

Date: February 2007

## **BRABANTIA - 2007 NEW PRODUCT SUMMARY**

Brabantia is introducing a variety of new product innovations across key sectors including waste storage, food storage and laundrycare.

Below is a summary of Brabantia's newest products and innovations for 2007, all designed to complement and enhance its existing product range.

### **What's new?**

#### **Black or White Touch bin<sup>®</sup>**

Brabantia has introduced two new contemporary colour options, black and white, to its Touch bin<sup>®</sup> range. These timeless, stylish colours are ideal for the modern home, and complement any kitchen or living space. Both are available in 50 litre capacities, while the black Touch bin<sup>®</sup> also comes in a useful 30 litre size.

#### **Compression bin**

Brabantia has created a revolutionary waste disposal solution - the Compression pedal bin.

The Compression bin has a unique inner bucket with a rubberised folding top that allows rubbish to be compacted, without getting your hands dirty. As the volume of waste is reduced the bin liner doesn't need changing as often - making it a time saving and environmentally friendly option. Additionally, if refuse collection is charged by volume it will actually save you money!

#### **Open Top bin**

The Open Top bin has a generous opening that allows waste to be deposited with ease, without the need to open the lid.

It is perfectly suited for use in indoor public places and ideal for busy kitchens when you need to dispose of waste easily, or if you have both hands full. Its large 50-litre capacity means it also makes a welcome addition to a hobby room, allowing you to throw away waste paper and craft materials quickly.

#### **Deluxe Touch bin<sup>®</sup>**

Brabantia has added a Deluxe 45 litre model to its ever popular Touch bin<sup>®</sup> range.

The Deluxe Touch bin<sup>®</sup> features a new slim line design making it an ideal space saving option. The slim aesthetically pleasing bin is available in either Matt Steel - now with Brabantia's innovative new Fingerprint proof finish, - or Brilliant Steel.

#### **New Ironing tables**

Brabantia has introduced a fresh new look to its extra large ironing table with three bright covers - Fresh Circles, Red Ornament and Titan Oval - and matching metallic frames. The wide 135 x 45cm steam ironing table now includes an integrated 'parking area' to temporarily place your iron upon while adjusting or changing garments.

#### **Silver Clover design**

Brabantia is launching a new design - Silver Clover. Intricate patterns are back, both on the catwalk and in the home and this bold, floral design is sure to enhance the look of any modern, contemporary home.

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### **Almond extension**

In line with the continuing trend driving the demand for all things retro, Brabantia has extended its successful almond colour range to include seven new attractive products including its canisters, Pedal bins and the Fall Front bread bin.

### **Laundry care**

Brabantia has introduced three new additions to its laundry care collection, a new white finish for its 50 litre Laundry bin, a handy pull out drying line and new ironing table covers.

### **Laundry Bin**

Brabantia's 50 litre laundry bin now has an elegant white body and matt steel lid. A decorative hole-pattern in the body adds interest to the design, while providing good ventilation for the laundry and the 'Quick drop' opening means there's no need to lift the lid for small items of laundry.

### **Pull-out Drying Line**

To make drying clothes easy, Brabantia has introduced a space saving pull out drying line with an attractive stylish stainless steel and black finish.

Designed to fit neatly between two walls (up to 4.40 metres apart), Brabantia's pull-out drying line is perfect for those who don't have space for a conventional rotary dryer. Providing a drying space of 22 metres when fully extended - enough for a full load - the pull-out drying line can simply be retracted into the dispenser when not in use.

### **New ironing table covers**

Brabantia has extended its range of ironing table covers with two new patterns – Green Spring and Clover. The Green Spring cover has a contemporary design of vibrant green flowers, while the Clover design features a bold black and white pattern to co-ordinate with existing products in the Clover range.

*Brabantia products are available from leading retailers, including high street department stores, superstores, quality independent housewares and kitchen product specialists.*

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## **CLASSIC COLOURS, CONTEMPORARY STYLE - BRABANTIA TOUCH BIN GOES BLACK AND WHITE**

Brabantia has added greater choice to its Touch bin® range with the introduction of two new contemporary colour options - black and white.

