

ROBINSON

COMPANY PRESENTATION 2023

THE AGENCY

1. Robinson
2. The Founders
3. The Brands
4. Shop Typology
5. OEM
6. The Warehouse

GROWTH STRATEGY

1. Our Activity
2. Exhibitions
3. B2B Portal
4. Sales Representatives
5. The Showroom

MARKETING

1. Newsletter
2. Youtube
3. Instagram

THE AGENCY



THE AGENCY ROBINSON

Founded in 2015, ROBINSON developed a **strong passion for high quality brands** and became a reference for **time-less design**. Through our travels around the world, we aim to comprehend the trends and uncover products that inspire **aesthetic, function and quality**. Each brand we represent is a story to tell, a promise of excellence, a commitment to our retailers.

We carefully curate our selection, just as we would do for our own boutique. Despite their diversity, each piece is unique and serves a specific purpose. **Our brands have a graphic coherence and a harmony in their designs that complement and enhance each other.**

ROBINSON's rigorous selection has led to collaboration with prestigious retailers who exclusively focus on quality. In a short time we have become a reliable partner committed to a truthful and long-term business relationship. Our goal is to provide consumers with exceptional products that improve their daily lives.

Another priority in our role as distributor is to build a trusting relationship between our suppliers and customers.

We act as go-betweens by bringing your brand to customers. It is something we take very seriously. In that way, we established a strong distribution agency that enhances the brand's image through select retail shops.

Watch our company tour on Youtube : [HERE](#)



THE AGENCY

THE FOUNDERS



JÉROME CUBIZÔLLES

After Studying international wholesale it became clear in my mind that I wanted to be on my own. After a 10 years experience in international whole-sale, I oriented myself into distribution and started ROBINSON with Kevin. After that everything rides very quickly .



KÉVIN CLOP

I completed my design studies in Brussels and Paris. Afterwards, I decided to use my knowledge and passion for aesthetics to promote talented designers worldwide. My approach is not only focused on their products, but also on the research behind the history of the brands, and their unique visions. Jérôme and I collaborated to create Agence Robinson, which was born from our shared passion for authentic products.

THE AGENCY THE BRANDS

Our relationships with brands are strong and long-lasting, and we are proud to carry **not only a product but also a passion.**

We won't be discussing the details of each brand in this topic, but we want you to grasp their complementarity and demonstrate that we can be a great asset in introducing your brand to the European market.

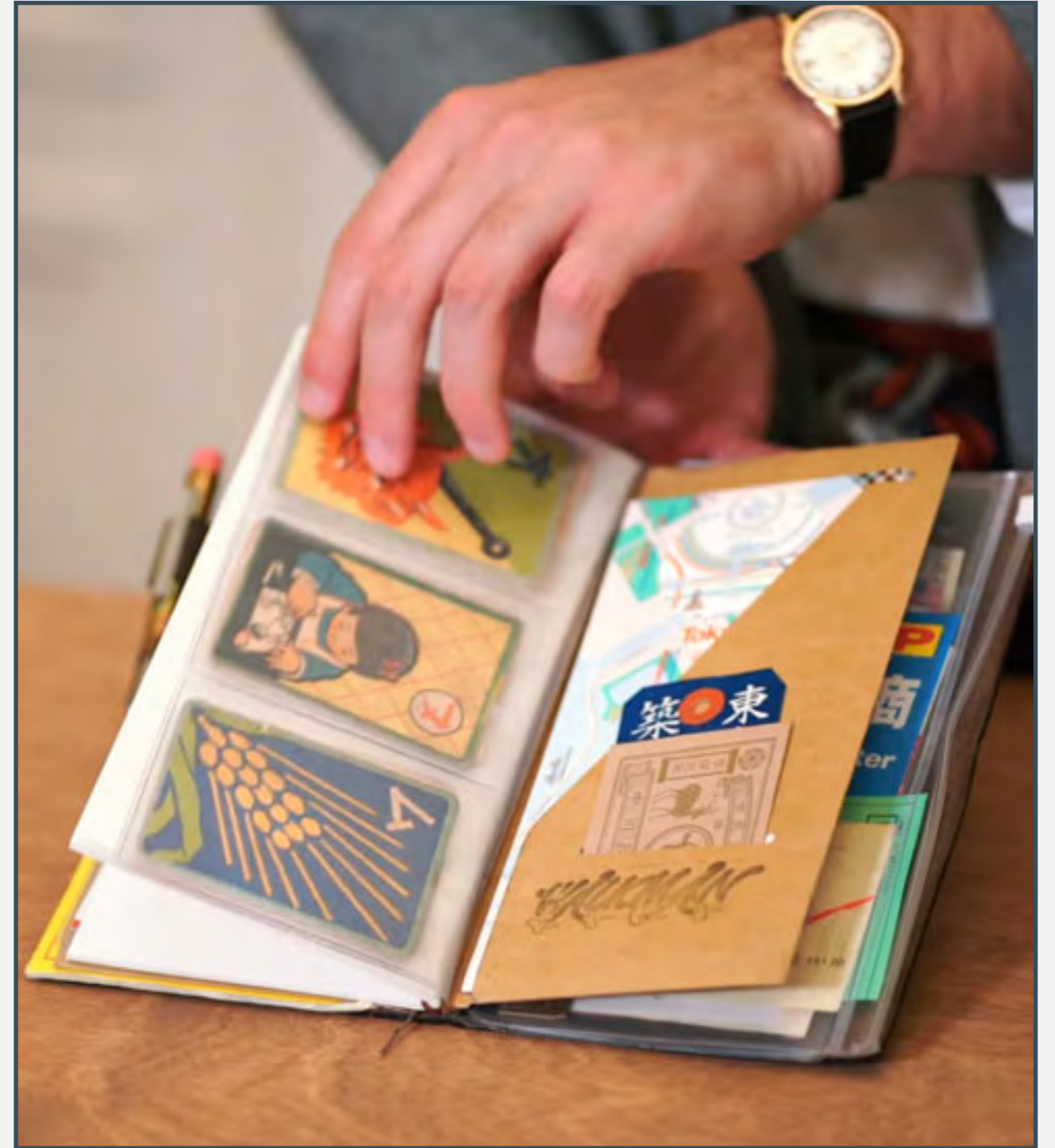
We want the users to feel proud when using these tools.





