



KARTASI

The Most Trusted Brand

THE MARKET

Kartasi is a hard-working brand and one that has reached iconic status in Kenya since its inception in 1972. Kartasi caters to every type of consumer, from scholars to executive and the brand has put its stamp on schools, small businesses and corporates by continually offering quality products at fair prices. Kartasi is a market oriented company providing stationery solutions to companies, industries, individuals and learning institutions.

The company has three major brands under its belt: Kartasi, its flagship brand, Afri and Bantex. Kartasi products are mainly used in schools, offices, industries and for general purposes.

In terms of sales, Kartasi accounts for 58 percent while the Afri and Bantex brands account for 35 percent and seven percent respectively. The market share for the various brands is 30 percent, 50 percent and ten percent for Kartasi, Afri and Bantex brands respectively.

Kartasi's success can be credited to innovation and staying up to date with market trends.

Kartasi started off exclusively manufacturing exercise books and today the company has a range of over 1000 products to suit writing needs of schools, offices and homes. Kartasi products are also now present in other markets such as Zambia, Rwanda, Sudan and Uganda

ACHIEVEMENTS

Kartasi is a brand that is proud of its many pioneering firsts. The brand was the first to introduce: branding on tapes, wrapping of products in clear film, full colour exercise books and eco-friendly tapes into the market and was also the first in the region to bar code all its products and attractively display its products using face-up book stands in retail outlets.

- 1976 – Kartasi acquired Afri International Ltd - a self-adhesive tapes manufacturing company and in 1978 Afri became the first

company to start printing/branding self-adhesive tapes

- 1979/80 – Kartasi built a new factory. The Afri product range then expands from clear and packing tapes to industry specific products
- 1996/97 – Kartasi became the first company to introduce a new range of analysis books with vertical and horizontal numbering
- 2003 - Appointed the exclusive importer and stockist of Bantex products. Currently stocking over 300 types of Bantex products for general office, home and educational use. The company is supported by the extensive international facilities of Bantex A/S Denmark.
- 2006 - Acquired over 68 percent presence in most retail outlets
- 2007 - Became the first company to introduce the Afri 601 eco-friendly self-adhesive tapes.
- 2011 - Awarded ISO 9001:2008 Certification by Bureau Veritas.

HISTORY

Kartasi started from humble beginnings in 1972, manufacturing exercise books with only one second hand machine that presented many teething problems and would break down regularly. The current managing director and his team, however ensured their products were of a high quality. Their efforts paid off and today Kartasi boasts more than 1000 products under its roof.

Growth continued rapidly and two years later, Kartasi acquired Afri International(K) Limited, a manufacturer of self-adhesive tapes commonly known as sellotape as well as other types of tapes. The brand then later introduced self-adhesive labels in reel and sheet form. Both self-adhesive tapes and labels are marketed under the Afri Brand.

At the beginning Kartasi reached its target markets through distributors however, this

limited the plan of a national expansion and the company changed its marketing approach in 2006 to target the mass market through supermarkets, wholesalers and sales representatives. For a long time the Kartasi brand was associated with high end consumers. In 2005 Kartasi introduced the HIT brand and later in 2009, the Afrika brand to target both the middle and bottom-end markets.

The Kartasi sales and marketing team have been instrumental in ensuring the Kartasi brands penetrate all parts of Kenya and the company has recently made a strategic move to focus on individual brands and now has product brand managers for all three of its brands. The company is also planning to buy a state-of-the art machine to improve production efficiency and output volumes.

THE PRODUCT

Educational products include: exercise books (A4 and A5 size), school diaries, graph pads, drawing books and loose leaf pads. The products target various age groups between 3-21 year olds. The combination of vibrant colour schemes, warm illustrations and quirky fonts has endeared these products to the younger age group.

Accounts books, counter books, invoice, cash sale, statement, order and delivery books, box files, spring files, file dividers and office reminder pads fall under the office series and target the upmarket segment. Research revealed that the Kenyan corporate market preferred brighter and bolder colours, hence the more vibrant colours of the products on offer. The fonts and layout of the designs, however, give a more sophisticated, corporate professional look.