The fashionable new colour choices are ideal for the modern home, and will act as a stylish complement to any kitchen or living space. The black Touch bin® has a solid black body and a stylish matt black lid, while the white Touch bin has an eye-catching white body and a matt black lid and base.

Both are available in 50 litre capacities - perfect for busy kitchens - while the black Touch bin® also comes in a useful 30 litre size.

The Touch bin® has a number of hallmark features, including 'soft touch' opening for easy and light operation, a unique hinge design which means the lid opens silently, and a plastic protective base to prevent damage to the floor.

The 30-litre capacity has a removable plastic bucket that makes emptying and cleaning easy. The special ventilation holes prevent a 'vacuum' being created when the bag is removed, while the 50-litre size just requires Brabantia bin liners which fit neatly leaving no unsightly edge hanging over the top.

All are supported by a ten-year guarantee.

Brabantia products are available from leading retailers, including high street department stores, superstores, quality independent housewares and kitchen product specialists.

## Dimensions

	50 litre Touch bin®	30 litre Touch bin®
Diameter (in mm)	400	293
Height (in mm)	705	722

- ends -





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## **BRABANTIA 'CUTS WASTE DOWN TO SIZE' WITH ITS NEW COMPRESSION BIN**

Brabantia has created a revolutionary waste disposal solution - the Compression pedal bin.

The Compression bin has a unique inner bucket with a rubberised folding top which allows you to press down and compact your rubbish, without getting your hands dirty. As the volume of waste is reduced the bin liner doesn't need to be changed as often - making it a time saving and environmentally friendly option. Additionally, if refuse collection is charged by volume it will actually save you money!

Brabantia is the first manufacturer to introduce this type of compression system. The 30-litre capacity means it's large enough to hold all your compactable waste, such as cereal boxes, drinks cartons and packaging.

The Compression bin retains all the features of Brabantia's popular pedal bin including an odour proof solid metal lid, and 'clever' hinge which holds the lid open if required. A non slip base stops the bin from moving and helps prevent damage to the floor, while the inner plastic bucket has special ventilation holes to prevent a vacuum being created when changing the bin liner. Brabantia's bin liners, made of extra strong quality plastic, are available to fit.

The Compression bin is available in Fingerprint proof Matt Steel or Brilliant Steel. It comes with a 10-year guarantee.

Brabantia products are available from leading retailers, including high street department stores, superstores, quality independent housewares and kitchen product specialists.

### Dimensions

	30 litre Compression bin
Diameter (in mm)	293
Height (in mm)	660

- ends -





# New! Compression Bin

REDUCE THE VOLUME OF YOUR WASTE  
SAVE TIME AND MONEY



RÉDUISEZ LE VOLUME DE VOS DÉCHETS ET GAGNEZ DU TEMPS ET DE L'ARGENT

REDUZIERT DAS MÜLLVOLUMEN UND SPART ZEIT UND GELD

RIDUCE IL VOLUME DEI RIFIUTI E RISPARMIA TEMPO E DENARO

REDUZCA EL VOLUMEN DE SUS DESPERDICIOS Y AHORRE  
TIEMPO Y DINERO

REDUZ O VOLUME DO LIXO POUPIANDO TEMPO E DINHEIRO

REDUCEER HET VOLUME VAN UW AFVAL EN  
BESPAAR TIJD EN GELD

Date: February 2007

## **BRABANTIA 'LIFTS THE LID' ON ITS NEW OPEN TOP BIN**

Brabantia has introduced a stylish new waste disposal solution - the Open Top bin.

The Open Top bin has a generous opening that reduces the possibility of spillages and allows waste to be deposited with ease, without the need to open the lid.

It is perfectly suited for use in indoor public places, such as lobbies and washrooms, and ideal for busy kitchens when you need to dispose of waste easily, or when you have both hands full. Its large 50-litre capacity means it would also make a welcome addition to a study or hobby room, allowing you to throw away waste paper and craft materials quickly.

The Open Top bin is available in a brilliant steel finish and has integrated carrying handles making it easy to move, even when full. It features a removable stainless steel lid for easy cleaning and emptying. Brabantia's heavy-duty bin liners with tie tapes are available, for the perfect fit and easy handling.