TOYO STEEL

大阪、日本 OSAKA, JAPAN



TRAVELER'S COMPANY

東京 日本 TOKYO, JAPAN



DRILLOG

東京 日本 TOKYO, JAPAN



KAKIMORI

東京 日本 TOKYO, JAPAN



Y STUDIO

台北, 台湾 TAIPEI, TAIWAN



TETZBO

東京 日本 TOKYO, JAPAN



ESTERBROOK

NEW JERSEY, USA



OBJECT INDEX

東京 日本 TOKYO, JAPAN



ALEX

東京 日本 TOKYO, JAPAN



TOOLS TO LIVEBY

台北, 台湾 TAIPEI, TAIWAN



TOMOE RIVER

東京 日本 TOKYO, JAPAN



OKAMOTO SHOTEN

福岡 日本 FUKUOKA, JAPAN



TLAB

神戸、日本 KOBE, JAPAN



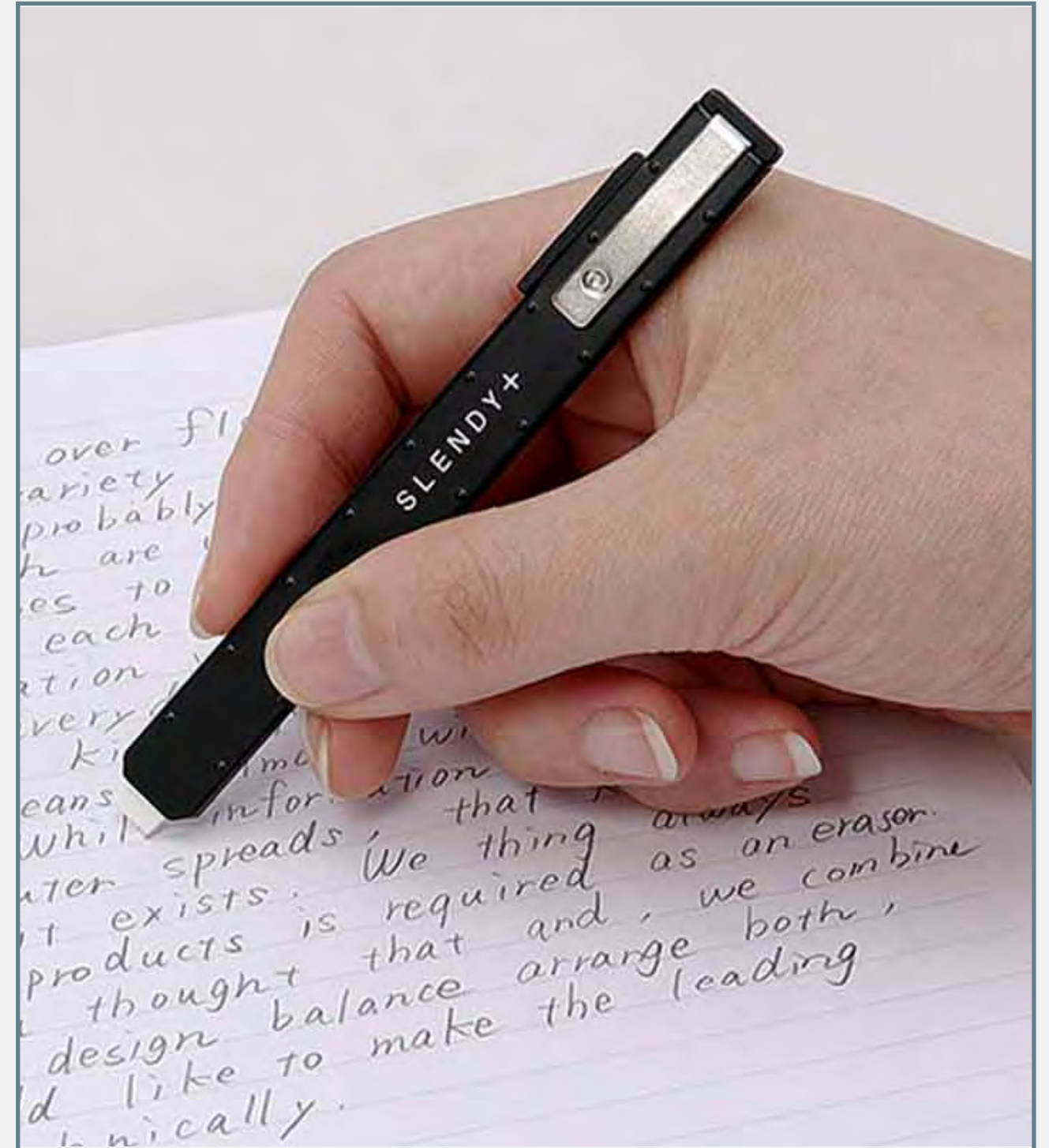
HIBI

姫路、日本 , HIMEJI, JAPAN



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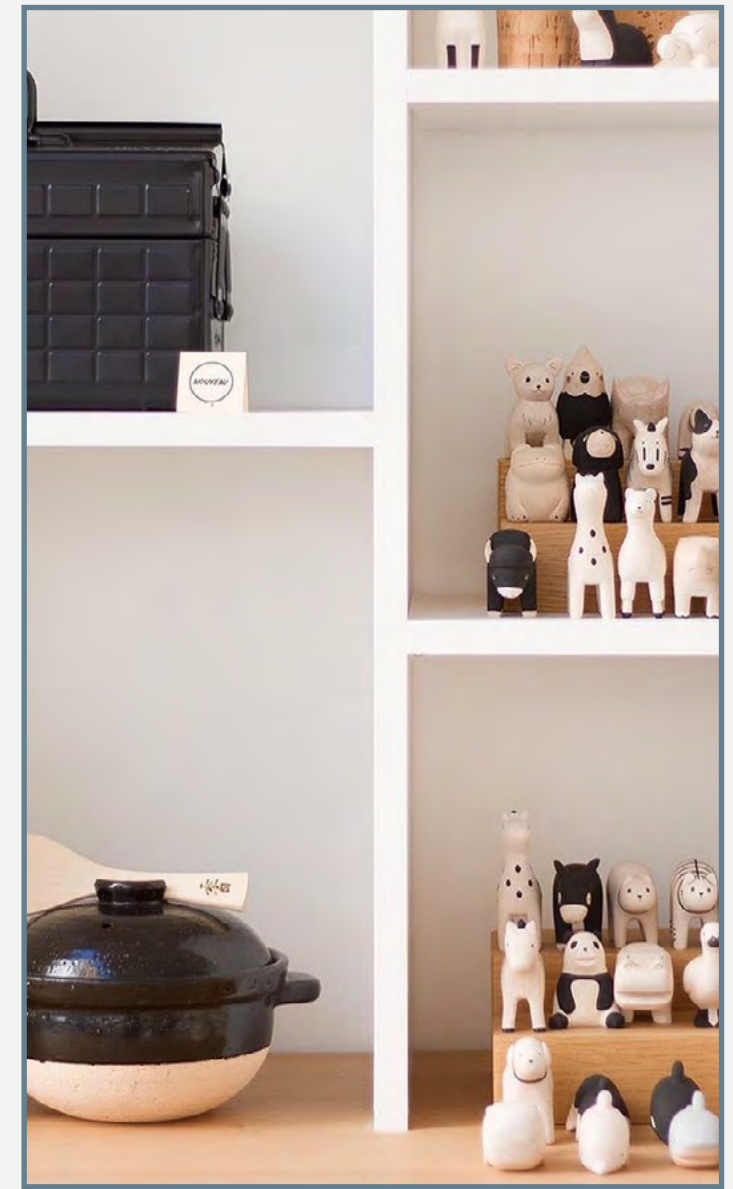
東京 日本 TOKYO, JAPAN