The home use series includes hobby items, collectors' items and extra-curricular activities items like loose-leaf pads, luminous art and craft papers, artist sketch pads, reminder pads, writing pads and note books. The designs range from subtle to flamboyant layouts, cultural to retro styles targeting all types of individuals.

The Afri brand includes self-adhesive tapes and labels targeting the horticultural, packaging and pharmaceutical industries and small business/home use. Kartasi recently introduced eco-friendly bio-degradable tapes to conserve the environment. The Bantex range includes filing accessories such as lever arch files, ring binders and filing pockets. Kartasi also makes duplicating stencils under the Pegasus-Kartasi brand.

RECENT DEVELOPMENTS

Kartasi has launched several new products: Ecofriendly tapes, a new range of pocket friendly

Dad I want KARTASI !!

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stationery at it's best

Check out Kartasi's
new & improved
range of products!

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HIT range of products, 'New Generation' and 'executive' note books, full-colour exercise books with educational information published on the back covers and clear film wrapping of its products. In 2005 the company revamped the entire Kartasi product and each product was covered in clear film then affixed with a round fluorescent label, highlighting the product as 'new look'.

PROMOTION

The colourful, vibrant Kartasi products are strategically positioned on the shelves in major stores to attract the eyes of consumers. For its other products, the company uses print and electronic media. In print media, Kartasi advertises in the local dailies, trade publications and journals. Other promotional activities include door-to-door advertising, some of the special promotions include the Bantex – Zawadi promotion held during the back to work season and the Valentines promotion - a special price offer on 'love' stationery writing pads. The shelf



Exercise books. Counter books. Loose-leaf Pads. Notebooks. Self Adhesive Tapes & Much More.

strips and posters used in retail outlets have given Kartasi products extra mileage and the branded vehicles serve as moving billboards. Consumers also get to know about promotions, special offers and new products through electronic mail. Kartasi has developed different slogans in line with its new products and dynamic market trends. The company believes in producing wonderful products thus the slogan: 'Wonderful Products for Wonderful People' coined in 2004 and has remained a key slogan ever since. In 2005 the brand underwent a revamp and the 'Kartasi new look' slogan was birthed. Currently the company uses 'The Most Trusted Brand' slogan to remind consumers that Kartasi is still the most trusted brand in writing stationery. After the company introduced the AFRI 601 Eco-friendly tape, the company adopted the promotional slogan 'AFRIgoes Eco'

BRAND VALUES

Kartasi is known as a market leader in: Quality, Innovation, Price and Warmth. The company has been able to understand and meet consumer needs through continuous consumer surveys, allowing the brand to come up with custom made solutions based on the requirements of the consumer.

Kartasi promises to continue improving

the quality of its products and deliver the same to its consumers. The brand is especially committed to children who are the future of Kenya, endeavoring to make sure they have the right writing tools. Kartasi's vision is to be the leading quality stationery manufacturer in East-Africa. Its mission is very clear - 'Today Kartasi is passionate about providing our customers, the East-African men, women and children with quality stationery'. The brands positioning statement is: 'Wonderful Products for Wonderful People' and 'The Most Trusted Brand'.

Kartasi's logo is an exercise book Super imposed on the map of Kenya to show the brand is truly Kenyan and committed to further education and related developments in the country. The company has put in place an elaborate production system that ensures all products meet the minimum laid down standards. To achieve this, the company employed a qualified production manager, well-trained supervisors and a quality control officer.

THINGS YOU DIDN'T KNOW ABOUT KARTASI

- Kartasi provides over 80,000 free meals a year to its staff
- The Kartasi logo is an open book superimposed on the map of Kenya
- The word Kartasi means paper in Kiswahili
- Kartasi was started in 1972
- Products take up over 63 percent of shelf space of the writing stationery section in all major stores
- The Afrika brand is a mix of the Afri and Kartasi to make Afrika!
- Kartasi was the first in the industry to provide merchandising services to its customers
- In 2011 Kartasi was awarded ISO 9001:2008 Certification by Bureau Veritas

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I want KARTASI !!