

ESSEGE

YOUR PARTNER
FOR STRONG SALES
IN EUROPE



HEATING - AIR CONDITIONING - DEHUMIDIFIERS - SWIMMING POOL

ESSEGE s.a.
www.essege.com



ESSEGE YOUR PARTNER FOR STRONG SALES IN EUROPE

The Essege Group, based in Brussels, Belgium, has more than 15 years' successful experience in importing and distributing heating, air treatment and swimming pool products in Europe. Complete European distribution, expert market knowledge and strong after-sales service make Essege the ideal partner in Europe.

PROVEN LONG-TERM SALES RESULTS

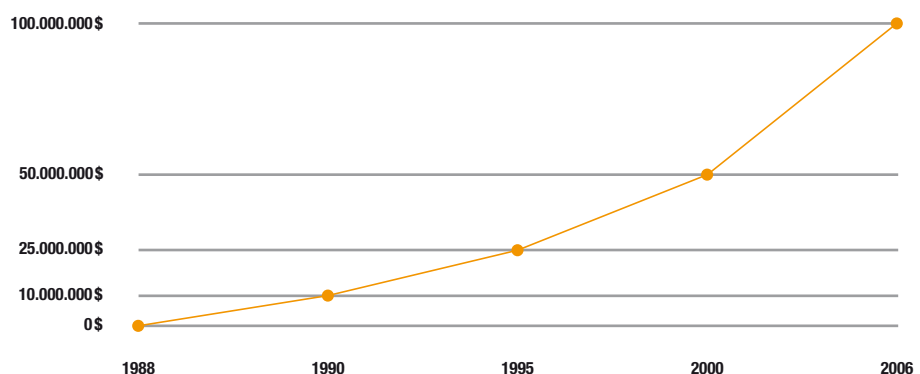
With a 40% share of the European kerosene-heater market and annual sales of more than \$ 100 million, Essege is a strong and stable distribution group. The company has a significant financing capability and has grown consistently since its foundation in 1988.

EXPERT MARKET KNOWLEDGE

Through five wholly-owned subsidiaries and a network of exclusive agents covering the whole European Union, the group has developed expert knowledge of its markets. Special distribution expertise has been built with key channels: hypermarkets, DIY chains, hardware and electro outlets, garden centres, swimming pool specialists and mail order companies.

TECHNICAL SUPPORT AND AFTER-SALES SERVICE

Key factors in our sales success are the technical support we provide to manufacturers – through quality reports, product improvement proposals and standards information – and the high-quality after sales service we offer to professionals and end users.





ESSEGE

FULL RANGE OF SERVICES TO BUILD LONG-TERM SALES SUCCESS

Essege provides a range of added-value services to manufacturers and customers, to ensure successful product launches and sustainable sales growth.

SOLUTIONS FOR EUROPEAN NORMS AND REGULATIONS

With nearly 20 years' experience of selling throughout the European Union, Essege understand its complex norms and regulations. We can provide expert technical advice to ensure that your products conform to E.U. norm requirements – from design, emissions and safety through to packaging and consumer information. Essege is also a member of most official standards organisations.

DIRECT PRODUCT INTRODUCTION IN THE BEST SALES CHANNELS

Essege has developed and trained a highly-professional sales force that works closely with customers. We offer manufacturers a deep knowledge of European retailing and the opportunity to introduce products directly into the most suitable channels. Transparent sales reporting enables our suppliers to anticipate demand and plan manufacturing efficiently.

PROFESSIONAL MARKETING AND PROMOTION INVESTMENT

Our company invests in its products to ensure success. We provide our retail customers with full promotional support, by financing in-store promotion and merchandising activities, and running consumer advertising campaigns when necessary. We also conduct regular market and product studies, enabling us to provide manufacturers with valuable competitive data, new-product advice and market opportunities.

THE VALUE OF AFTER-SALES SERVICE

We are committed to providing our customers and suppliers with a full after-sales service organisation and have developed a range of high-quality tools for our air treatment product range:

- Network of qualified repairers;
- Internet online support and telephone hotline for professionals;
- Training centre and DVD technical support;
- Telephone hotline for end users;
- Spare parts logistics;
- Technical expertise from our own laboratory.



ESSEGE STRUCTURE AND OPERATIONS IN EUROPE



The Essege Group operates from its Brussels, Belgium, headquarters with five wholly-owned subsidiaries – in France, Italy and Spain – and a network of agents covering the rest of Europe. A representative office in Hong Kong liaises with Asian manufacturers.

With a permanent staff of 54 product and sales specialists, the group has an annual turnover of more than \$ 100 million.

KEY ACTIVITIES AND ACHIEVEMENTS ARE:

- N° 1 distributor of kerosene heaters in Europe, with 40% share of market;
- Significant business in the air cooling and dehumidifying markets;
- Growing penetration of swimming pool treatment and accessories market.

Essege is also a major distributor of kerosene fuel for end users in Europe. We have well-established facilities in France, Europe's largest kerosene heater market, including:

- 57 millions litres ocean-linked storage capacity at Nantes, France;
- Fully automatic bottling plants in Belgium and France;
- Total bottling capacity 120.000.000 litres per year.

CREATING FUEL DISTRIBUTION TO BUILD THE HEATER MARKET

"In 1990 Essege sold 15,000 kerosene heaters in Europe. In 2005, it was more than 400,000. How did we do it? A vital step was creating a kerosene distribution system for the end user. That's why we built an importing and storage facility and two fully-automatic bottling plants in France. Now we sell huge quantities of fuel across Europe every year and have captured a 40% share of the growing kerosene heater market."

Serge Goblet, founder and managing director of Essege



ESSEGE OUR RANGE OF PRODUCTS

Essege is a major European importer and distributor of air treatment products from leading manufacturers, including the Corona Corporation of Japan :

- ELECTRIC HEATERS
- PORTABLE KEROSENE HEATERS
- ELECTRONIC FAN HEATERS
- PRE-PACKED FUEL
- AIR CONDITIONERS
- DEHUMIDIFIERS

Essege also distributes a complete range of high-performance swimming pool products:

- WATER TREATMENT AND PURIFICATION PRODUCTS
- CLEANING AND MAINTENANCE PRODUCTS AND EQUIPMENT
- FILTER SYSTEMS, COVERS AND ACCESSORIES
- WATER GAMES AND LEISURE EQUIPMENT





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