For total consumer confidence the Open Top bin is protected by a 10 year guarantee.

Brabantia products are available from leading retailers, including high street department stores, superstores, quality independent housewares and kitchen product specialists.

### Dimensions

	50 litre Open Top bin
Height (in mm)	705
Diameter (in mm)	400

- ends -





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## **BRABANTIA ADDS EXTRA STYLE WITH NEW DELUXE TOUCH BIN®**

Brabantia has added a Deluxe 45 litre model to its ever popular Touch bin® range. The Deluxe Touch bin® features a timeless slim line design combined with an extra large capacity.

The slim line and aesthetically pleasing design is available in either Matt Steel - now with Brabantia's innovative new Fingerprint proof finish to keep the bin looking spotless - or Brilliant Steel. Its contemporary look and styling make it the perfect complement to a wide range of kitchens.

With its 45 litre capacity the Touch bin® is also highly functional, and offers a hygienic way to dispose of household waste. The large capacity means the bin doesn't need emptying as often, making it ideally suited to families who produce large amounts of waste.

The Deluxe Touch bin® is made of durable, corrosion resistant materials. To make emptying and cleaning both quick and efficient it has a removable stainless steel lid and robust plastic bucket with two hand grips. Special ventilation holes prevent a vacuum being created when removing the bin liner.

The Deluxe design retains the hallmark features of the Touch bin® range including, 'soft touch' opening for easy and light operation. It also has a unique hinge design, which means the lid opens silently, and a plastic protective rim helps prevent damage to the floor.

The Deluxe Touch bin® comes with a 10 year guarantee.

Brabantia products are available from leading retailers, including high street department stores, superstores, quality independent housewares and kitchen product specialists.

**Dimensions - 45 Litre Deluxe Touch bin**

Diameter (in mm)	380
Height (in mm)	705

- ends -







Date: February 2007

## **BRABANTIA 'BRIGHTENS UP' ITS IRONING TABLES WITH NEW CONTEMPORARY DESIGNS**

Brabantia has introduced a fresh new look to its extra large ironing table with three bright covers - Fresh Circles, Red Ornament and Titan Oval – and matching metallic frames.

The new designs are available on Brabantia's wide 135 x 45cm steam ironing table which now includes an integrated 'parking area' to temporarily place your iron while adjusting or changing garments. The 'parking area' is heat resistant up to 220 C and prevents burn marks to extend the life of your ironing cover.

The new eye-catching patterns are designed to add colour to any laundry room and feature matching metallic frames. Fresh Circles is a modern, circular pattern with metallic blue frame, Red Ornament shows an elaborate design with metallic red frame and Titan Oval has a more masculine feel, with a grey pattern and corresponding metallic black frame. The covers are made of 100% cotton and backed with resilient foam and viscose layers to give years of use.

Ergonomically designed, Brabantia's steam ironing table has a large surface area, perfect for ironing sheets and a rounded end for ironing more awkward items, such as shirts. In addition, to prevent backache or tired arms, the table height is fully adjustable between 63 and 102 centimetres and the curved frame makes it possible to iron even when sitting down. Safety features include child safety locks to prevent the table folding accidentally, and a complete frame lock for simple and safer storage.

All ironing tables come with a 10-year guarantee.

Brabantia products are available from leading retailers, including high street department stores, superstores, quality independent housewares and kitchen product specialists.

### Dimensions

	Table size (cm)	Frame
Fresh Circles	135 x 45	Metallic blue
Red Ornament	135 x 45	Metallic red
Titan Oval	135 x 45	Metallic black

- ends -





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## **BRABANTIA LEADS THE WAY WITH CHIC 'SILVER CLOVER' DESIGN**

To suit the needs of the most style conscious, Brabantia is launching a new design – Silver Clover - for its products.

Following a long period of demand for plain, bold colours, intricate patterns are back, both on the catwalk and in the home and this bold, floral design is sure to enhance the look of any contemporary home.

