



**TATAY**

Designed to last

**01**

# History

## 1930s

The company that will become TATAY begins operation as a manufacturer of stamped metal jewellery in Barcelona.

The TATAY brand is established and new patents are developed.

## 1940s



## 1950s

Activity is focused on the creation of **household goods** and the first thermoplastic injection machine, a Swiss Nestal, is put into operation.



## 1970s

Internationalisation of the company with the first exports.



## 1980s

The factory is relocated and expanded with the commissioning of an extrusion plant.

## 1990s

Launch of commercial subsidiaries in Portugal, France and Italy. Inauguration of the new manufacturing plant in Romania.

## 2000

After significant innovation and evolution over more than 80 years, and with a presence in more than 70 countries on 6 continents, TATAY remains faithful to its objective to create the highest quality home products, while retaining its main values: design, practicality and sustainability.

## 2022

Launch of first range of 100% recycled material products, 'Ecohome' collection.

# 02

# Facilities

**TATAY has 3  
manufacturing and  
distribution centres:**



**44,000 m<sup>2</sup> manufacturing plant.**

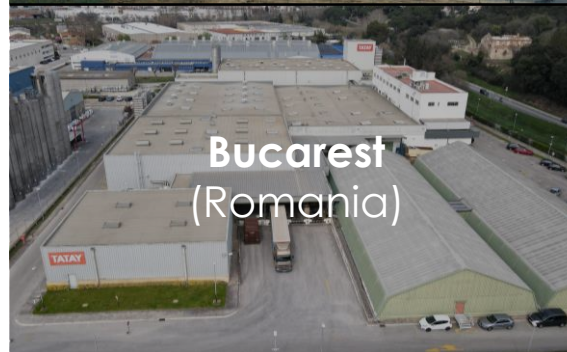
**Production lines with:**

- 51 injection moulding machines.
- 3 extrusion lines.
- 24 robots.



**Distribution warehouse:**

- 10,000 m<sup>2</sup> automated logistics warehouse.
- Handling more than 1,500 product lines.



- 4,000 m<sup>2</sup> manufacturing plant.
- Distribution warehouse.
- Production lines with 21 injection moulding machines.

**03**

# **TATAY around the world**

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**TATAY is present in  
more than 70 countries  
on 6 continents.**

