



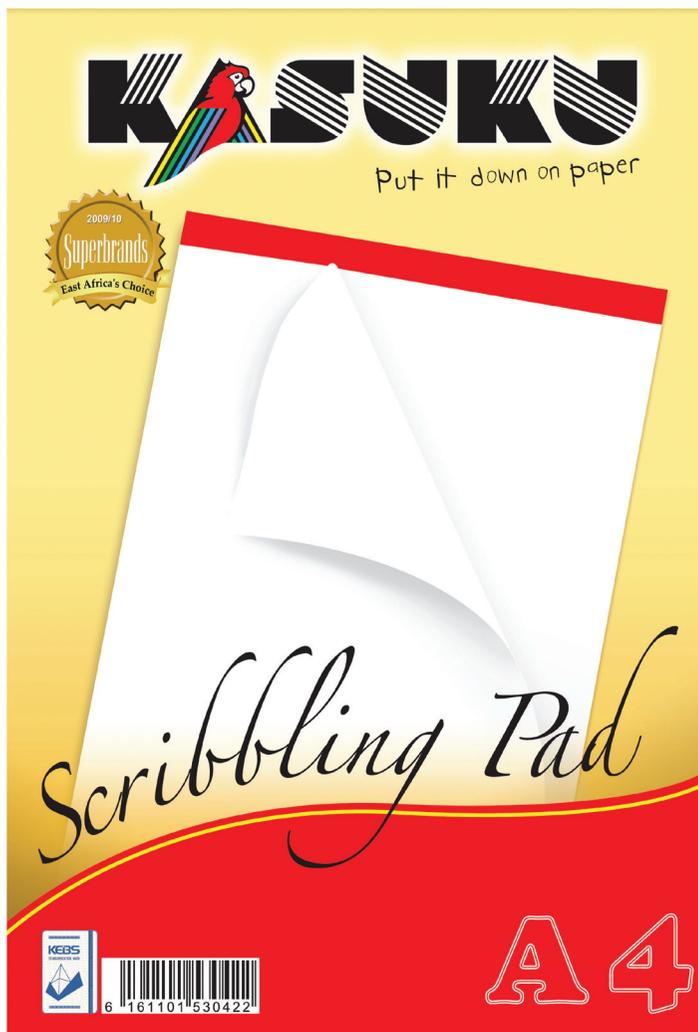
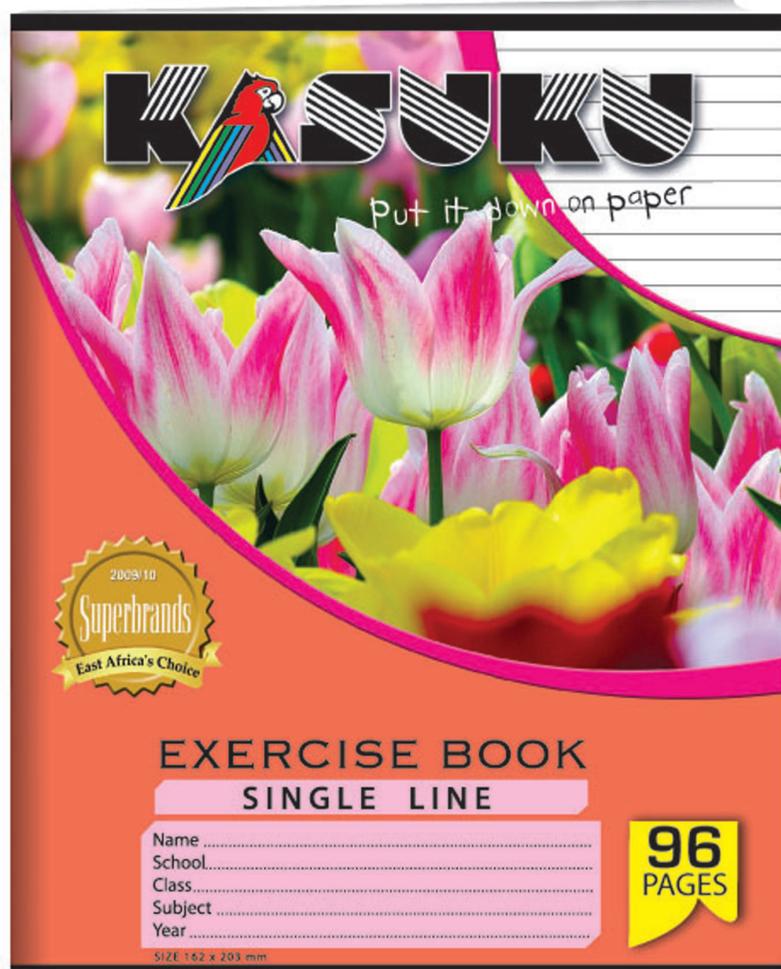
THE MARKET

KASUKU is one of the most famous brands as far as exercise books and other paper stationery like filler pads, counter books, ruled paper are concerned. Kasuku products have been used practically by every Kenyan during his/her school and college days.

KASUKU has been popular in East Africa for over four decades and has become synonymous with “exercise books” to the extent of having become a generic name. Very often consumers ask for “KASUKU” instead of exercise books.

