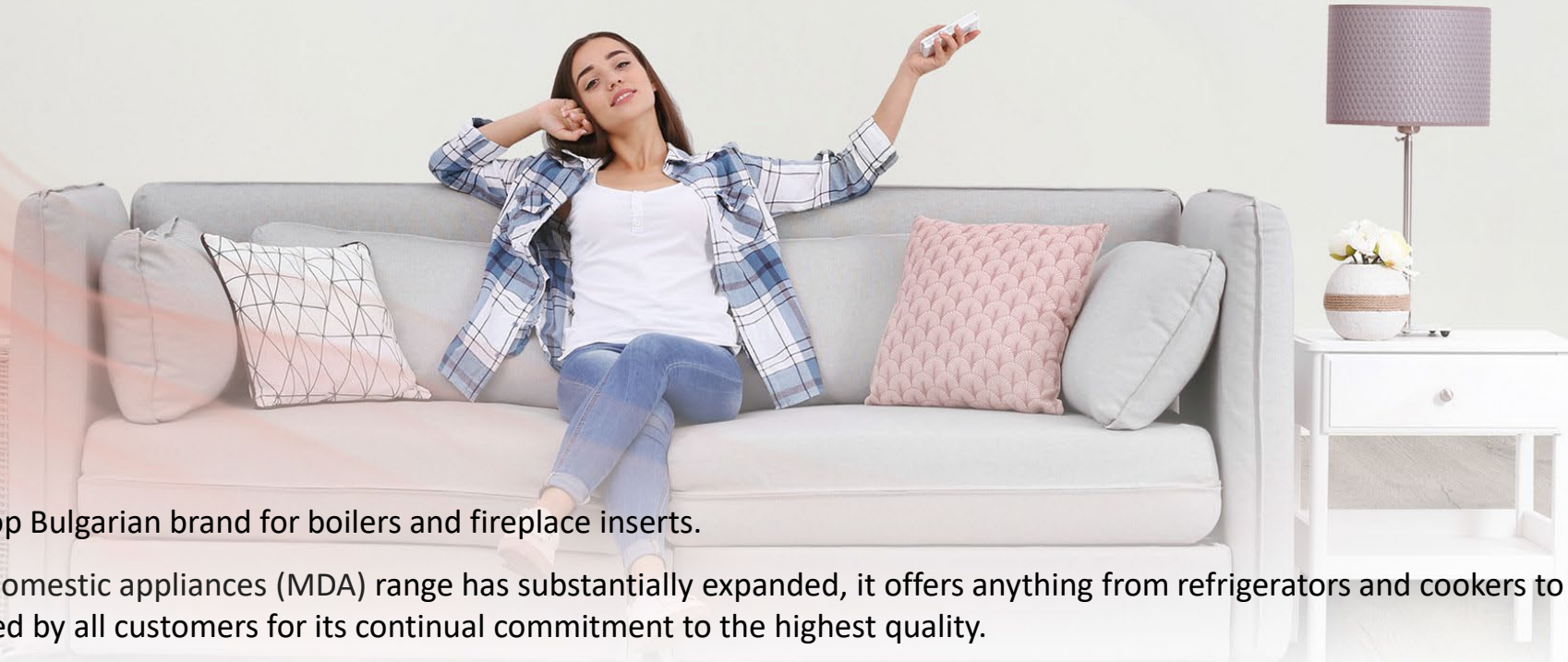
RANCORE® Homa MÜHLER

Keten's TV and Audio assortment comes
under Rancore, Homa and Mühler





Diplomat®



Ever since 1990 Diplomat has been the top Bulgarian brand for boilers and fireplace inserts.

Now, 30 years later, its European Major Domestic appliances (MDA) range has substantially expanded, it offers anything from refrigerators and cookers to air conditioners and fans. It is a brand beloved by all customers for its continual commitment to the highest quality.

A value Diplomat has always stood for.



Diplomat[®]



MÜHLER



Time is money, right?

Coming at affordable prices with no quality compromise, Mühler saves time to those who just want to party, travel and enjoy their other hobbies. Now!

MÜHLER



Mühler's wide range of reliable hero-products just gets the home jobs done!

Loyalty programs partner



- Identifying the opportunities: range, timing, conditions
- Guaranteeing exclusivity and the best price
- Developing creative and POS materials
- Logistics

Original Equipment Manufacturer



We can offer and assist the retailer with:

- Ready private label solutions: best-sellers only or entire categories
- Customer-tailored products and packaging: from the idea to the delivery



Meet us at **Ambiente**



Since 2015 we are a regular exhibitor to Ambiente in Frankfurt (Germany). In February we look very much forward to see again our international customers and to meet new ones at our booth.

Get in touch in advance or schedule an appointment during the fair at export@keten.bg



Visit also: www.ambiente.messefrankfurt.com

Visit our **headquarters**



You are also
welcome to visit our
400 m² **showroom** in
Keten's headquarters
in Sofia.

Any time of the year!

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