The 'Silver Clover' pattern also co-ordinates perfectly with Brabantia's existing range of matt black products. Items available in the Clover range include:

- 5 litre Pedal bin, with plastic inner bucket
- 12 litre Pedal bin, with plastic inner bucket
- 20 litre Pedal bin, with plastic inner bucket and food trap
- Roll top bread bin
- Fall front bread bin
- 1.4 litre canister
- 1.4 litre window canister
- 1.7 litre canister
- 2.2 litre canister
- Biscuit barrel

All items in the range come with a 10 year guarantee

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Brabantia products are available from leading retailers, including high street department stores, superstores, quality independent housewares and kitchen product specialists.

### Dimensions – Pedal bins

	5 litre	12 litre	20 litre
Diameter (in mm)	205	251	293
Height (in mm)	280	400	445
Depth (in mm)	277	340	390

### Dimensions – Canisters

	1.4 litre	1.4 litre, window	1.7 litre	2.2 litre	biscuit barrel
Diameter (in mm)	110	110	110	110	168
Height (in mm)	175	175	207	282	198

### Dimensions – Food storage

	Fall front bread bin	Roll top bread bin
Width (in mm)	463	447
Depth (in mm)	249	260
Height (in mm)	186	173

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## **BRABANTIA BRINGS MORE RETRO INTO THE HOME - NEW PRODUCTS AVAILABLE IN ALMOND**

In line with the continuing trend driving the demand for all things retro, Brabantia has extended its successful almond colour range to include seven new attractive products.

By combining nostalgic pastel shades with state-of-the-art technology Brabantia has produced a collection of waste and food storage products that will look great in any style of kitchen: retro, classic or modern.

The new products match perfectly with the existing Almond and Almond/Brilliant steel line, and include:

- Pedal bin in a 5 litre capacity with plastic inner bucket
- Pedal bin in a 20 litre capacity with plastic inner bucket and food trap
- Pedal bin in a 20 litre capacity with slimline design and metal inner bucket
- Fall front bread bin
- 1.4 litre canister
- 1.7 litre canister
- 2.2 litre canister

All are supported by a 10 year guarantee.

Brabantia products are available from leading retailers, including high street department stores, superstores, quality independent housewares and kitchen product specialists.

### Dimensions – Pedal bins

	5 litre	20 litre	20 litre - slimline
Height (in mm)	280	445	660
Depth (in mm)	277	390	343
Diameter (in mm)	205	293	251

### Dimensions – Canisters

	1.4 litre	1.7 litre	2.2 litre
Height	175	207	282
Diameter (in mm)	110	110	110

### Dimensions – Bread bin

	Fall front bread bin
Depth (in mm)	249
Height	186
Width (in mm)	463

- ends -





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## **BRABANTIA 'LIGHTENS THE LOAD' WITH NEW LAUNDRY CARE PRODUCTS**

Brabantia has introduced three new additions to its laundry care collection, all designed to make 'doing the laundry' easier and add a little style to your bathroom or utility room.

### **Laundry Bin**

Brabantia has given its 50-litre laundry bin a fresh new look with an elegant white and matt steel finish.

A decorative hole-pattern in the body adds interest to the design, while providing good ventilation for the laundry. The body of the bin is made of high-grade lacquered steel, while the stainless steel lid has a stylish matt brushed finish.

There is a removable cotton laundry bag with an elastic rim which folds over the body of the laundry bin to fit securely, and the 'Quick drop' opening means there's no need to lift the lid for small items of laundry. The 50 litre laundry bin is supported by a 10 year guarantee. The laundry bag is also available as a replacement item.

### **Pull-out Drying Line**

Designed to make drying clothes easy, Brabantia has introduced a space saving pull out drying line with an attractive stylish stainless steel and black finish.

Designed to fit neatly and securely between two walls (up to 4.40 metres apart), Brabantia's pull-out drying line is perfect for those who live in a small house or flat, don't have space for a conventional outdoor rotary dryer, or want some extra drying space. Providing a drying space of 22 metres when fully extended – enough for a full load – the pull-out drying line can simply be retracted into the dispenser when not in use, thus staying compact and neatly out of the way, and maximising your space.