SEED

大阪、日本 OSAKA, JAPAN

THE AGENCY SHOP TYPOLOGY



STATIONERY

Stationery shops are great places for local consumers, many bookstores and stationery shops are based in touristic areas - they make great partners, are trustworthy and knowledgeable about the products.

SELECT STORES

The number of Concept-stores and Decoration-shops is important and on the rise. They are good customers but they prefer novelty and do not automatically reorder unless you make it a must-have! Also, the number of dedicated stationary spaces in those stores is increasing.

DEPARTMENT STORES

Department stores have the capacity to do great turnovers but sometimes it is hard to create a direct contact with them. Those stores offer important visibility to the brands. Their location is ideal for welcoming both tourists and local buyers. Working with them calls for an agreement, including discounts and point-of-purchase advertising, but they are significant partners.

MUSEUM SHOP

Almost all Museums have dedicated spaces with nice exclusive stationery brands and books. The high number of visitors is a crucial factor in motivating partners to order on a regular basis.



THE AGENCY OEM

The way we designed our business was similar to how we would design a brand, and we paid close attention to how we communicated on our websites (our Youtube channel, Instagram and during exhibitions). Thanks to that we have been often approached by brands in order to collaborate.

These are the brands we have been in touch with for collaborations :

- SAINT LAURENT
- Nina Ricci
- Van Cleef & Arpels
- Papier Tigre
- Tokyobike
- Edwin
- Deus Ex Machina
- Prada
- SUPREME
- Boucheron
- Petit Bateau
- Occitane en Provence
- Diptyque
- Muji
- Starbucks Reserve

Beside brands, we also produce special editions for Architects or Design firms. Those collaborations are great opportunities and they are a lot of fun. Also, it is not negligible in terms of volume.



THE AGENCY THE WAREHOUSE

The storage and delivery of goods is crucial to us. A wholesaler should focus on the quality of packaging, prompt reaction, zero mistake rate, and space capacity. This is the reason why we outsourced this part of the business.

You can see our warehouse video tour : [HERE](#)

Shipping time from the order : 24 hours

New stock integration time : 24 hours

Size of our space: 300 square meters

Company age : 25 years

Based in Méru, France

GROWTH STRATEGY



GROWTH STRATEGY OUR ACTIVITY

ROBINSON is a young company that has learned how to develop and maintain a **strong and honest relationship with our suppliers and retailers**. We strongly believe that cultivating a transparent relationship is the only way to establish a brand in a new market.

Some of the keys are :

- Providing communication tools (such as pictures and videos)
- Sending samples of our new collection to our key buyers
- OEM operation from the factory to the shop
- Implementing strategy to help shops owner to reach better sales target
- Sending magazine edition to promote the brand's image in shops
- Seasonal POP UP shop in shop in department stores

We are familiar with all those challenges, and with your help, we can align around common goals. If we look to the past, the many short stories became a long history of experiences. This is why we look to the future with two perspectives. We love the philosophy of doing many little but strong actions in order to become strong in the wholesale business we need a 10 year action plan. We take into account factors such as trends, the evolution of the market, the performance of funds, client loyalty, and operating expenses. We want to become a key partner for our brands. **Distribution is our core activity and we are proud to say that we have succeeded in creating a strong base of retailers for high-end products.**



GROWTH STRATEGY EXHIBITIONS

Since ROBINSON'S creation, we have exhibited at renowned international trade shows such as **Maison & Objet** Paris, **Ambiente** and **Paperworld** Frankfurt, **Show Up** Amsterdam as well as smaller local shows dedicated to targeted regions. These exhibitions are the crux of our strategy.

These prestigious trade shows are much more than just a commercial event for us. They are **privileged moments to exchange and interact directly with our customers and partners**. It is a unique chance to strengthen existing relationships and forge new ones.

