

LORD®

MARKET

Try asking any Egyptian whether or not he knows LORD and, unhesitatingly, the answer will be "yes, it is a brand of shaving blades." Alternatively try going into any barbershop in Egypt to find out why the majority of people are using LORD shaving blades and you will be told that they "are good and affordable to most of the consumers in Egypt." After that try asking them what they know about the company that manufactures Lord products and you are unlikely to get an answer that does justice to this huge edifice created by Egyptians who love their country and who are constantly seeking improvement and competition not only in Egypt but in more than 75 countries all over the world.

Over the last two decades LORD has succeeded in establishing itself as the leading brand in Egypt, among many other international brands, thanks to its fine quality products and affordable prices which particularly appeal to consumers who would not be able to afford imported items if a local satisfactory alternative was not available.

The company has maintained a well established position in international markets by maintaining a consistently high level of quality combined with very competitive prices, which has enabled LORD to compete with other well established international brands with long

and distinguished histories. By capitalising on this quality and low pricing policy LORD has further managed to capture a sizeable market share in many countries all over the world. LORD products started spreading internationally in Arab, African and even Asian markets then moved to North America and Europe, with a considerable presence in South America, by marketing products which are designed to serve different consumer brackets.

ACHIEVEMENTS

LORD can boast a number of achievements worldwide at the level of growing its consumer market shares at the expense of other international brands' market shares. This has consolidated the brand's relationship with its consumers based on an internationally recognised high level of technology which enables the company to continue increasing the satisfaction of its consumer base around the world whilst achieving consumer satisfaction by offering quality products at affordable competitive prices.

HISTORY

LORD is a long established Egyptian company. Originally named "LORD Co. for Trade and Industry" it was established in 1918 by the Al Soliman family. At that time its main activity was



importing and exporting various products. It also operated as the exclusive agents of Samsung, Swarovski, TDK, Sanyo and a number of other famous brands. In 1976 the said company established another company called "Soliman Trading Company" (SOTRACO) operating in



the field of export (free zone- transit). In 1930 the first blade factory in the Middle East was established in the city of Alexandria which was named "SELAR Société Egyptienne De Lames A Rasoir" which was later renamed as "Alexandria Metal Company" with a production capacity of 72 million carbon shaving blades. The factory produced shaving blades under the brand names of Ok, Cleopatra, and Nefertiti.

In 1978 Wilkinson Sword formed a joint-venture with Alexandria Metal Company which resulted in modernising the old factory and changing its name to "Wilkinson Sword Middle East", producing shaving blades using state-of-the-art technology.

This technology led to an increase in the plant's productivity to produce up to 325 million carbon and stainless steel shaving blades per annum. At this time the brand names were Captain, London Bridge and Wilkinson.

In 1981 a turning point appeared which changed the history of the company forever when the Al Soliman family acquired 51% of the company stock, thus gaining control of the business, and turned the company's name to "Alexandria Cutting Tools Company" then "Lord Precision Industries" when Wilkinson Sword decided to sell its share of the company. Ever since that time the Company has been growing exponentially both locally and internationally through aggressive marketing of its products and by expanding its product range.

PRODUCT

LORD is one of the main brands, but not the only brand, that the company owns. They are competing with eight brands, the most well-known of which is LORD particularly in the Egyptian market but also in many other marketplaces. The Company utilises the other brands in case the brand was previously registered by a third party in another country or for strategic purposes such as helping acquisition of larger market shares. Moreover, the Company offers three types of shaving methods namely - traditional blades, disposable razors, and systems (which are long lasting shavers where blades are easily changed).

Under these brand names the company produces more than 200 products. The purpose of such diversity is meeting the different needs of end users. The company had, and still owns, the main product which is the traditional blade produced under different brand names with different packing patterns to serve barbers and limited-income categories. Later the company decided to attract other categories by producing disposable single blade razors followed by twin blade razors which ensure that their users have a safe shaving experience and are products that are attractive to younger men. Very much like these traditional blades, the company offered other several designs of bladed razors with different shapes serving different price levels to meet the needs of all consumer brackets. The most recent of these innovative products has been triple bladed razors which are capturing an increasingly high share of the market.