Kasuku caters to 5 percent top end market and 95 percent for the middle to lower income segment. The market share for KASUKU in its category is about 50 percent.

Though the paper stationery market is quite competitive KASUKU has been able to maintain its top position due to its quality and pricing policy. With continuous improvement of its quality Kasuku volumes and market share are expected to increase.



ACHIEVEMENTS

KASUKU brand has touched the lives of practically every Kenyan down the years as far as paper products are concerned.

Twiga Stationers and Printers Limited who are the makers of KASUKU products has since introduced CROWNBIRD into their product portfolio as well as introduced new innovations to enhance customer experience

In 2005 Twiga Stationers was awarded the Diamond Mark of quality status certified by Kenya Bureau Of Standards.

In 2006 Twiga Stationers achieved ISO 9001 2000 and was upgraded to ISO 9001 2008 in 2010.

To achieve the above, a lot of re-organistaion took place not only in the quality of the products but also in the quality

of Management. Strict quality measures are placed at every stage of the production cycle and reports made so that the end product meets the quality as set by management. The product can also be traced back to the source of inputs to identify the problem if there is any.

KASUKU products are well known throughout East and Central Africa.

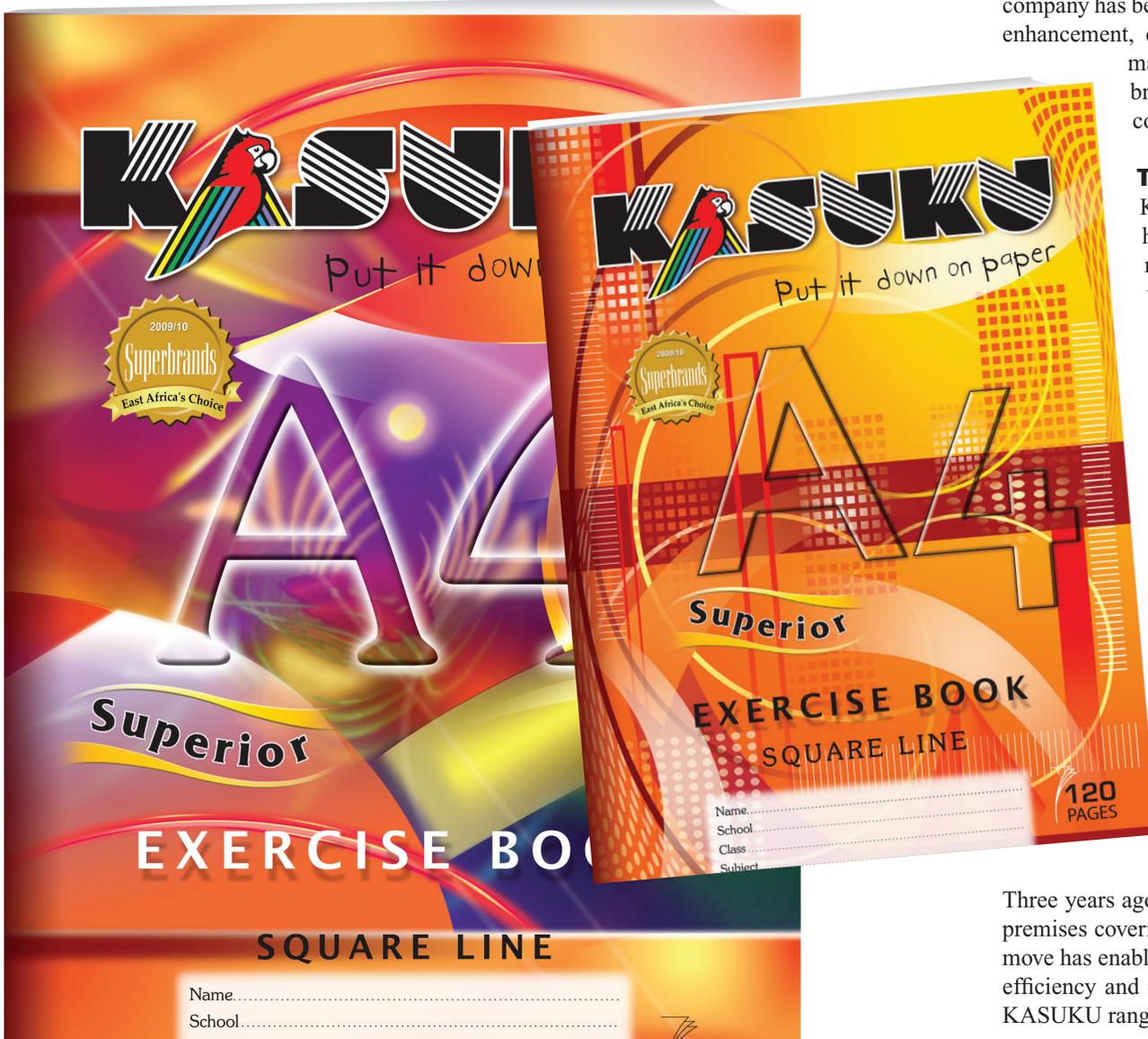
Kasuku was the first in its field to introduce attractive 4 colour covers on exercise books branded as KASUKU SUPERIOR.