At these trade shows, we place great importance on listening to our partners' needs and understanding their expectations. **We are aware that every store has its own specific needs and requirements, so we aim to meet them in a dedicated way.**

The direct exchanges enable us to fine-tune our offer and ensure that we provide the most suitable products for their customers.

Beyond the commercial aspects, we see these shows as opportunities to share our common passion for design, discover new trends and forge fruitful collaborations. It's a time when we can present our latest collections, discuss manufacturing processes, and explain our philosophy.



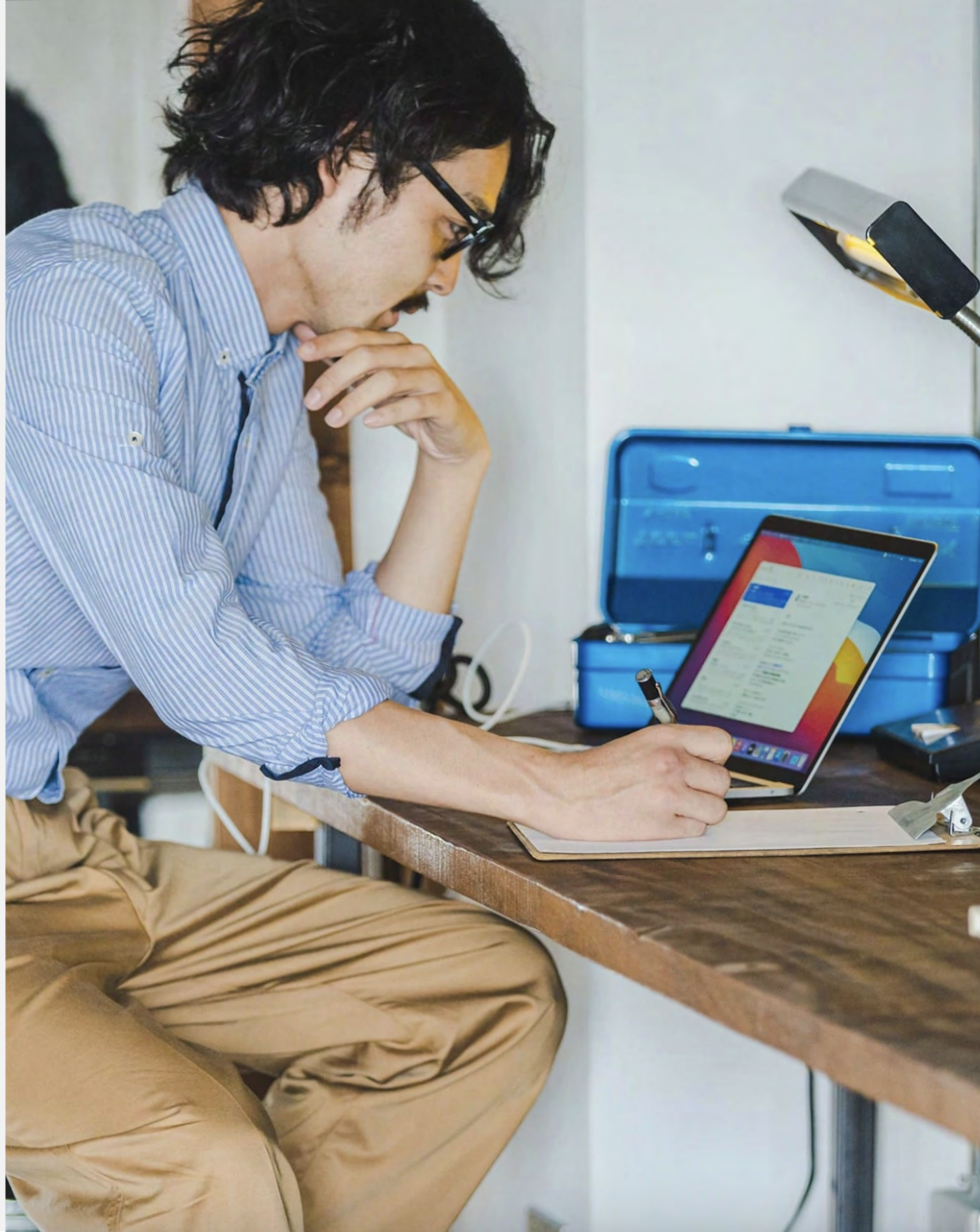
GROWTH STRATEGY B2B PORTAL

Right from the beginning in 2015, we created a B2B Portal because we felt that **exhibitions are decreasing in terms of traffic**. Also we noticed that the buyer's habits would change and the EXCEL SHEET time was gone so we invested a lot of time and energy in the **automation of the ordering process**.