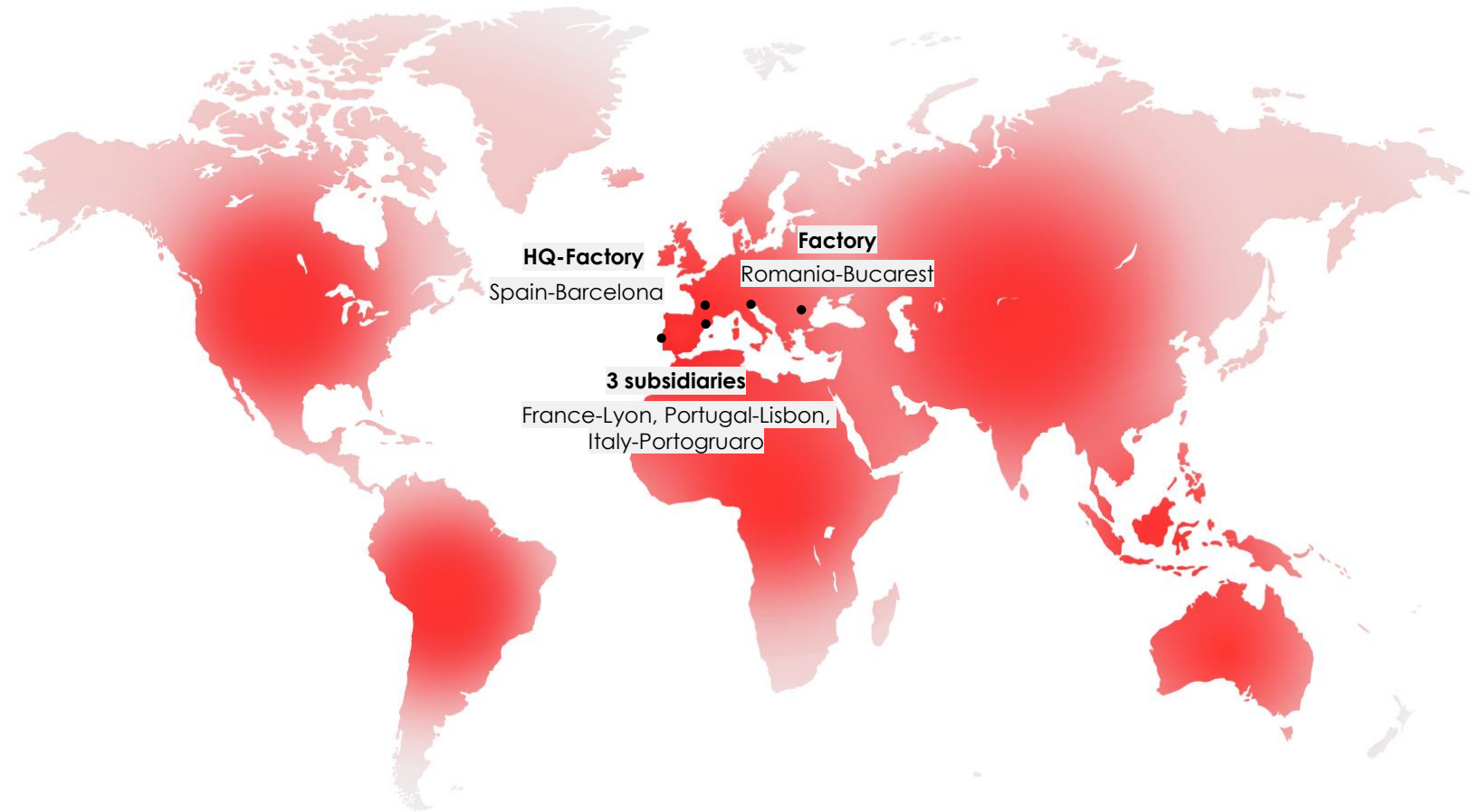
**200 employees** in Spain.

**Subsidiaries** in:

Lyon (France).

Lisbon (Portugal)

Portogruaro (Italy).



# 04

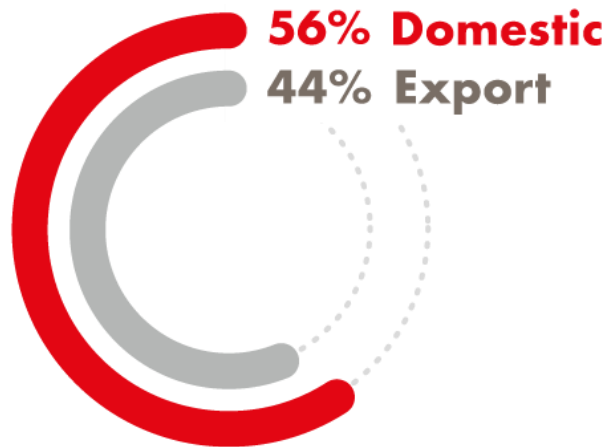
# The business in numbers

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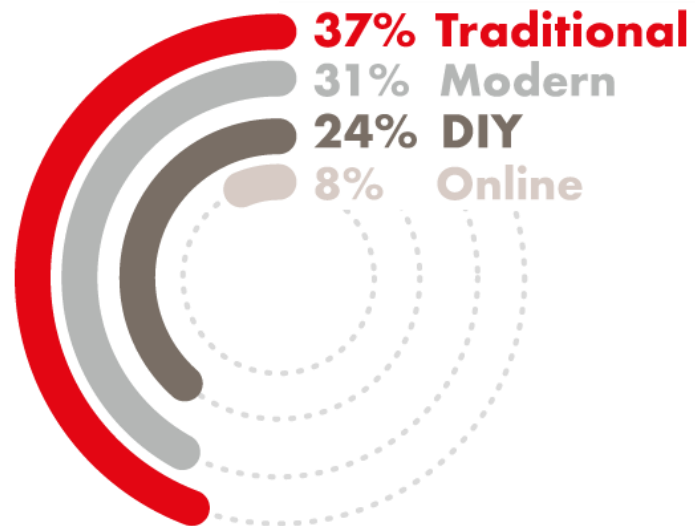




