

# NEWLINE®

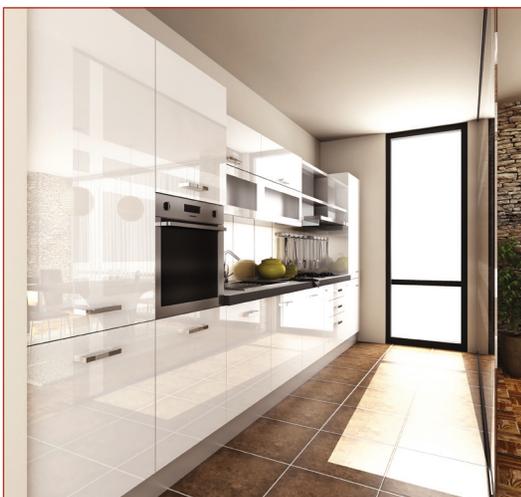
## Office Furniture & Kitchens

### MARKET

Newline specialises mainly in Office Furniture. They also manufacture and supply Kitchen and Bathroom Cabinets, Bedroom Wardrobes and Panel Systems and, in 2014, they started a Homes Product department that focuses on home furniture, aluminium railing system flooring, doors and uPVC windows. Their target includes International Aid Organisations, Government and private bodies in different regions in Kenya. They have also expanded their market to the East African region and the property market due to the increment of office and apartment buildings of late.

When it comes to selling their products, Newline concentrate on the top-end market as they see faster growth here. By targeting this market they are able to achieve a high goal in sales since most of these organisations are opening branches in different regions due to high demand. With the new government, Newline are aiming at being the biggest suppliers to all counties in Kenya. 50% of sales is attained from the top-end market and the rest is distributed evenly between the middle and lower end of the market. The biggest seller in their product range is office furniture due to upcoming organisations and opening of new branches in different counties. Newline's home products are also starting to gain ground so they have started advertising vigorously through billboards and magazines, which has boosted their sales.

Using their Hi-Tech European Machinery,



Newline are able to produce products that are superior to those currently produced in the market. Newline pride themselves in having the biggest factory in the East African region which they believe sets them apart from other companies in the market. Thus they are able to offer affordable prices for their high quality and durable products and cut the production and delivery time in half.

Newline see themselves achieving the same standards as the ones set in the European market in terms of manufacturing and quality.

They also aim at being recognisable as a well known brand around the East African region. They are currently doing imports around the EAC region and also overseas. They plan to build their own factory in Nairobi, thus increasing their staff and machinery so as to be the superior furniture manufacturers in East and Central Africa.

### ACHIEVEMENTS

In 2008, Newline changed the direction of the company when they invested in hi-tech machinery so as to start manufacturing furniture locally. No longer are they furniture suppliers only, but furniture manufacturers as well. With this step they were able to widen their clientele base. In 2010 they set out to produce home products so as to target the furniture market as a whole that includes production of kitchen and bedroom furniture both for commercial purposes and for individuals.

The positive feedback that they have received from their customers has also allowed them to approach the interior design section in real estate by including more products like Doors, Windows, Aluminium Balconies that add to the design and structure of a customer's home.

In 2015 they were named one of Kenya's Top 100 Mid-Sized Companies.

Newline started off as office furniture suppliers, by being the first to start selling European furniture

in the Kenyan marketplace. They introduced the modular furniture concept whereby the customers were able to fix the furniture themselves.

### HISTORY

Newline Limited was established, in Nairobi, in 1998. Their first premises were located at Ngong Road with only eight employees, selling household furniture and consumables from Turkey. Their objective was to be the main office furniture supplier in the Kenyan market through introduction of a new concept in modular furniture, without compromising on quality. Over the years, they have expanded their operations by offering their clients a five year guarantee and a five year Back-Up service on the purchased products, whereby Newline can exchange or repair the furniture at no extra cost in case of factory defects. Newline introduced furniture that is double the quality of the existing furniture in the market without changing the price. This gained them the support and the help of their clients in becoming the leaders in this market.

After the 2008 economic crisis, the cost of furniture became high. Newline did not want their clients to bear this increase so they started to manufacture furniture locally by investing in hi-tech machinery. In the beginning of 2010 they reached another milestone by introducing new products in the market that include Kitchen Cabinets and Bedroom Wardrobes.