The B2B platform is ideal if the customers prefer an autonomous approach. It enables them to place orders easily, giving them access to our **complete catalog with detailed information on every product, such as technical specifications and packaging**. This option provides shops with total flexibility to manage their purchases

We have designed our agency with the needs of the shops in mind. Whether they are looking for complete autonomy or adequate support, we've developed solutions to meet their needs.

Before granting shop access to our B2B, we review each request, and we also do the same for each order prior to validation.





GROWTH STRATEGY SALES REPRESENTATIVES

For **tailored advice**, our sales representatives are **visiting the buyers in-store to present products all over our territories**. These experienced professionals will guide the buyers through our product selection and answer all their questions.

We understand that **every customer is unique and has specific preferences** and expectations. That is why we intend to provide a collection that matches their stores.

Our goal is to ensure complete satisfaction at every stage of their journey with us, whether it's through our B2B platform or our skilled sales agents.

Visiting shops is a way to build a strong relationship with the owners, discuss their needs, and collect feedback, alongside exhibitions.



GROWTH STRATEGY THE SHOWROOM

Explore our year-round collections in this charming gallery/boutique space. Located in the "Quadrilatero del Silenzio" district, this unusually tranquil spot holds surprises between two streets, revealing secret gardens in the heart of Milan.

This unconventional space houses a multitude of treasures, combining photography, art, books and a space dedicated to Japanese design stationery, named PAPER.

Marco Beretta, our Italian representative, will welcome you and tell you the captivating story of each individual brand. The highlight of the showroom is Marco's invaluable advice on the presentation and sale of products in the boutique.

{STAMBERGA}®
Via G. Rossini 1 [angle Via Vivaio] Milan.

Instagram account : [HERE](#)

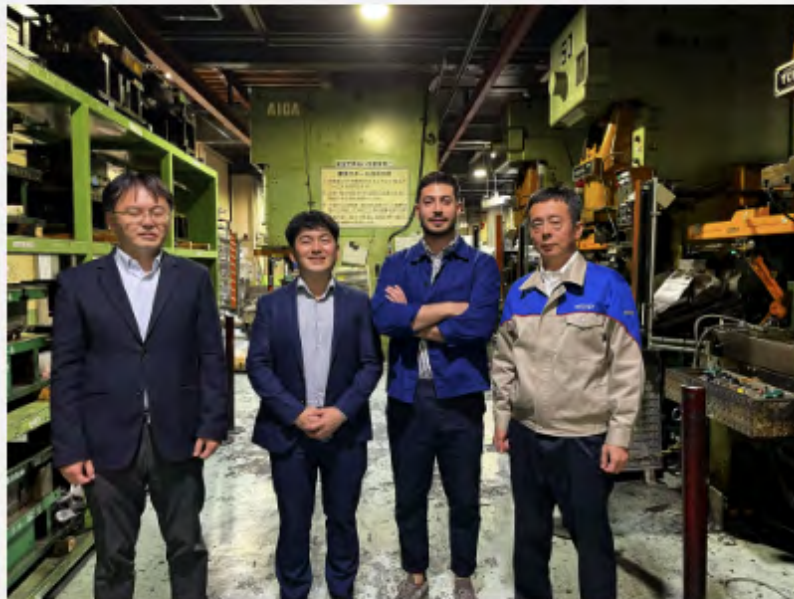
MARKETING



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[Cliquez ici pour le consulter dans votre navigateur.](#)

ROBINSON

Pour une consommation plus réfléchie
nous distribuons des produits uniques,
éco-responsables, designs et fonctionnels



TOYO STEEL 東洋スチール、大阪 CARNET DE VOYAGES 22

Cela faisait plusieurs années que nous n'avions pas eu l'occasion de visiter la fameuse usine de TOYO STEEL à Osaka, dans le Kansai.

Dans cette newsletter découvrez toutes les étapes de fabrication de la boîte Y-350, gagnante du design award en 2009 dans la catégorie "long life design awards".

Nous allons également vous présenter pléthore de collaborations allant de Disney, à Mitsubishi, Subaru à l'animé Gundam.

En avant première voici un petit avant goût des nouveautés pour l'année 2023, nouvelles couleurs, nouvelles tailles, dites nous quelle est votre favorite.

機械類 LES MACHINES



MARKETING NEWSLETTER

Since 2015, we have collected more than **15.000 contacts across Europe** and send targeted newsletters in **French, German, English, Italian, Spanish, and Portuguese** every two weeks.

