



ROYAL DOULTON

ENGLAND

Having earned a reputation for excellence, creativity, skilled craftsmanship, and distinctiveness of design, Royal Doulton is valued for its sense of heritage and quality. Prized by collectors the world over, Royal Doulton has an international reach extending far beyond its English roots.

THE MARKET

Withstanding market fragmentation, ceramic giftware has seen considerable growth — gift-giving, home decoration, and investment being the main motivations. Despite the introduction of many alternative forms of gifts, ceramics are sought after as offering true qualities of heritage, craftsmanship, and long-lasting value for the money.

Royal Doulton is a market leader within the ceramics and chinaware markets, with a large proportion of all English bone china being supplied by Royal Doulton, as well as almost half of the UK's ceramic sculptures.

The key markets worldwide for premium ceramic tableware and giftware are the United Kingdom and Europe, North America, Asia Pacific, and Australasia. In total the global market is estimated to be worth more than \$3.25 billion.

ACHIEVEMENTS

Royal Doulton is one of the world's largest manufacturers and distributors in the premium ceramic tableware and giftware market. With 200 years of heritage, Royal Doulton is a thriving global organization, with around \$188 million annual turnover, employing approximately 2,500 people across its production sites and numerous distribution operations worldwide. The company currently operates in more than 80 different markets and has distribution companies in the United States, Canada, Australia and Japan. Indeed, approximately half of all sales are generated outside the United Kingdom.



Each of the company's principal brands — Royal Doulton, Minton, and Royal Albert — have a long association of royal patronage and hold at least one Royal Warrant. They are also trademark registered.

HISTORY

1815 John Doulton begins producing practical and decorative stoneware from a small pottery in Lambeth, South London.

1875 John Doulton's son, Henry, relocates the business to Stoke-on-Trent.

1884 Following the introduction of new techniques, production of bone china begins.

1901 King Edward VII, permits the company to prefix its name with "Royal," and the company is awarded the Royal Warrant.

1930s Royal Doulton is involved in the manufacture of figurines and giftware.

1960 A new product, English Translucent China, is introduced. Offering the translucent quality of bone china without the expense, this will later become known as Royal Doulton Fine China.

1966 The company becomes the first china manufacturer to be awarded the Queen's Award for Technical Achievement, for its contribution to china manufacturing.

1972 Royal Doulton is bought by Pearson and merged with Allied English Potteries — comprising the Royal Albert and Minton brands.

1993 Royal Doulton separates from Pearson and becomes a publicly quoted company listed on the London Stock Exchange.

2006 Royal Doulton becomes part of the Waterford Wedgwood Group.

THE PRODUCT

Royal Doulton may be one of the oldest chinaware companies in the world, but it is also one of the most up-to-date. Focusing on the customer, understanding its buyers, and creating products that suit individual tastes and needs, it aims to stay ahead of contemporary trends.

When drawing up new product design, Royal Doulton's Design Studio studies the market,



analyzes consumer research, and often refers to Royal Doulton's own museum and archives — dating from 1815 to the present day — for inspiration.

Today, Royal Doulton provides a wide selection of domestic tableware manufactured in bone china and fine china. The brand is also featured in an extensive range of crystal stemware and giftware. Royal Doulton lists among its products extensive giftware offerings, character jugs, china flowers, and an array of collectable figurines often known as the Royal Doulton “pretty ladies.”

Keeping abreast of the latest lifestyle trends has also seen the brand work with award-winning fashion designer Julien Macdonald, producing exclusive ranges of contemporary tableware, giftware, and glassware. In addition, the collaboration with celebrated chef Gordon Ramsay saw his Michelin-starred expertise bring a new professionalism to home dining products.

Royal Albert, which traces its origins back to 1896, has also become an internationally recognized brand, offering domestic tableware and gift items. Equally famous, with an illustrious heritage dating back to its inception in 1793 is the Minton range, best known for its most popular pattern Haddon Hall, which is particularly favored by the Japanese market.

RECENT DEVELOPMENTS

Spring 2007 saw the launch of both a number of new figurines and gifts as well as additions to current ranges. In particular, a collaboration with Sir Terence Conran — who recently celebrated 50 years in design — brings his expertise to the brand with a very “English” collection for Royal Doulton. Inspired by Conran's passion for traditional English cooking, the collection has been thoughtfully designed for easy, versatile use and includes practical, classic items such as pudding bowls, pie dishes, and a whole family of jugs whose sweeping curves are inspired by birds. The collection combines quality materials with an earthy color palette and simple designs to create timeless products intended to appeal to a wide range of customers.



PROMOTION

Royal Doulton is undergoing an important period of change in its long history as it implements a three-brand master strategy as a first step in developing the company's brands. New global merchandising systems, an e-commerce Web site, product packaging, point of sale, and designer endorsement have all been identified as keys to the brand development.

The Licensing Division, created in the mid-1990s to propel the three brands into new product sectors, has achieved considerable success, not least with the launch of Bunnykins Clothing and Silverware, as well as its Children's Furniture product range. In the United Kingdom, licensed products include home textiles, jewelry, candles, stationery, child/baby gifts, and accessories.

Royal Doulton's promotional and marketing activities have been central to the development and rationalization of the brand and its communication. The introduction of everything from new logos to in-store promotional material and branded fixtures has demanded that the focus of activity be centered on the communication and effective introduction of the recent significant changes.

BRAND VALUES

Royal Doulton is a quintessentially British brand with a strong commitment to craftsmanship and artistic innovation. Excellence and distinctiveness of design

are values that it intends to build on in order to take the brand forward. For more about Royal Doulton, see www.royaldoulton.com.

THINGS YOU DIDN'T KNOW ABOUT ROYAL DOULTON

- Royal Doulton ceramics are included in a time capsule inside the base of Cleopatra's Needle on the Thames Embankment in London.
- Royal Doulton's largest and most expensive figure takes more than 160 hours to hand paint and costs almost \$30,000.
- Royal Doulton was the first china to enter space. China plates were carried on the inaugural flight of the space shuttle *Discovery* in 1984.
- Royal Doulton's Royal Albert design “Old Country Roses” bone china tableware pattern has sold more than 150 million pieces since its introduction in 1962.
- During the reign of Queen Victoria, the Doulton family business established the world's first stoneware pipe factory and went on to become Britain's top Victorian manufacturer of sanitary ware.
- Royal Doulton's archives give the business and its designers access to some 10,000 watercolors dating right back to 1815.