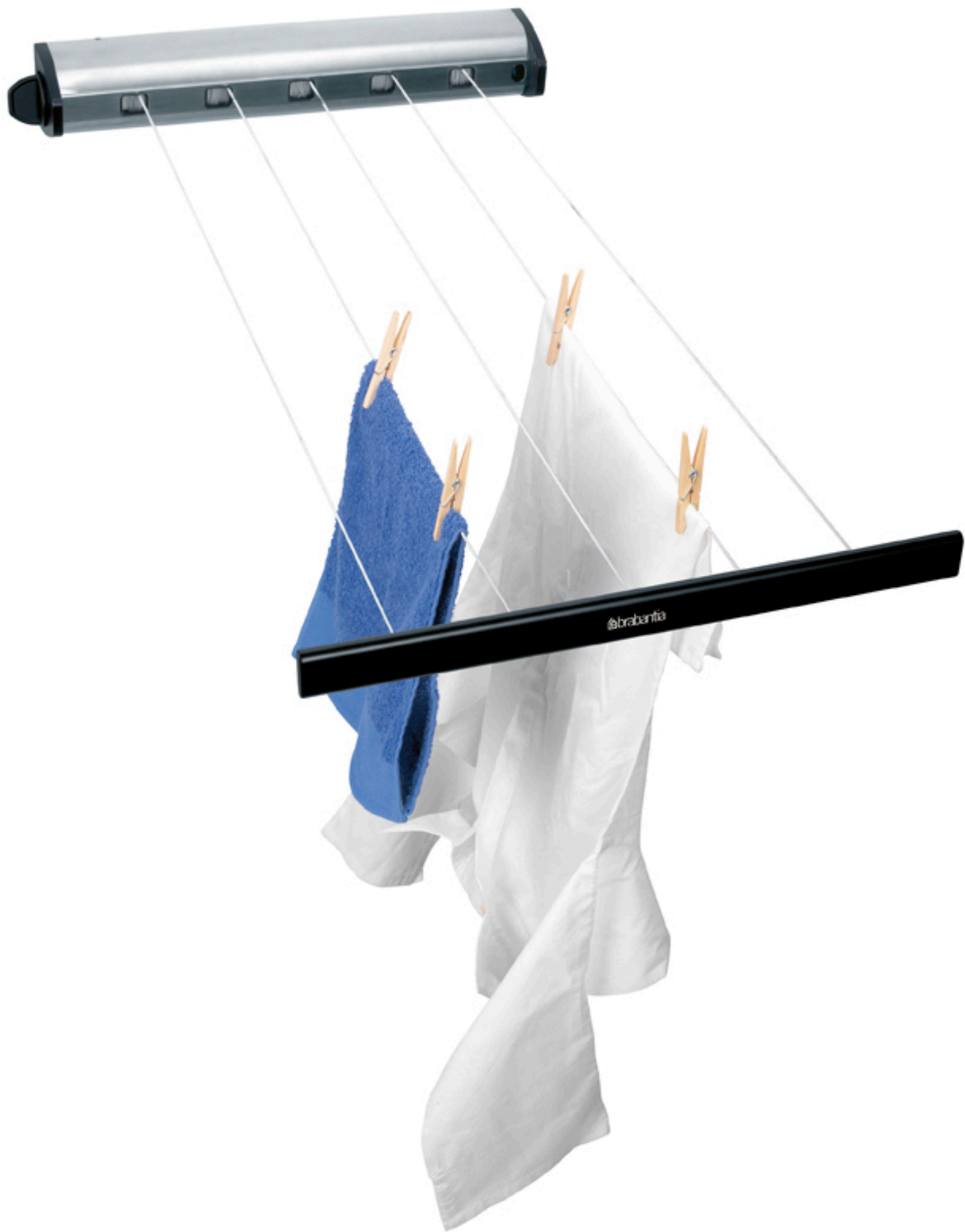
Its easy to operate pull-out system ensures the lines remain taut, and makes it quick to hang up the laundry. Made from durable, corrosion resistant materials, the drying line is ideal for either the bathroom, kitchen or utility room. It comes with a five year guarantee.