We feature brand stories, factories and shops, interviews with founders, and in-detail information about each brand in our very special newsletter called “Carnets de Voyage”. **If retailers have strong knowledge of their products, they can better share brand stories with users.** The idea is not only to sell products, but also to provide retailers with access to the brand's philosophy.

This communication tool helps us to share information in one way and in a second step we analyze the click rate, the ratio of the readers and adapt ourselves over time to make our newsletter more and more interesting.



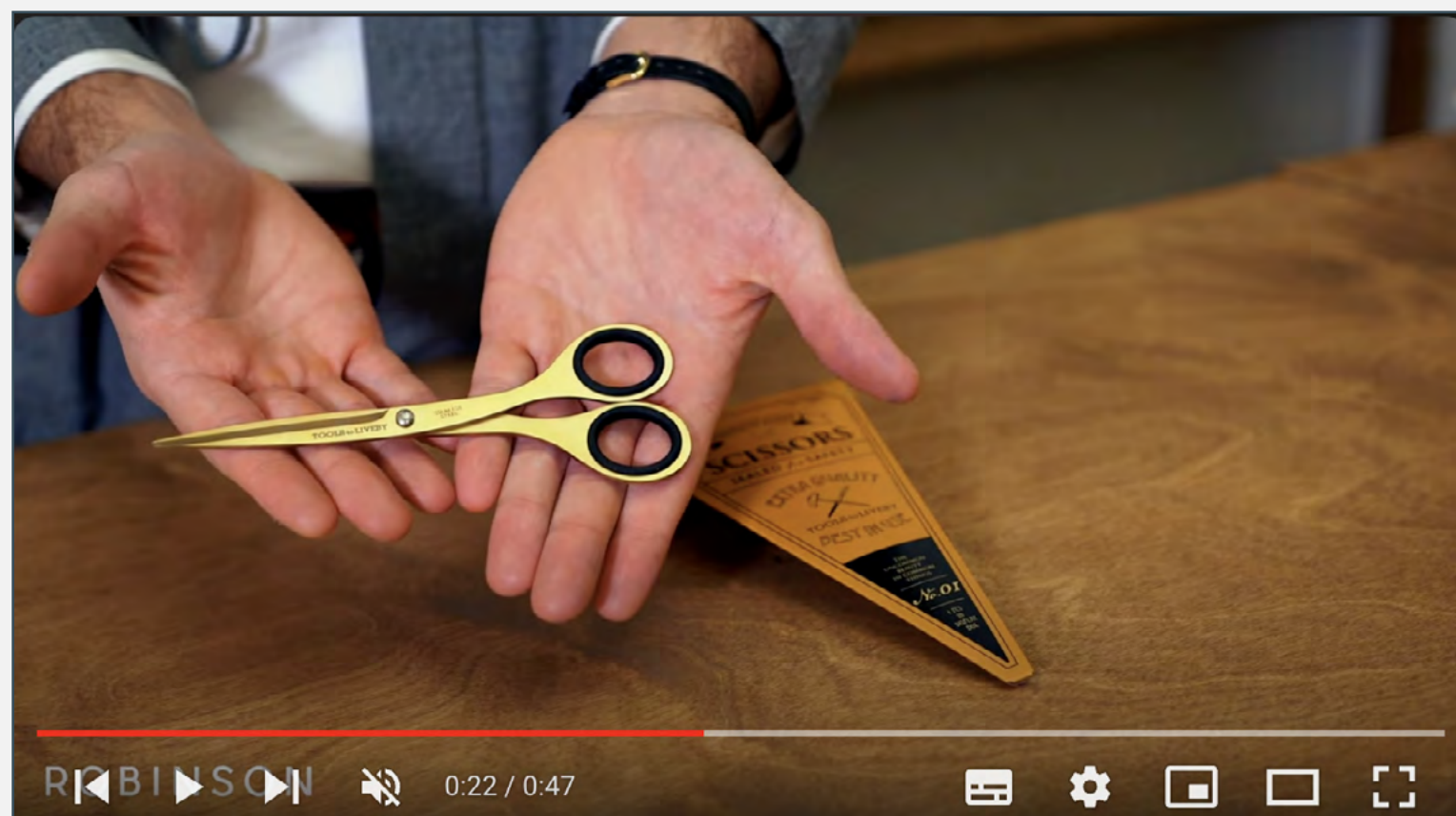
MARKETING YOUTUBE

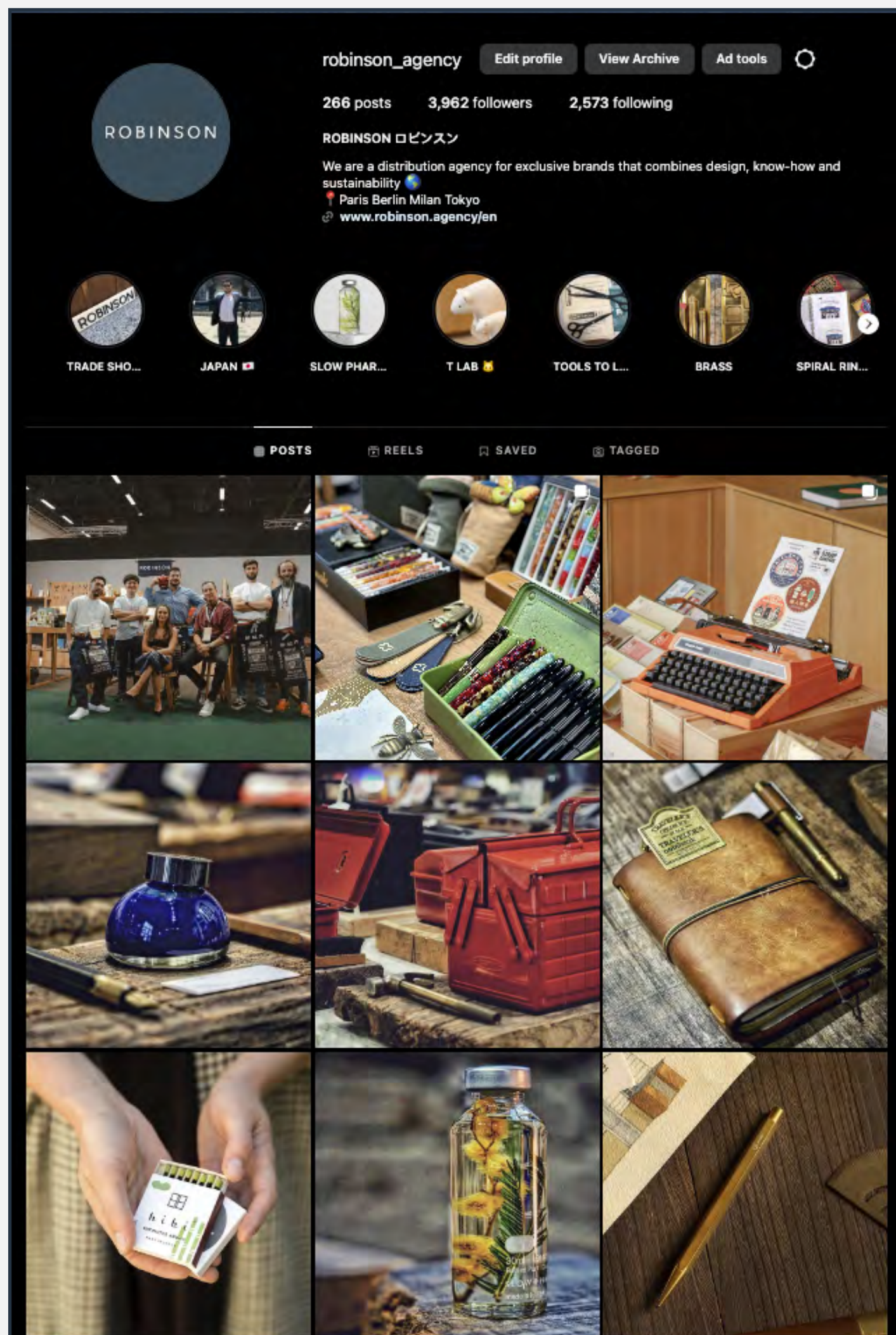
Thanks to this channel, we can show more details such as textures, colors, unpacking and **how to use our products**.

We will soon be posting videos we took during factory visits and interviews with designers.

This content can be used by our resellers as well.

You can have a look to our channel : [HERE](#)





MARKETING INSTAGRAM

Social media has played a significant role in the emergence of a **new generation of buyers**. They are continuously searching for new inspiration, so we need to provide them with new and exclusive content. We collaborate with photographers, but we also post pictures from our retailers.

We have an online image database for our customers - they can use it for their own community and networks.

Last but not least - we are available in real time for our customers thanks to Instagram messaging. We love this direct contact and we think that it is one of the keys of our success.

The link to our Instagram page : [HERE](#)

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