

# **Czech Blades s.r.o.**

**Praha, Czech Republic**

**August 21st, 2013**

**Company profile & Product portfolio**



# History overview

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- 1950 – 1993      ASTRA Diu state corp.
- 1993 – 1996      ASTRA Diu s.r.o. (private)
- 1996 – 2005      Gillette Czech s.r.o.
- 2005 – now      Czech Blades s.r.o



# Factory area

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# Czech Blades s.r.o.

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- Limited company with 1 mil CZK basic capital
- Global leader in manufacturing carbon steel blades
- 220 employees
- ISO 9001 and 14001 certificate
- Gillette Award 2006 and 2007 – TOP 20 worldwide P&G suppliers
- Associated companies:
  - GCT a.s., Brno (holding/mother company)
  - Formex s.r.o., Brno (sister company to Czech Blades; tool production/moulds/injection moulding)

# Customer portfolio

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- Geographical reach
  - 95% of production is exported
  - Europe, Africa, Middle East, South Eastern Asia, South America
- Production of blades in numbers
  - 4.5 mil pcs a day – over 1 billion pcs a year



# Product portfolio – safety razor blades

Safety razor blades – trade marks:

TIGER  
TATRA  
LEON  
LEON Superfine  
LUXOR  
SOKOL



High quality carbon steel  
Thickness 0.13 mm or 0.10 mm  
Different shapes (3H/LH)  
Different colours (Bh/Wh)

All of these brands are TM protected

- Applications (shaving, textile industry, leather industry, agro industry, automotive industry etc.)



# Product portfolio – industrial blades

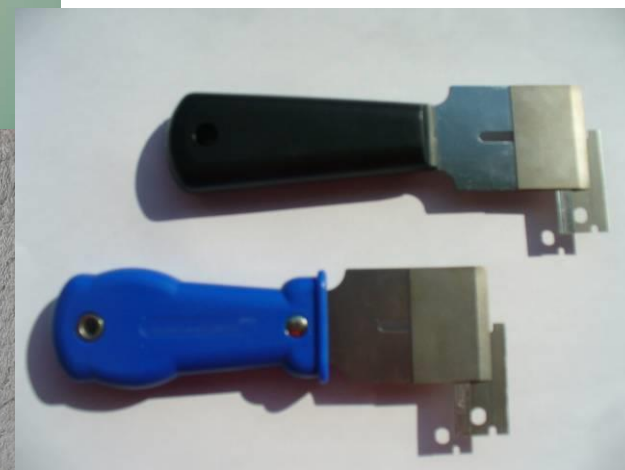
- Different basic shapes
  - Single edge
  - Double edge
  - Long knife/blade
- Different thickness
  - 0.30 mm – standard thickness
  - 0.20 or 0.40 also available
  - Long knife: 0.50 mm
- End-use examples
  - Textile, automotive, construction, shoes, packaging, carpet/matts, chemical, injection moulding industry
  - Agriculture – cutting crops, tanneries



