



## Groupe SEB Australia Celebrates 10 Years

Groupe Australia SEB celebrates its 10 year anniversary where the company was incorporated in 1998. The company's first head office was based in Gladesville with 13 employees, with Chris de Veyrac as the Managing Director. It now employs over 60 staff across Australia and New Zealand. Groupe SEB Australia offers a rich portfolio of powerful brands across a number of key cookware and electrical categories. In Australia and New Zealand, the company has continued strong growth and success across its core brands Tefal, Jamie Oliver by Tefal, All-Clad, Krups and Moulinex.

According to Wivina Chaneliere, Managing Director, "since taking responsibility in 2005 it has been quite a journey. We have launched a number of great brands, expanded into the New Zealand market, and recorded double digit growth over the last 10 years. A lot of what we have achieved is a reflection of our fantastic and loyal staff and the strong support of our retail partners."

Since being in the Australian and New Zealand markets, Groupe SEB have set out to offer highly unique and innovative products that contribute to the well-being of consumers. Groupe SEB's history in the Australian market has been marked by a number of key milestones. In 1998, the company launched its highly successful range of Steam Generators where it retains its number one position.



In 2004 the Aquaspeed range of Irons was launched to reinvigorate the sector with an innovative product offer. The Aquaspeed Steam Iron was designed with a stable and

lightweight, but completely open heel. Within this open heel is a large filling inlet through which the water reservoir can be filled quickly and conveniently. It only takes 5 seconds to refill the iron.



In 2002, the Moulinex and Krups brands were acquired by Groupe SEB. In 2005 the Odacio range was launched, being regarded as one of the most advanced Food Processors on the market by incorporating a touchpad feature on the controls to enable pre-programming functions. Then in 2006, the OptiPro Hand Blender was launched offering great versatility in a compact design. Moulinex remains a popular household name through the Food Preparation category.

The Krups range offers a stylish line of appliances, which are elegant and functional. The Krups series of Coffee Machines is very well known for innovation and leads the market with highly unique and convenient featuring. In 2006 the new range of Fully-Automatics was successfully launched and was very well-accepted by the market. In the same year, the XP7240 Compact Espresseria Pro was awarded the Home Beautiful 'Luxury' award in Small Kitchen Appliances for its compact design, innovation and ease of use.

Tefal is recognised as the brand that created the Non-Stick Cookware category and the world leader in Non-Stick Cookware. Tefal is an industry benchmark and sets the standard in non-stick coating technology, offering consumers a wide variety of cookware and renowned for its unique Thermo-Spot® heat indicator launched in 2001. Only Tefal Non-Stick Cookware has Thermo-Spot®, a unique patterned red spot in the centre of the frying pan that changes to solid red when the pan is perfectly pre-heated and ready to cook. By monitoring pre-heating using the Thermo-Spot®, cooking can start without the empty pan overheating for successful cooking every time.



In 2004, Tefal and one of the world's most famous chefs, Jamie Oliver, joined forces to create dynamic new professional cookware products for the home kitchen – the Jamie Oliver Professional Series. Jamie brought his unique cooking style and creativity to the partnership to create an ultimate range of cookware with manufacturers at Tefal's factory in France. Jamie Oliver commented on the partnership, "the first set of pots and pans I ever owned were Tefal and they're still knocking about somewhere. That's how good they are! It's a real pleasure to work with a company that is passionate about developing good quality cooking equipment. Tefal make cooking easier for cooks all over the world, whether they are working in a restaurant like *Fifteen* or at home cooking up dinner."

In 2006, Jamie Oliver came to Australia for the first time in five years for the world premiere of his new live show Jamie Oliver 'Live'. Tefal was the major sponsor of the sell-out Jamie Oliver Live Shows in Sydney and Melbourne. Jamie's Australian visit also saw the most popular chef open a *Fifteen* restaurant in Melbourne and film 'Jamie's Kitchen Australia'.



Meanwhile, in 2005 Group SEB took the opportunity to strengthen its cookware offer with the launch of All-Clad, a premium-range cookware range from the US. The All-Clad Stainless Steel series of cookware bonds a thick core of three separate layers of aluminium between an easy-to-clean, highly polished 18/10 stainless steel cooking surface and a magnetic stainless steel exterior. The aluminium core retains heat and evenly distributes it along the bottom and up the side walls of the cookware, and runs all the way up to the lip of the utensil. The range is distributed through specialist retailers.

In 2008, Groupe SEB Australia became the new the Gold sponsor of the French Film Festival for the next 3 years. The festival is one of the largest and most popular film festivals in Australia and has a very strong following. It continues a strong 15 year

tradition in screening popular French Films. According to Wivina Chaneliere, "this year the event proved to be highly successful with a record number of attendances across all states. We feel that this sponsorship will reinforce the quality and innovation of the Tefal brand well into the future."

According to Wivina Chaneliere, Managing Director for Australia and New Zealand, "I am very proud of the great achievements of both the Australian and New Zealand teams, who have and continue to show a lot of passion and talent. I am happy to be a part of this journey and hope it will continue for many years to come."

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*Tefal is a world leader in non-stick cookware and small electrical appliances, offering a host of stylish, high quality and innovative products designed to simplify everyday tasks in the home. Tefal's approach is one that evokes ingenuity and pleasure, aimed at people who enjoy the experience of cooking together.*

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