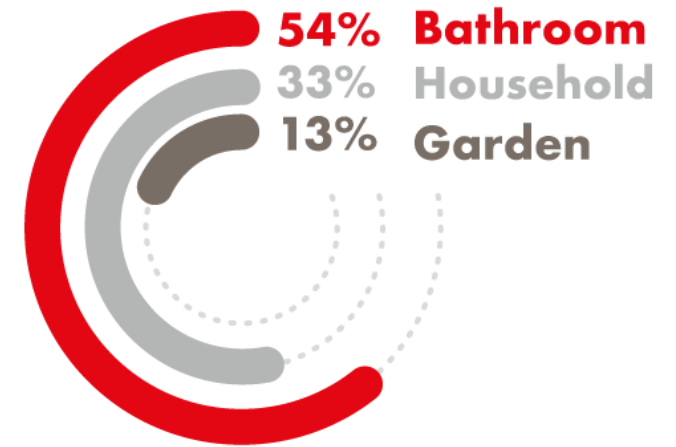
## Market distribution



## Market distribution



## Market distribution



# 05

# The 3 fundamental pillars of TATAY

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# The 3 fundamental pillars of TATAY

**Sustainability. Practicality. Innovation and design.**

These are the **three values** that guide all the brand's decisions, with the aim of offering consumers solutions that improve their day-to-day lives and **respect society and the environment.**



**01 Sustainability**

**02 Practicality**

**03 Innovation and design**

## 01 Sustainability

**TATAY fights against disposable consumerism, understanding sustainability as products that last a long time so that the planet lasts much longer. That's why each and every TATAY product is designed to last.**

In addition, it maintains a strict roadmap that is making it possible to reduce the environmental impact through the use of recycled materials, among other measures.



## 02 Practicality

Practicality is the central axis in the development of all the solutions that come onto the market.

TATAY products are designed to **facilitate consumers' daily lives** and to be used for a long time.



## 03 Innovation and design

**TATAY makes a difference through creativity.**

All products feature **the most current and on-trend designs and materials** on the market.



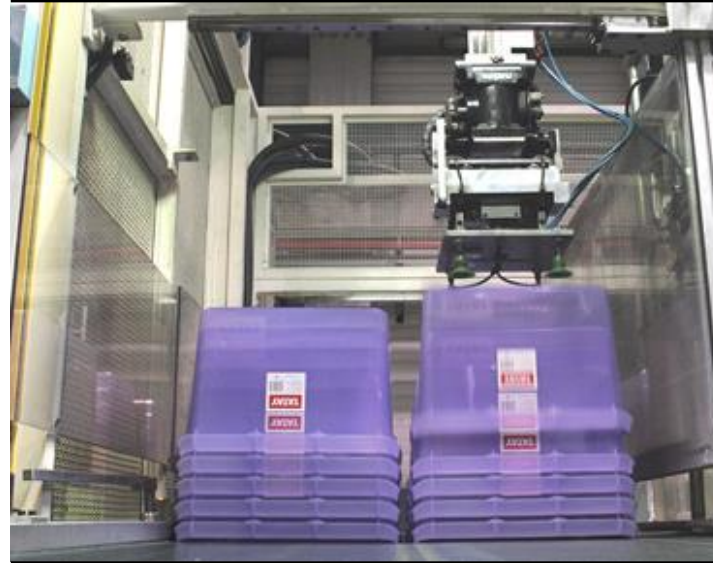


# 06

# Commitment to the environment

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**Sustainability is in TATAY's DNA. Our 360° vision means sustainability is present, with coherence and responsibility, in all our design, industrialisation, distribution and recycling processes.**



### **Efficient production process and distribution process**

Investment in low-consumption machinery: saves energy and reduces CO<sub>2</sub> emissions.

Recycling of production scrap for secondary manufacturing processes.



