



COMPANY PRESENTATION

VALUES

HISTORY

DISTRIBUTION

**EXPERTISE
QUALITY**

BRAND

DELSEY IS UNIQUE

Mission

- DELSEY's mission is to create and sell distinctive and functional luggage for the individual.
We continually seek to understand the needs of the individuals and use that knowledge to create products to meet their needs in terms of image, function and price.

Philosophy

- DELSEY places the individual user of our products at the core of our design and product creation processes.

DELSEY designs creative products to ensure that all the objects the individuals need can be carried with ease and distinction.
DELSEY focusses on the need of the individual to be an individual.

Positioning

- For all unique and self confident people who want to enhance their image while moving in comfort, DELSEY is a designer of smart and aspirational products that show how distinctive you are. Uniquely, DELSEY lets you stand out in a crowd.

DELSEY, a creative passion adventure

■ DELSEY'S BEGINNINGS

In 1911, the 'Etablissements Delahaye' specialised in the manufacture of cases for cameras and covered cases for typewriters and record players.



■ ORIGIN OF THE DELSEY NAME

Mr. Delahaye and the Seynhaeve brothers joined forces in **1946** to create **DELSEY**. DELSEY made use of his experience in the production of presentation boxes and cases, and created a department for “travel items” in moulded plastic. DELSEY uses the skill it had acquired in ABS boxes. In **1970** DELSEY used this ABS shell and metal frame technology to create the first French high range rigid luggage line – the DELSEY AIRSTYLE suitcase.

■ DELSEY'S SUCCESS

DELSEY is now the n°2 luggage brand worldwide. DELSEY, creator of contemporary and design luggage, is an international brand present in over 110 countries worldwide and on 5 continents. It boasts 6,000 active sales outlets. DELSEY is an identity brand with a high reputation in Design and Innovation.

DELSEY, a creative passion adventure

DELSEY continues to innovate since 1946.

The DELSEY goal is to be visionary and anticipated fashions, lifestyles, usage and consumer needs.

Some examples illustrating DELSEY innovations :

INNOVATIONS

- 2010** : An exclusive innovative secure closure system: ZIP SECURI TECH.
- 2009** : The lightest DELSEY soft suitcase.
- 2008** : First fiberglass structure with shape memory (patent pending).
- 2006** : Easy removable wheel system (patent pending).
- 2001** : World's largest hardside polypropylene suitcase is launched.
- 1999** : Wheels pack system (patented).
- 1993** : Exclusive DUAL DRIVE 2 or 4 wheels concept.
- 1984** : First suitcase built on an injected monobloc frame.
- 1975** : First injected polypropylene suitcase.
- 1972** : First TROLLEY hardside suitcase with wheels.



DESIGN AWARDS

- 2011** : Nominated by Observateur du design.
- 2010** : Nominated by Observateur du design.
- 2009** : ILM Offenbach award for innovative design.
- 2006** : Nomination for Innovation during the Milano Mipel exhibition.
- 2004** : Special award at the Paris leather good fair.
- 1998** : Cannes Tax free World-wide Exhibition, best product of the Year.
- 1992** : Product of the Year Award from the British luggage association.
- 1987** : French Export Oscar Award for exceptional performance.
- 1975** : French Export Oscar Award.

INTERNATIONAL PRESENCE



- Distributed in over 110 countries and 6,000 sales outlets
- 75% of Turnover is generated abroad
- 4 million items of luggage sold every year

1 piece of luggage sold every 10 seconds in the world !

INTERNATIONAL PRESENCE

■ DIVERSIFIED INTERNATIONAL DISTRIBUTION CHANNELS

DELSEY brand presence:

- Specialist leather goods shops ,
- Department stores,
- Duty Free,
- Business to Business
- Hypermarkets : luggage marketed using another brand name.

■ LOGISTICS ADAPTED TO THE MODERN WORLD

- DELSEY product packaging control.
- Products shipped directly to the 5 continents.



INTERNATIONAL PRESENCE

- **EUROPE AND EXPORT : THE NUMBER 2 BRANDED LUGGAGE PLAYER WORLDWIDE**
 - Leader in France, DELSEY's home market, with a market share of approximately 30%.
 - Increasing Export sales through DELSEY's solid network as in Italy, in Germany, in Greece, in Turkey, in Middle East markets as Saudi Arabia, United Arab Emirates and in the Latin America markets as Brazil and Argentina...

- **USA : INCREASING MARKET RECOGNITION ACHIEVED THROUGH DEPARTEMENT STORES.**

- **ASIA – PACIFIC : STRATEGIC DEVELOPMENT**
 - DELSEY's brand awareness is significant in developed markets, namely Japan, Korea, Hong Kong, Singapore and Australia and boosted in China through direct retail.

INTERNATIONAL PRESENCE



Around the world KOWEIT



Hanover USA



Shanghai CHINA



ARGENTINA



Paris FRANCE



Hamburg GERMANY

■ DELSEY's creative force

- DELSEY DESIGN, an integrated research and creation laboratory of 7 designers has implemented a consistent creative approach, at the cutting edge of the latest trends.
- DELSEY designers draw their inspiration from a range of rich and unique spheres (as fashion, car and sportindustry) focusing their creativity to invent ever more innovative luggage concepts.

CONSUMER FOCUSED APPROACH

- **Consumers are at the heart of DELSEY creative passion.**

DELSEY luggage is meant to enrich each individual through a strong product identity that reveals its personality and the authenticity of the person's values.

DELSEY incorporates the results of specialist consumer needs surveys, focus groups and feedback from the markets into its work.

Scenarios are developed in partnership with other major companies in order to identify new needs and the creative direction to be taken to ensure they are met.