As part of the brands CSR programme, Twiga Stationers has been at the forefront in supporting in supporting education among the under-privileged through donation of books to local institutions and BGOs.

The Kasuku brand has also offered trophies and sponsorships to recognize toppers in primary and secondary schools.

HISTORY

Kasuku branded stationery products were introduced in 1966. Most of the production was carried out manually. In 1967 the Company acquired



its first automatic machine. This machinery was the first of its kind in East Africa. With the introduction of high tech machinery in those days KASUKU started to become a household name in the stationery market in East Africa.

Over the years the Company went through moderate expansion and with the strong marketing team KASUKU started to become a household name.

In 1989 the Company installed the largest exercise book machine in East Africa. With the latest technology KASUKU products were even better as far as the quality was concerned.

From 2002 onwards the Company has been installing the latest machinery from Europe which has enabled KASUKU to be even better in quality.

Apart from expansion in machinery the

company has been involved constantly in product enhancement, consistent high quality, constant market research and marketing the brand with the help of marketing companies.

THE PRODUCT

Kasuku products are made with high quality material. Before the material for the manufacture of the products are procured they go through a stringent vetting process. All precautions are taken that no defective material is used in the production of KASUKU products.

One of the advantages with Kasuku products is that the paper will not blot when a fountain pen is used to write.

Recently KASUKU products are made from 90 percent recycled material following the current green movement. KASUKU range of products are attractively packed to catch the eye of the consumer.

RECENT DEVELOPMENTS

Three years ago the Company moved to modern premises covering an area of 150,000 sq ft. This move has enabled the company to improve on its efficiency and make timely deliveries of all the KASUKU range of products.

PROMOTION

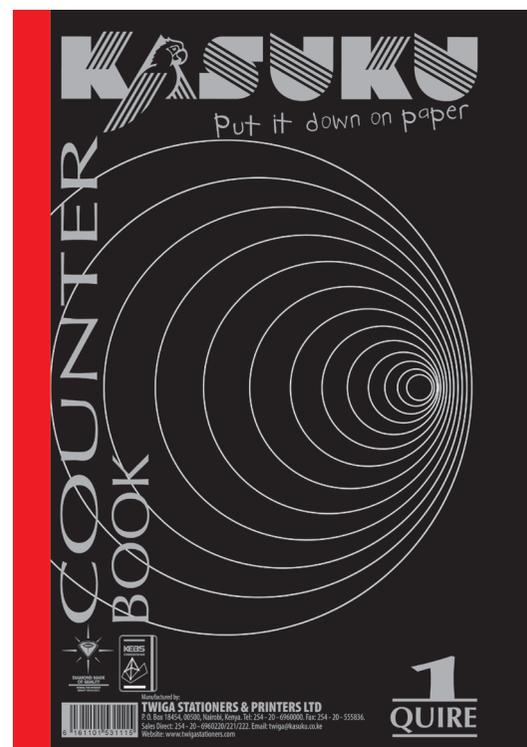
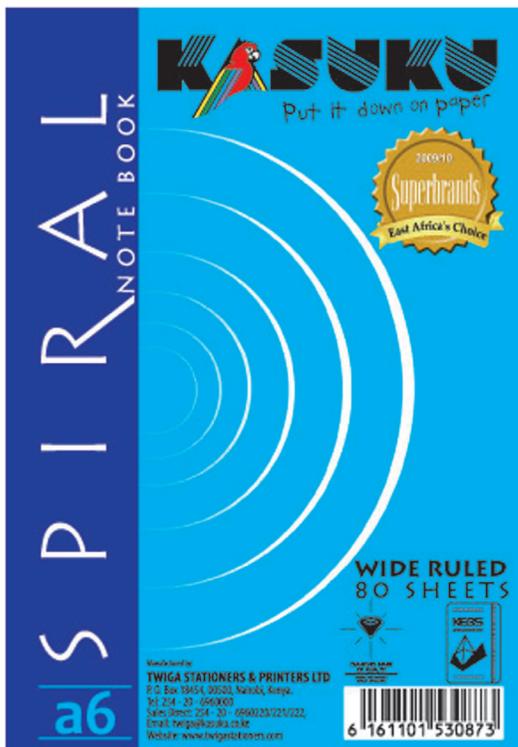
The KASUKU brand is promoted by print and broadcast media. Back to school promotional programmes on radio are very successful and informative. Commercials are also run in mobile cinemas in remote areas.

The initial slogan for KASUKU was "LEARN WITH KASUKU" which was quite successful. The present slogan is "PUT IT DOWN ON PAPER" which has caught up fairly well.

BRAND VALUES

The Kasuku brand products are known for their impeccable quality, variety and affordability.

Constant testing and development is carried out to ensure that the product meets the required quality.



THINGS YOU DIDN'T KNOW ABOUT KASUKU

- KASUKU means "PARROT" in Kiswahili and is actually a Macaw
- KASUKU books and stationery have been used for over four decades by practically every Kenyan during his/her school and college days
- Very often consumers ask for KASUKU instead of note books