### **'0 waste' policy**

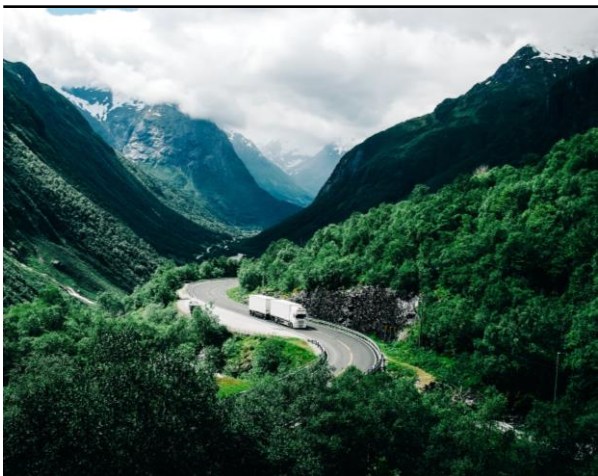
100% of the waste generated is recovered and reintroduced into the production process.



### Minimal packaging, all FSC-certified

2022: replacement of 90% of plastic packaging by FSC-certified recyclable cardboard.

We use the minimum packaging, only that which is absolutely necessary for sales/distribution.



### Limitation of CO<sub>2</sub> emissions due to transport

Most of the manufacturing takes place in Spain to significantly limit emissions.





### Control of the origin of raw materials with local sourcing

Local sourcing, supporting the local economy and **minimising the impact of transportation.**

**Driving the circular economy:** use of sustainable materials and development of products which can easily be recycled. **In 2021 the use of recycled raw material doubled and in 2023 TATAY expects to double it again.**

### Use of renewable energy

TATAY certifies that **100% of the electricity** it purchases comes from **renewable energy** sources.

Movement within the factory is carried out using electric forklifts to **eliminate the release of pollutant gases.**

### Environmental certifications



To learn more about the company's sustainability policy, visit: **ES:** <https://www.tatay.com/sostenibilidad>