CONSUMER FOCUSED APPROACH

European consumers Choice



SMARTSON
BEST IN TEST DECEMBER 2010
See all details of the test on www.smartson.se

DELSEY Karat
Winning features:

- Patented secure zipper
- High quality - long life - Eco friendly
- Strong and robust double wheels
- Clever designed interior
- Protective cover included

DELSEY
INNOVATIVE **DELSEY CHOICE** SINCE 1946



DELSEY

European Consumers Choice
HIGHEST RATING IN ITS CLASS
9,9 / 10

DELSEY KARAT acclaimed by European consumers.

European Consumers Choice has selected and tested the DELSEY KARAT suitcase with ZIP SECURITECH Innovation. The DELSEY KARAT suitcase has more than satisfied the jury and consumer testers.



Observateur du Design 2011

The DELSEY KARAT suitcase has been nominated by OBSERVEUR DU DESIGN for creativity and design awards.



BIENNALE INTERNATIONALE DESIGN SAINT-ETIENNE

Biennial at Saint-Etienne

KARAT presented at the biennial event in Saint Etienne (France). The Biennial is an international event inviting many design professionals.

DELSEY
INNOVATIVE **DELSEY CHOICE** SINCE 1946

DELSEY COMMITMENT TO THE ENVIRONMENT

- DELSEY is compliant with the European Community REACH regulation.

The REACH regulation aims to monitor and restrict the use of chemicals that are harmful to man and the environment in European consumer goods.

REACH = Registration - Evaluation - Authorisation and Restriction of Chemical substances.

- Compliance with North American Regulations : California 65 and Illinois environmental regulations.

North America's states have specific and very strict regulations.

For instance they have a very low level of acceptance of lead (less than 200 ppm).



DELSEY COMMITMENT TO THE ENVIRONMENT

- DELSEY is moving ahead to integrate more and more environmentally-friendly materials in its ranges .DELSEY is also working toward the development or PVC-free ranges of products.
- DELSEY creates lighter products. The weight of the luggage is optimized, especially where limited protection or resistance is needed.
- DELSEY chooses components that may be disassembled, unscrewed and rapidly replaced at a low cost. For example wheel replacement is easy, fast and efficient (ERS - Easy Removable System) and avoid the replacement of the complete product in case of repair . The GREEN DAYS collection fabric is made of 45 % PET from recycled plastic bottles.
- DELSEY plans product transport efficiently by flattening, folding or nesting products to reduce the space and volume products fill during shipping.
- DELSEY focuses on reducing packaging quantity and volume by eliminating individual wrapping.

QUALITY : EXPERTISE AND KNOW HOW

INTEGRATED QUALITY LABORATORY :

DELSEY products are manufactured using high specification materials and subjected to stringent quality controls for homologation.



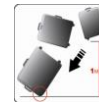
Wheels: 15 to 30 km fully loaded over rough ground



Zippers: opened/closed 5 000 times in succession



Handles and straps: lifted up and down 5,000 to 10,000 times



Loaded luggage: 26 random falls



Rolling test



Fall test



Lift/place test



Abrasion test

QUALITY

QUALITY : AN INTERNATIONAL GUARANTEE



- DELSEY guarantees its luggage worldwide for 5 years. Wherever their travels may lead them, owners can contact one of DELSEY's brand dealers and their after sales service will make it a point of honor to give them satisfaction.
- The list of retailers is available on our Internet site www.delsey.com.



BRAND

INTERNATIONAL ADVERTISING CAMPAIGN

POSITIONING

« DELSEY,
creator of innovative and clever luggage
that fits your personality »

For all you unique and self confident people who want to enhance your image while moving in comfort, DELSEY is a designer of smart and aspirational products that show how distinctive you are.



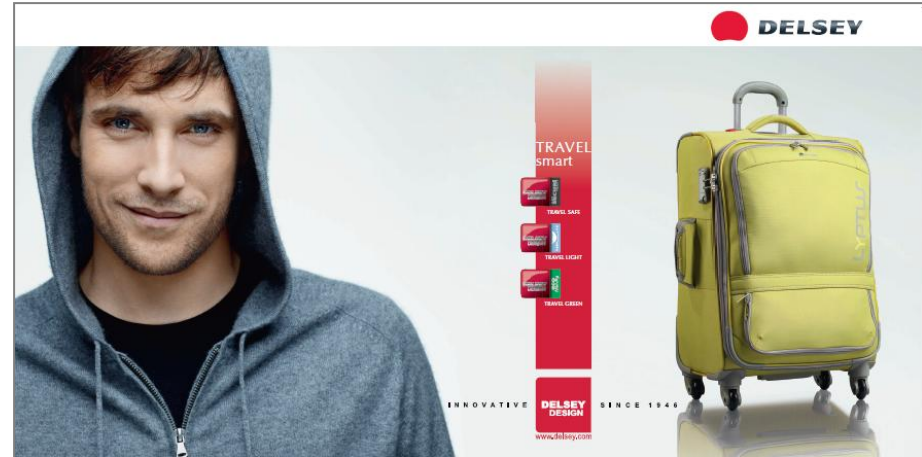
BRAND

INTERNATIONAL ADVERTISING CAMPAIGN



BRAND

INTERNATIONAL ADVERTISING CAMPAIGN



BRAND

DELSEY CONCEPT STORE

- Everything is designed to attract consumers and invite them to buy in a contemporary and efficiently designed space.



BRAND

INTERNATIONAL FAIRS AND EVENTS



BRAND

MERCHANDISING

- Attractive and efficient windows to enhance the new collections.



FUTURE

AND TOMORROW...

- DELSEY sets the course of the future and rises to the challenge of innovation.

