

Viro®

MARKET

The VIRO brand participates in the market for security solutions. Through consistent innovation, VIRO has sought to provide the market with a wide range of products – it takes pride in attaching its name and strict quality standards to an array of products designed to satisfy a broad spectrum of customer needs.

VIRO currently holds 30% of the padlocks and door locks market in the region. The brand is mainly targeted at the middle and upper end of the market but as security is not a price-driven requirement, VIRO ensures there is a product for every consumer seeking a quality solution to maintain a safe and secure environment.

The main products covered under the world-renowned VIRO brand are:-

- Padlocks – Brass, Steel and Armored.
- Mortice Locks for steel, metal and wooden doors.
- Rim Locks – Manual and Electronic.
- Safes and Safety Cabinets.
- Door Closers.
- Furniture Locks – For cupboards, drawers and cabinets.
- High Security Cylinders.

VIRO products are utilised in various sectors including residential developments, commercial offices / warehouses, furniture manufacturing, transport, hospitality and institutions. There are quality solutions for both personal as well as commercial applications.

The full range of products and specifications can be seen on the VIRO website www.viro.it. It is worth noting that the products are made in different sizes

and finishes to cater for a wide range of market needs and desires. Different levels of security are addressed for each market segment with innovative features and quality solutions.

VIRO products have always met high quality standards, a feature that has enabled dealers and users to become easily comfortable with them. Attractive packaging has made the products more noticeable, especially

in supermarkets and retail outlets where competitors' products are also on display. The brand's strong and well-established track record in the International markets has enhanced its appeal to corporate clients.

The changing tastes and requirements of the global market have driven VIRO to provide innovative security solutions. It has developed new products, keying systems as well as finishes to cater for market segments that are highly sensitive to and dependable on security. One such development is The Patented Profile keys for which duplication is exclusively controlled by the distributor and the VIRO brand owner.

At VIRO, they believe there is still a significant potential for growth in the East African market as customer preferences become more sophisticated and quality-centric. There is continuous investment in expanding the product range and providing solutions suitable to the different market segments. The Distributors are encouraged to continue educating the retail and wholesale sectors of the market, through various media, on the features and quality aspects of each product. With the improved appearance of the products and consistency in quality the brand's market share is expected to grow both in Kenya and its environs.

ACHIEVEMENTS

In 1992 the assembly line for VIRO brand padlocks was officially opened in Kenya, using the same International technology and techniques as VIRO S.p.A. All staff went through technical training under the close supervision of the VIRO

engineers.

VIRO Locks were first exported to the wider East African region in 1994.

In 2007 a brand representative was placed in Mombasa, Kenya to serve the coastal region.

In 2011 another brand representative was placed in Eldoret to cover the Rift Valley and Western Kenya regions.

In 2010 the brand achieved its first ever recognition as a prestigious Superbrand East Africa.

In 2014 Viro Locks (K) Ltd was recognised among the Top 100 companies of Kenya.

VIRO has achieved the Kenya Bureau of standards certification, consistently meeting all set quality standards and is approved for use with a KEBS Diamond Mark.

VIRO has been awarded ISO 9001:2008 by Bureau Veritas Italia.

VIRO was one of the first high-quality brands for padlocks to be introduced in the Kenyan market. While at the time there were other brands being imported in to the country, none were of the same quality, craftsmanship and establishment.

VIRO padlocks were also the first to be assembled in Kenya, by a trained and skilled assembling team.

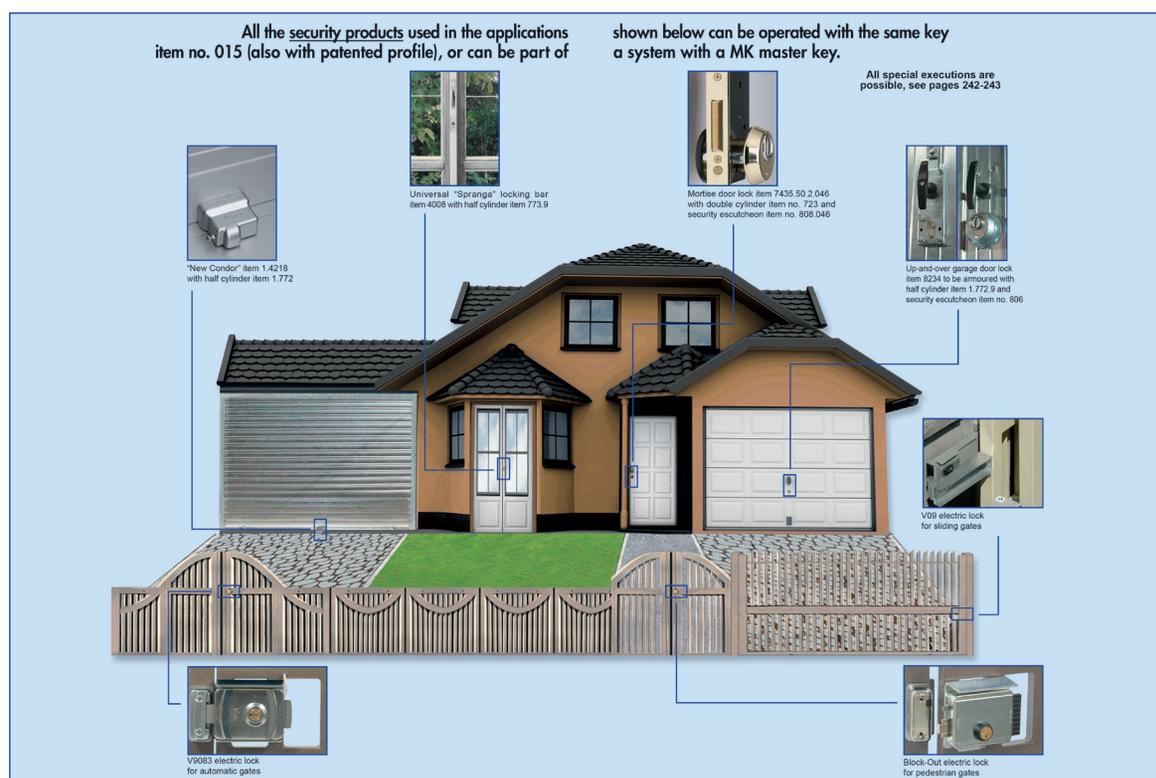
VIRO brand has registered patented key profiles which provide an additional layer of security as the keys can only be duplicated by the Distributor or brand owner.