**EN:** <https://www.tatay.com/sustainability>

# 07 TATAY Categories





## Bathroom



**Wall  
collection**



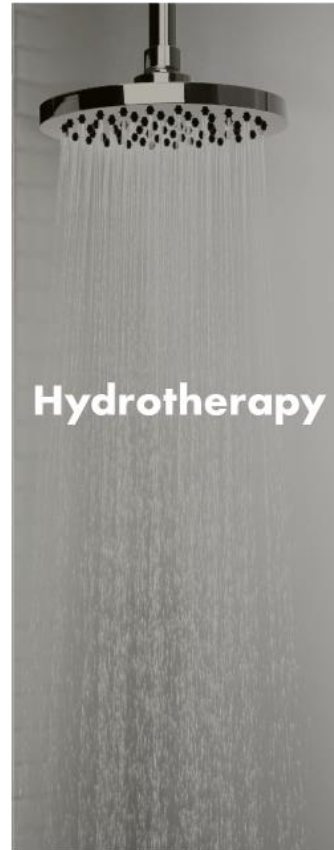
**Bathroom  
collections**



**Bathroom  
accessories**



**Shower  
accessories**



**Hydrotherapy**



**Sanitary  
fittings /  
hygiene**



**Bathroom  
storage**



# Best sellers

## Bathroom Category



**01**  
Basket with  
aluminium  
wall-bracket



**02**  
Standard  
toilet brush

9 colors



**03**  
Lombok  
stool

3 colors



**04**  
Optima & Olimpia  
toilet seats

2 colors



**05**  
Corner unit  
with drawer

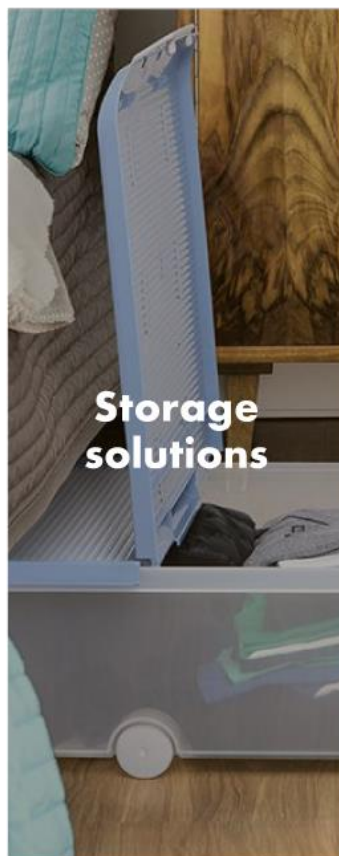
2 colors



**06**  
Shower  
platform

2 sizes  
3 colors

## Household goods



# Best sellers

## Household Goods Category



**01**  
**Urban Food Casual**

12 models



**02**  
**Fresh cold meats container**

3 models

4 colors



**03**  
**Millennium pedal bin**

5 colors



**04**  
**Baobab storage basket**

4 sizes

3 colors



**05**  
**25L Smart pedal bin**

9 models



**06**  
**Mop bucket with twister drainer**

2 models

## Garden



# Best sellers

## Garden Category



**01**  
**Blue line**  
**hose**

Diferents sizes



**02**  
**Top line**  
**connectors**

Diferent models



**03**  
**Metal soft**  
**spray**

Diferent models



**04**  
**Premium**  
**hose**

Diferents sizes



**05**  
**Green line**  
**hose**

Diferents sizes



**06**  
**Mail box**  
**Piccolo**

3 colors



# 08 eco**home** collection

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## TATAY ecohome

The purchase and use of environmentally-friendly products has grown exponentially in recent years. Ecohome is TATAY's response to current consumer needs.

TATAY Ecohome is a collection made up of products from different categories (bathroom, household goods and storage solutions), made with **100% recycled** material.

We have developed market communication which is differentiated from that for the rest of the portfolio and includes:

- A sub-brand that unites the eco concept with our household products.
- A different packaging design: a “craft-type” background to differentiate it from the rest of the range, maintain consistency with the eco concept, and focus on the main benefit of the range: 100% recycled material.
- The finish given to the product reveals a mix of materials to reinforce the recycling message.



The range

Household goods



11044.06  
**CUBIK**  
pedal bin



11016.38  
**Recycling bin**  
17L +8L



11055.38  
**SMART**  
pedal bin



10314.38  
**SPIDER mop**  
bucket with  
drainer and  
wheels



11041.06  
**Mop bucket**  
with drainer

Bathroom



44314.38  
**Toilet brush**



44700.38  
**3L Pedal**  
bin



44701.38  
**6L Flip-top**  
bin

Storage solutions



70104.38  
**22L basket**



70103.38  
**15L basket**



70102.38  
**5L basket**



70101.38  
**1.5L basket**



70127.38  
**Set of**  
organisers



Example of  
material finishes

# 09

# Key distributors and customers

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## Key distributors and customers

### Europe



### Africa



### America



### Asia



# 10 Tatay in the media

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## Tatay in the media 2021-2022

TATAY, the  
family business  
which has  
expanded to  
reach 65  
countries


**TRENDENCIAS**

Medio	Tendencias	Fecha	26/09/2021
Soporte	Prensa Digital	País	España
U. únicos	61 131	V. Comunicación	4 425 EUR (5 185 USD)
Pág. vistas	208 160	V. Publicación	1761 EUR (2043 USD)

<https://www.tendencias.es/ver/2021/09/26/digital-media-cg7hdufent-5c105916a0e9a-5d5170299d17>

**We've got the most practical (and attractive) thermal bags to carry your lunch to the office or university.**

Maria Barba • original



### Expansión

**Tatay grows by 9% and this year expects sales in excess of 50 million**

**PRODUCTS FOR THE HOME/** Exports and online business are driving forward this family business from Montornès del Vallès, which is currently considering entering a new category in addition to household, bathroom and gardening products.

### elEconomista.es

**Tatay has already established its position as a leader in the domestic market and continues to grow internationally.**  
The company carries out R&D programmes to improve its sustainability Submitted by Tatay

### ELMUNDO

**TATAY, the brand that shuns planned obsolescence**  
The leading producer of products for the home, bathroom and garden offers the best solution to care for the planet: durability and responsible consumption. We live in an age of fast, voracious and volatile consumption. We can have everything at the click of a button and when we get bored of something, or it's no longer needed, we throw it away without a second thought.

### elPeriódico

**"Effort, constant improvement and ambition are the three key principles that have marked TATAY's trajectory"**

### LA VANGUARDIA

**Tatay consolidates as a leader in the national market and continues to grow in the international market**





Designed to last

Practical, sustainable and trendy home solutions.