### PRODUCT

Newline's products are aimed at improving functionality in the office and at home. They offer products that combine both the classic and modern. They have various colours and designs to choose from depending on the customer's taste. Their finishes offer that modern feel to kitchen cabinets and wardrobes and come with a wide range of colours that capture the eye.

**Newline offer the following products:-**

- Office Furniture



- Kitchen Cabinets
- Bathroom Cabinets
- Bedroom Wardrobes
- Auditorium Furniture
- Conferencing Furniture
- Home Products such as uPVC Windows, Foldable Windows, Aluminium Rail System, Doors and Laminated Floor Panels

Newline have a showroom at the CBD, Nairobi, whereby customers can experience the product before purchasing. This can be testing the item and also having a sit-down with the in-house design team so as to come up with the best plan or design for their office or home. Newline also package their products with high quality branded packaging materials that are manufactured locally. This ensures that their products reach the customer in good condition and they are able to determine where the products are coming from.

### RECENT DEVELOPMENTS

Currently Newline are broadening their product range by introducing new raw materials and products for their home range of products. They will be using High Gloss Acrylic Boards, Vacuum-pressed (foil) doors that will make any



kitchen design stand out, and sliding doors to make bedrooms more functional, unlike ordinary wardrobes. They are also introducing Living Room and Bedroom furniture for residential houses and commercial apartments.

So as to improve the production process and to supply a high quantity of products to cater for the growing list of customers, Newline have moved to a bigger factory off Mombasa Road. This allows a much larger working area that can hold their bigger machines and accommodate their technical team and their raw materials. At



the moment they have a technical team of over 100 staff.

Currently, they are working on improving accessibility of our furniture products online. They have opened an Online Home Furniture shopping line, [www.trendyHomes.co.ke](http://www.trendyHomes.co.ke), which is the first online furniture store of its kind in Kenya with secured payment options. The site features Kenyan made furniture that caters for the middle and lower end market.

### PROMOTION

Newline have started advertising through billboards and magazines which has boosted their sales. They were interviewed for a TV feature that aired in African Journal recently and have been featured as a Superbrand in the East African Newspaper. Newline look forward to a bigger response throughout East Africa since these two features appeal to these markets.

Following participation in the Homes Kenya Expo, which is the biggest East and Central property exhibition, they gained great exposure and this is where they were able to debut their kitchens for the first time. They also hold annual sales for their office furniture which boasts a high acceptance from both existing and new customers.

Newline have been producing posters to promote their kitchens which they distribute at an exhibition, if they are participating, and have found them to be successful by looking at the customers they receive after each distribution. Newline have product catalogues which they give potential and existing customers and they find that this actually boosts their sales through repeat customers or referrals. Newline's Slogan 'Your Success Partner' has been received well and currently can be seen appearing on Billboards

promoting Newline's Kitchen furniture.

In addition Newline have newsletters to promote new products which they send out via email to architects, other wholesale furniture suppliers and existing clientele. They have also taken advantage of social media by opening accounts in Facebook and Twitter.

### BRAND VALUES

Newline are associated with terms like high quality, durability and functionality. They promise to deliver high quality products that are manufactured to last for many years. They offer five years warranty and back up service which they repair or replace an item for free in case of any manufacturing defects.

Newline are committed to the full satisfaction of their clients. By offering after-sales services such as backup service, free delivery and movement around Nairobi, they are able to cater to all their customers' needs in this market.

Newline's products are manufactured to meet Turkish (TSE) and German standards (DIN). These are standards bench-marked to various features including quality, design, durability and reliability. Newline's investment in European hi-tech machinery has led them to produce products that are consistent in design and durability.

[www.newline.co.ke](http://www.newline.co.ke)

## Thank You

We wish to Thank all our Esteemed Customers and Appreciate the support you have given us through the years. Without you, we would not have been able to achieve these Prestigious Awards.







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Online Home Furniture  
 Visit: [www.trendyhomes.co.ke](http://www.trendyhomes.co.ke)

### Things you didn't know about newline

- Newline manufactures their products locally.
- Newline were the first office furniture suppliers selling European furniture in Kenya.
- Newline offer five years warranty and back-up service on their products.
- Newline exports furniture outside the EAC region.
- Newline was named one of Kenya's Top 100 Mid-Sized Companies in 2015.
- Newline is associated with other brands which are Newline Travel, Winline and TrendyHomes.co.ke.

**Superbrands**