# Product portfolio - accessories

## Accessories

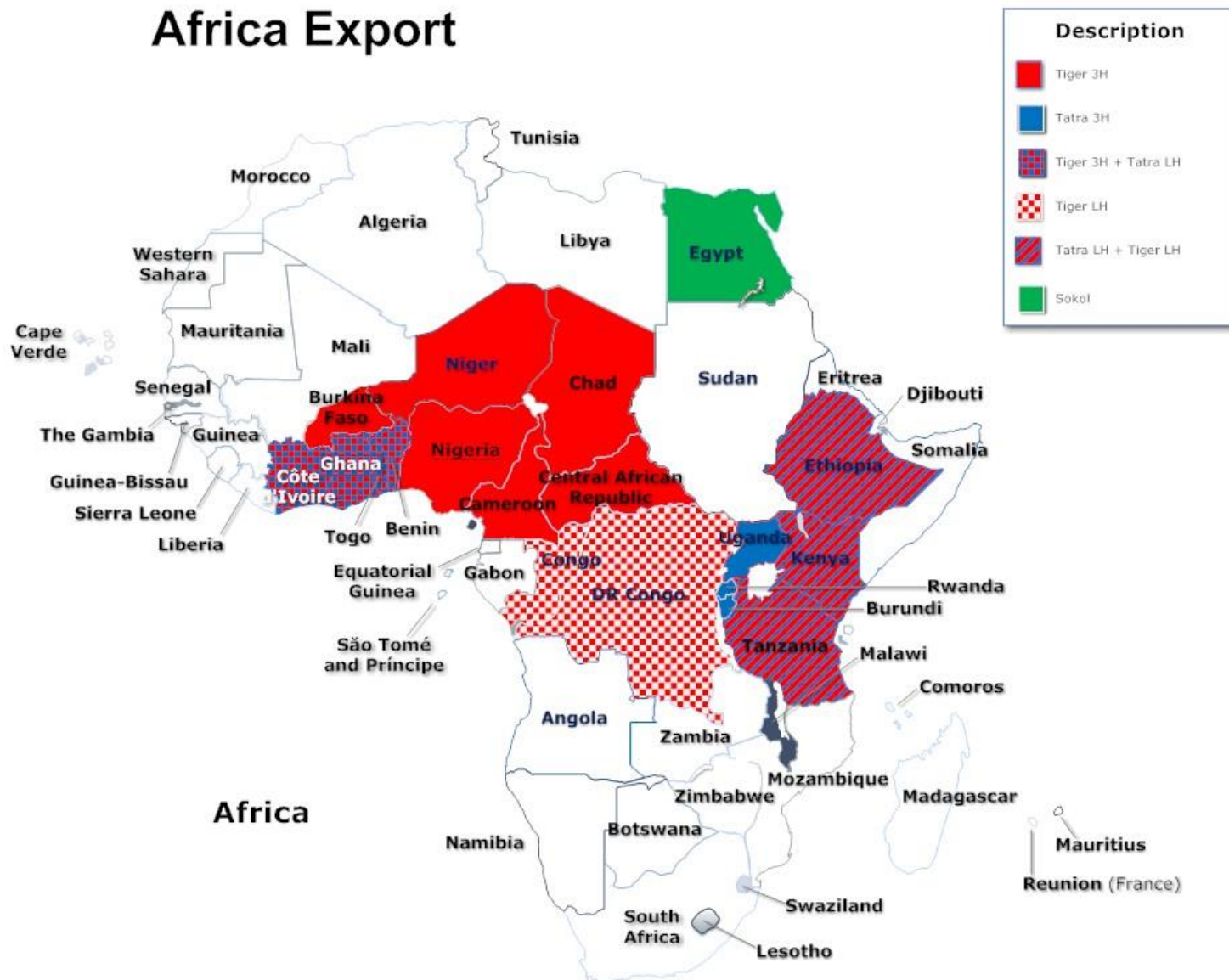
- Cutters
- Scrapers
- Other hand tools





# African business - overview

## Africa Export



# Nigerian distribution

- Product

- carbon blade TIGER
- 3 holes, bluish



- Distribution

- Traditional market and distribution

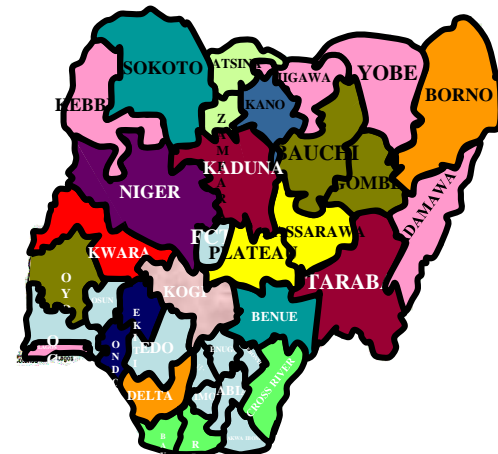
- Distribution set up

- 80' and 90' - fragmented distribution, medium sales
- end of 90' - consolidation, exclusive distributor
- 2002-2005 - stagnation
- 2009 – incentive programm introduction, growth



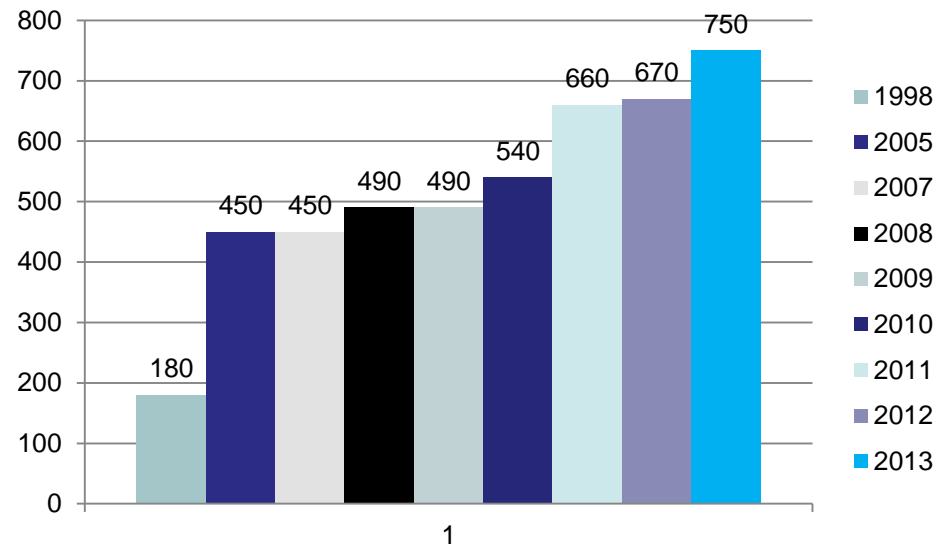
# Nigerian distribution

- Geographical reach
  - dist. centre and main warehouse Lagos + branch offices
  - covering also Benin, Togo, Chad, Niger, Ghana, Cameroon, Central African Republic, Ivory Coast, Burkina Faso
- Recent distributor
  - one of the strongest FMCG distributors
  - est. since 1860
  - charity - foundation providing aid in the area of health, eye care and water



# Nigerian distribution

- Sales



# Nigerian market – short SWOT

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## Strenght

- Market size
- Conservative/predictable/  
well organized traditional  
market

## Opportunities

- Growing market
- Image of quality
- Key position for W. Arica

## Weaks

- Infrastructrure level
- Purchasing power

## Threats

- Political instability
- Criminals
- Cheap and low quality  
competition (CN, India)

# Contacts

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Should you have any question or in case of your interest to purchase any of the type of safety razor or industrial blades please contact any our local representative or directly our headquarter:

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**Thank you for your attention!**

C Z E C H  
**BLADES**

The logo for CZECH BLADES features the word "CZECH" in a light grey, sans-serif font above the word "BLADES" in a bold, black, sans-serif font. A red, curved blade-like shape is positioned between the two words, overlapping the "A" in "BLADES".