

Sunbeam



THE MARKET

In little more than a century the small electrical appliance market in Australia has developed into a significant industry, with approximately 14.7 million units sold each year, at a total value of more than \$910 million.

Appliances such as irons and toasters, which were once considered luxuries, have become everyday household items.

With new segments evolving to meet consumer demand and market trends, today's aspirational appliances include home espresso machines and water filters, and products made from long-lasting materials such as die-cast alloy, ceramic or stainless steel.

While an influx of imported appliances from Asia in the early '90s saw a surge in cheaper commodity products, recent market growth has primarily been driven by product innovation. A strong focus on local design and technology has resulted in significant growth at the premium end of the market.



ACHIEVEMENTS

Sunbeam is the name behind many of Australia's iconic small appliances including the Mixmaster®, Electric Frypan, Toastermatic® and Pro Steam® Iron. Today Sunbeam is still the market leader, with particular dominance in toasters, kettles, fryware, electric blankets, irons, food processors, mixers and novelty appliances.

Many innovative appliances have been the creation of Sunbeam's Australian based design team. The first plastic jug-style kettle, aptly named the Express Kettle®, was launched in 1984, and revolutionised the kettle market. Utilising unique 'fast boil' technology that boiled one cup of water in 30 seconds, it sold more than 200,000 units in the first 12 months.

Also released in 1984 was the Australian Design Award winning 'Selectronic' iron. It was the world's first electronic iron and featured a patented 'automatic safety cut-out' which represented a significant advancement in safety. This feature has since been licensed to manufacturers around the world.

In collaboration with Paul Bassett, the youngest person and only Australian to win the World Barista Championship, Sunbeam developed the world's first twin pump, twin thermoblock domestic espresso machine in 2005. The innovative TPTT™ system enabled the machine to pour espresso and texture milk simultaneously like its commercial counterparts.

Another market leading launch for Sunbeam was the world's first "underfloor element" ceramic kettle. Combining the beauty of ceramic with 21st century technology, this twist on a familiar design was inspired by a growing trend in aspirational ceramic tableware.

Sunbeam's market leadership and innovation extends beyond product design and development. In 1987, for example, the company introduced the 12 Month Replacement Guarantee across its entire



range of appliances. This was an Australian and world first and continues to be a strong part of Sunbeam's commitment to product quality and customer satisfaction.

As testament to its ongoing commitment to design excellence, Sunbeam has 33 Australian and international design awards to its credit, including the prestigious Red Dot and iF awards. Locally, Sunbeam is the most awarded small appliance brand, receiving its seventh Australian Design Award in 2007 for the Ceramic Collection™ Kettle.

HISTORY

Sunbeam's reputation for creating quality products dates back more than 85 years, when a sheep shearing equipment manufacturer diversified into small electrical appliances with the launch of the 'Princess' dry iron.

Since then, Sunbeam has been responsible for driving trends in small appliance design and technology, and established itself as an internationally recognised and respected brand.

In 1996, Australian manufacturer and marketer GUD Holdings added Sunbeam to its portfolio of market leading brands which today includes Victa lawncare products, Oates Cleaning hardware, Ryco, Wesfil and Goss automotive parts, and Davey pumps and water pressure systems.

In 2004, Sunbeam established one of the largest electric blanket manufacturing facilities in the world, in a joint partnership with Europe's leading electric blanket producer. It was also during this period that the Emjoi® epilator and FoodSaver® vacuum bag sealer brands were added to the Sunbeam range.

Further cementing its position as a key international small appliance designer and marketer, Sunbeam opened a Hong Kong subsidiary in 2007 to support its growing export program.

THE PRODUCT

Sunbeam continues to incorporate Australian firsts



into its extensive range and in the last decade has expanded into new categories including water filters, gas barbecues and home espresso machines.

In 2001 the commercially-inspired Sunbeam Café Series was launched. Capturing the essence of today's cosmopolitan lifestyle, Café Series focuses on functional design, quality components and exceptional performance. The commercial qualities of this range make each appliance a pleasure to use at home, from espresso machine to food processor to blender.

Already synonymous with heating through its market leading range of electric blankets, Sunbeam expanded into the home heating market in 2003 with the launch of its first range of room heaters. This consisted of nine models including the revolutionary Micro Furnace™, which draws on heating technology originally developed for the NASA space shuttle program.

In 2005 Sunbeam launched its exclusive SleepPerfect® Technology, available across its market leading Safe & Sound® range of electric blankets. This unique technology, which senses and adjusts to changes in temperature to maintain the user's selected setting, provides unrivalled comfort and safety.