HISTORY

Brand VIRO was established in 1942 in Italy. It

was introduced in East Africa (starting with Kenya) in the 1980s.

VIRO Locks (K) Limited, the Licensed Distributor of the brand, was registered in 1990 as a local trading company with full support from VIRO S.p.A Italy and has always operated as a family-run concern. The company forms part of the Bobmil Group of companies and is based within the Bobmil Complex along Mombasa Road, Nairobi.



Since the introduction of the VIRO brand, other brands by the same manufacturer have also been accepted in the market including FAI by VIRO, MARINE Padlocks, PANZER armored locks, MONOLITH locks and CASASICURA Safes.

VIRO was introduced in Kenya with the aim to supply the growing market with high quality security solutions for day-to-day life. Engaging directly with dealers and corporate users ensured an enhanced brand position from the start.

Since inception, the brand has utilised Market Intelligence and customer surveys to improve its understanding of the market needs and ensure these are addressed in its product development. Educational seminars have proved vital in informing dealers and users about the key features and functions of the products, further enhancing brand confidence. They have also provided a positive weapon in the fight against counterfeit and sub-standard products.

Overall, VIRO products are designed to provide a high level of security for the home or workplace. The aesthetics are planned such that each product can easily blend into its surroundings, helping to maintain the overall outlook of the site.

PRODUCT

The product range has been developed to offer a good quality solution to a wide range of customer requirements. Features such as Patented Key Profiles and Master Key Systems provide additional layers of security to the products and flexibility to the users. Materials used in the construction of each product are carefully selected from reputable global suppliers and crafted with precision. VIRO place utmost importance on delivering the true functionality of each component of its products through the use of genuine and appropriate materials.

RECENT DEVELOPMENTS

VIRO recently introduced the 2-Lever Mortice Lock. These are very appropriate products for the Kenyan market as they provide a good balance between price and quality.

Sliding gates have proved a practical solution for entry/exit points, especially in the growing



number of new multi-occupation developments. In order to maintain the security level of these gates, VIRO have introduced a heavy duty sliding door lock that secures the gate into the locked position using a strong rotating arm.

All of VIRO's assembly and sales operations are conducted from their premises at the Bobmil Complex on

Mombasa Road, Nairobi. Sales representatives have been placed in key locations like the Coast and Western Kenya markets, to ensure the continuous improvement of brand awareness.

2015 saw Viro engage with many of their customers via print media and participation in Expos. This one to one approach worked as a platform for VIRO to educate its users on the latest

and to engage in frequently asked questions about the products.

PROMOTION

Promotion of VIRO products to each category is amplified through the relevant media, exhibitions and an educative approach applied through the retailers, encouraging consumers to purchase

quality solutions for their security needs.

VIRO utilise the following media to advertise and promote the brand:-

Newspapers – The Daily Nation and the Standard.

Magazines – (Community / Supermarket Magazines)

Trade Journals

Banners and Category Branding.

BRAND VALUES

VIRO's values can be summarised as Quality, Security, Trust and Value.

VIRO promise their customers that the products provide security in personal or commercial applications and are value for money.

Quality – With significant competition in the market for security products, Viro are committed to providing high quality products. During the assembly of locks, each piece is tested to ensure that the quality parameters are consistently met.

Security – It is the aim of VIRO locks to give its users peace of mind. Their products are designed to give you the highest level of security based on your requirement.

Value – Since locks are considered a luxury product, VIRO will exceed your expectations by being fairly priced for the quality they represent hence delivering value for money.

Trust – By delivering on the other three qualities VIRO aim to gain the full trust of each consumer in the market.

The company often hears from their customers who compliment VIRO as a brand associated with Quality and Durability. Some end users have used the same locks for years and are committed to placing repeat orders whenever required.

www.viro.it



Things you didn't know about Viro

VIRO LOCKS (K) LTD – Operate from Bobmil Complex – Mombasa Road, Nairobi and is one of the esteemed companies that form BOBMIL GROUP OF COMPANIES.

VIRO padlocks distributed within East Africa are assembled in Kenya by a team fully trained on VIRO's technology and well-experienced with the process.

The VIRO brand name is an acronym of its founder, Vincenzo Rossetti.

VIRO padlocks from the early 1970's are still in use in Kenya today.

Superbrands