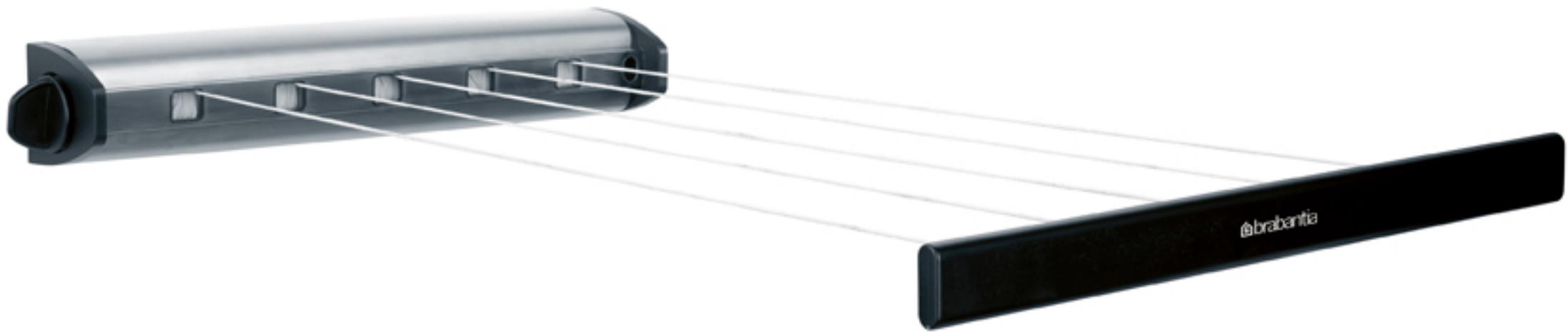
## Brief background information and 'quick facts' about Brabantia

Founded:	1919
Employees:	900 people
Head office:	Valkenswaard, in Brabant, the southern part of The Netherlands
Wholly owned operations:	Holland, Belgium, Denmark, Germany, Italy, Spain, Switzerland, UK, Eire, Sweden, France, Central Europe and USA
Manufacturing locations:	Valkenswaard, The Netherlands Overpelt, Belgium Bristol, UK Zhuhai, China
Exports via trade partners:	70 other markets
Key product categories:	Waste storage — Touch bins <sup>®</sup> , pedal bins, paper bins, bin liners Food storage — bread bins, canisters Food preparation — kitchen tools, corkscrews Laundry care — ironing tables, rotary clothes dryers, laundry bins Hardware — post boxes, bathroom products
Largest export market:	United Kingdom

Brabantia products are available from leading retailers, including department stores, quality independent housewares and kitchen product outlets. For further details, please contact your local Brabantia sales office. You can also visit our website at <http://www.brabantia.com>.







## New ironing table covers

Brabantia has extended its range of ironing table covers with two new patterns – Green Spring and Clover. The Green Spring cover has a contemporary design of vibrant green flowers, while the Clover design features a bold black and white pattern to co-ordinate perfectly with the existing products in the clover range.

Both covers are made from 100% cotton and have a resilient foam layer to make them the ideal surface for ironing.

Brabantia products are available from leading retailers, including high street department stores, superstores and quality independent housewares specialists.

## Dimensions

### 50 litre Laundry bin

Diameter (in mm)	383
Height (in mm)	666

### Pull-out drying line

Drying Length (in m)	22
Width (in mm), retracted	475
Depth (in mm), retracted	80

### Ironing table cover

	Table size (cm)	Frame	Detail
<b>Green Spring</b>	110 x 30	White	Steam iron rest
	124 x 38	Ivory	Steam iron rest
	124 x 38	Ivory	Steam iron rest and linen rack
	124 x 38	Ivory	Steam unit holder
<b>Clover</b>	124 x 38	Ivory	Steam iron rest