In 2007, the Sunbeam range consists of more than 350 electrical appliances across a variety of categories, including food preparation, cooking, beverage makers, personal care, outdoor, garment care and home heating.

RECENT DEVELOPMENTS

With a growing emphasis on local design and new technologies, more than 60 Sunbeam appliances have been licensed to manufacturers around the world, including the Café Series® range and the Ultura® iron range. In fact, sales of Ultura® irons have exceeded one million units worldwide.

Continuing its innovation in the electric blanket category, Sunbeam launched the first Heated Quilt in 2006 and the Heated Throw in 2007. These new offerings turned the electric blanket market upside down – literally – providing the warmth of an electric blanket in a versatile, moveable package.

In 2006 Sunbeam steamed into a new era of ironing with the launch of the world's most sophisticated digital iron, the Australian-designed Accura® Digital Resilium®.

Sunbeam's objective was to deliver the best



ironing experience by designing an iron that could produce maximum steam, even at low temperatures.

In research and development for more than two years, the new Accura® iron features innovative Twin Element Technology allowing the steam chamber and soleplate to be heated independently. Combined with a digital thermostat and LCD screen, the result is total control and foolproof ironing.

Building on its passion for creating innovative and reliable products, Sunbeam identified an opportunity in the gas barbecue market. In collaboration with well-known television chef Geoff Jansz, Sunbeam designers and engineers developed new heat distribution technology for the high performance Innovo™ gas barbecue range, setting a new standard in barbecue cooking.

PROMOTION

Sunbeam's advertising and promotional campaigns usually focus on new products in the key selling periods of Mother's Day, Father's Day and Christmas.

The unique Water Filter and Chiller used the power of the big screen with a campaign that integrated cinema and television advertising as well as print media.

Now, television advertising is an integral part of many of Sunbeam's new product launches, while packaging and point-of-sale materials constantly evolve to ensure strong in store presence.

Gift with purchase and redemption promotions have become a strong element of Sunbeam's marketing program, with the award-winning Sunny the Bear Christmas give-away running for six consecutive years.

With its extensive product range, Sunbeam has enormous appeal at outdoor events and exhibitions. Its stands at the annual Good Food & Wine Shows in Sydney, Melbourne and Brisbane attract huge crowds and are highly interactive. Sunbeam is also an enthusiastic supporter of metropolitan coffee festivals nationally, which have become cosmopolitan weekend events.

The demand for home espresso machines inspired Sunbeam to create its own coffee school where consumers can discover the full capabilities of their Sunbeam espresso machine and learn how to make the perfect cup of coffee. To date thousands

of coffee enthusiasts around Australia have attended the classes which are run by experienced baristas.

In the lead up to Mothers Day 2007, Sunbeam teamed with the Heart Foundation to help raise awareness about women and heart disease. Consumers had the opportunity to redeem cash on selected Sunbeam purchases, or show their community spirit and donate to the Heart Foundation to help fund much needed research.

BRAND VALUES

The Sunbeam brand was built on total commitment to the highest quality standards. This commitment stems from its long-term experience of manufacturing small electrical appliances, and a continuing dedication to designing appliances that make life easier and more enjoyable.

Today, Sunbeam's contemporary, stylish designs continue to set the standards in the small appliance industry.

Proud of its Australian heritage and ownership, Sunbeam dedicates significant resources to designing and developing small appliances specifically for Australian consumers.

The launch of its Café Series® and new Ceramic Collection™ are direct results of a brand that is listening to the needs of its consumers and is leading market trends. Marrying innovative design and technology has created professional performance and world-first products.

Sunbeam is also committed to ensuring consumers have the best experience possible with their appliance. From its coffee school to aligning with experts in various fields, Sunbeam strives to be the best marketer and manufacturer of small appliances, in Australia and across the world.



THINGS YOU DIDN'T KNOW ABOUT SUNBEAM

- Sunbeam is a wholly owned Australian company.
- Australian-designed Sunbeam appliances are sold under license in 18 countries.
- The Sunbeam Mixmaster® is on permanent display at the Powerhouse Museum in Sydney.
- The Sunbeam Micro Furnace heaters utilise ceramic disc technology originally designed for the NASA space shuttle program.
- The Pie Maker™ PM030 holds the record for the best selling Sunbeam appliance in a year, with 210,000 units sold in its first year.
- The Sunbeam Mixmaster® MX001 is the longest selling appliance, launched 24 years ago and still going strong.
- Legend has it that the name Sunbeam, and its arc logo, are derived from the statement: 'Best Electrical Appliances Made', under the Sun.
- When first launched the Sunbeam Toastermatic® cost the equivalent of a week's salary and the Mixmaster® a month's salary.