RECENT DEVELOPMENTS

In order to enhance the level of freshness and comfort for their users, their research team has conducted many experiments. One of which was on improving the effectiveness of the lubricating strip incorporated into the razors in order to secure natural and safe moisturisation for the user. After many experiments the lubricating strip was released to the market with natural, modern additions for more moisture and freshness.

LORD has developed a new handle design in France which aims to be the nucleus of the new group of products which they will very soon release in all their markets.

Recently an integrated chain of new advanced products was developed by the best international experts in the industry to meet the needs of gentlemen looking always to be attractive and trendy in keeping with their dynamic personalities. What is new about these products? Their handles are designed for greater satisfaction of users who seek a top quality shaving experience.



PROMOTION

The Company conducts marketing research periodically in cooperation with a network of its users all over the world in order to identify the best annual promotion programme. It is designed based on consumer needs in each market in order to provide the maximum possible value added to LORD users all over the world. This has resulted in increased satisfaction and loyalty of many consumers.

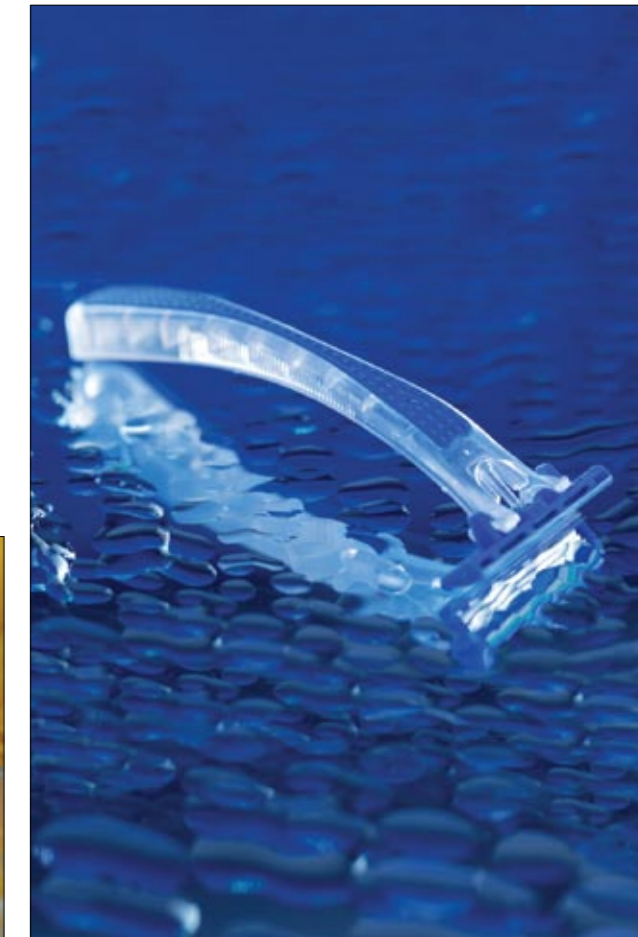
BRAND VALUES

LORD believes that the face is the most expressive part of the body. Through their products they make your appearance the best - leaving skin very lively and fresh.

Human interaction is an imperative and each one of LORD's products gives the user the social confidence needed to approach others.

To help users enjoy the brand's reputation for softness, LORD offers a range of personal care products which make a real difference for the condition and appearance of your chin area.

www.lordshave.com



Things you didn't know about LORD

LORD is the oldest factory for shaving blades and razors in the Middle East and Africa, having been in business since 1930.

LORD has improved the production capacity of the factory from 240 million blades in 1978 to 2.5 billion blades in 2003.

LORD produces and distributes more than 200 shaving products under eight different brands - the oldest of which is LORD.

LORD exports its products to 75 countries to date.

Superbrands