## Key dates to the history of Brabantia

- 1919** Establishment of the company van Elderen & Co in Aalst, The Netherlands  
Production of milk sieves, watering cans, funnels, buckets and cigar tins
- 1948** Establishment of independent sales organisation in Belgium
- 1957** Construction of a factory in Valkenswaard, The Netherlands
- 1963** Opening of a third factory, in Belgium
- 1964** Takeover of EGAM in Roden, The Netherlands
- 1966** Establishment of an independent sales organisation in France
- 1969** Brabantia turnover rises above NLG 35 million
- 1973** Establishment of independent sales organisation in the United Kingdom
- 1975** Establishment of independent sales organisation in Switzerland
- 1977** Takeover of Johann Breitenstein GmbH in Emmerich, Germany  
Start of own production unit in the United Kingdom
- 1979** Brabantia turnover breaks the NLG 100 million barrier
- 1982** Opening of the ultra modern plant in Emmerich  
Establishment of independent sales organisation in Italy
- 1994** All Brabantia production units certified according to ISO 9002 standard  
(Brabantia Emmerich ISO 9001)
- 1994** Establishment of sales organisation in Denmark, Brabantia Scandinavia
- 1995** Brabantia starts a new, highly market-oriented export concept, resulting in the appointment of a large number of newly selected partners/distributors. In conjunction with existing partners/distributors, the new concept is introduced in each country/region
- 1996** Establishment of sales office in Asia  
Production units, sales and all central services such as international marketing communications, product development, administration and computer services are combined, to form Brabantia Nederland BV

- 1999** All warehouses centralised in Valkenswaard, the Netherlands. All customers, except for the UK, will be supplied by this central warehouse
- 2000** Establishment of sales organisation in Spain
- 2001** Establishment of sales office in North- and South-America  
New multi-product production unit in UK
- 2002** Establishment of production unit in Zhuhai, China
- 2003** Establishment Brabantia inc, USA  
Establishment of sales organisation Sweden
- 2004** Doubling of production and storage space at Brabantia Overpelt, Belgium  
Establishment of sales organisation in Poland, Brabantia Central Europe  
Transfer production Emmerich (Germany) to Overpelt (Belgium)
- 2005** Transfer production Roden to Valkenswaard, The Netherlands  
Move centralised warehouse from Valkenswaard/NL to Overpelt, Belgium
- 2006** Product development has been integrated in the divisions Valkenswaard (The Netherlands) and Overpelt (Belgium)

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## BRABANTIA – SOLID COMPANY

Everything today is increasingly 'disposable'. Short lived, consumed in an instant, quickly replaced. Brabantia challenges this. By putting all its expertise into developing solid, reliable products that retain their beauty and performance over many, many years. Designed for the present, but made to last. Everlasting. Brabantia.

Founded shortly after the First World War in 1919 by 15 people in the small Dutch town of Aalst, many of the same values that led to the company's foundation, still hold true today. Still run as a private company, Brabantia prided itself in those early years on its craft and engineering skills. Designing and manufacturing metal products for use around the home - items such as milk sieves, funnels, buckets and watering cans - the focus was always on practicality and durability, and through continued and reliable use, the understanding that even humble household products can be a pleasure to use. This pleasure translated into customer satisfaction, and that in turn to repeat business. Building on that elementary principle allowed the company to grow and prosper: product by product, customer by customer, year after year.

Now in 2007, Brabantia finds itself with five core product groups:

- Waste storage – Touch bins®, pedal bins, paper bins and bin liners
- Food storage – canisters, bread bins
- Food preparation – kitchen tools and corkscrews
- Laundry care – ironing tables, rotary clothes dryers and laundry bins
- Hardware – post boxes and bathroom products

Whilst the product line-up has evolved, so too has the company's approach to marketing, although today's mission to develop products that retain their beauty and performance over many years, could equally have been written in 1919. And the core aims and values that drive Brabantia's desire to design and manufacture products that are functional, desirable and timeless, also hold true to the company's founding principles.

Meanwhile, today's product marketing skills call for a sophisticated blend of elements that include quality, price, guarantee, packaging, product design and communications. All must be fully synchronised to offer first the retailer, and ultimately the consumer, a range of products that not merely meet, but exceed their expectations.

You will also see the Brabantia brand around the world. The company has its wholly owned operations in The Netherlands, Belgium, France, Germany, Italy, Switzerland, Denmark, Sweden, Spain, Poland and USA, as well as in Eire and the United Kingdom, its largest export market. And through close trading partnerships with agencies around the globe, Brabantia gains access to no less than 70 other markets.

From modest beginnings 86 years ago, Brabantia has grown into a successful business, employing 900 people, and with manufacturing sites in Holland, Belgium, UK and China.

With the rapid and continuing growth in cooking, kitchens, the home and design, the prospects for the company, the brand, and its expanding product portfolio look secure for many more years to come.





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