



taurus group



creative
housewares (Pty) Ltd



HISTORY

Taurus Group was born in 1962 in Oliana. In a short time becomes the most important company in the sector of the small appliance with 100% national capital. At this first stage, launched innovative products as the first domestic deep Fryer and the leading products until now as the **Bapi-Taurus** or the popular **Tropicano** heater.

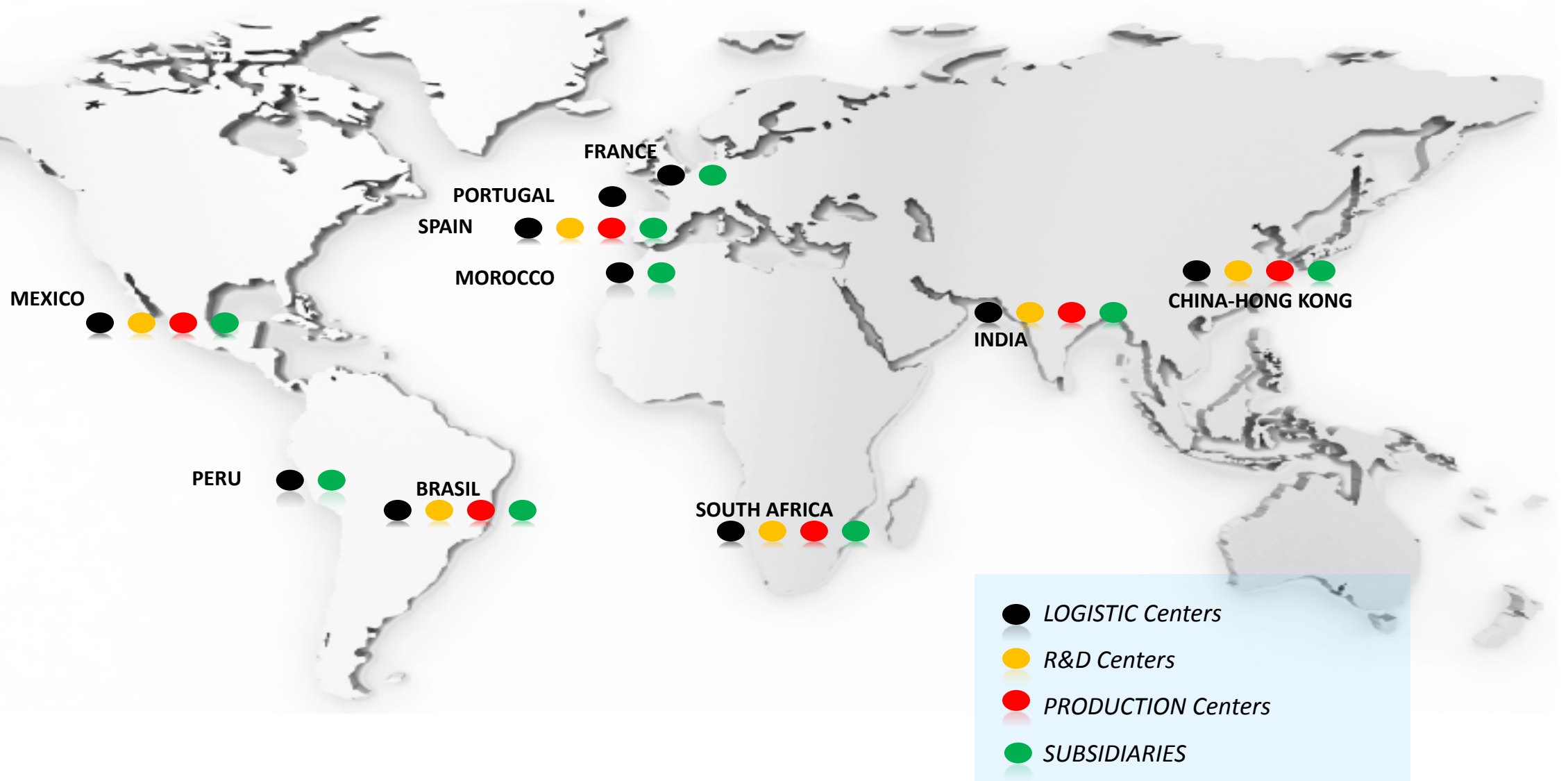
At the end of the 90s a new leadership committed to internationalisation and the development of **own products** with special emphasis on **R&D**. The creation of subsidiaries and the acquisition of new companies, strengthen Taurus internationally.

More than 50 years later, **Taurus Group** keeps the commitment of making life more comfortable for people.





IN THE WORLD





BUSINESS SECTORS & COUNTRIES



Small Appliances



taurus

Mycook



MINIMIKA solac

WORLDWIDE



Coffee

WhiteBrown

FRANCE

INALSA

INDIA

MALLORY

BRASIL

mellerware

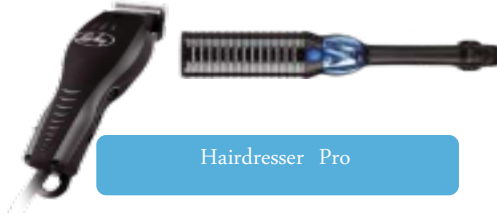
SUDAFRICA

práctika

PERÚ

coffeemotion

SPAIN



Hairdresser Pro



DIY



Air conditioning



Horeca

wiñsor *Lucky*

WORLDWIDE

SUDAFRICA

 **casals**

WORLDWIDE

ALPATEC

FRANCE

taurus
PROFESSIONAL

WORLDWIDE



ABOUT US

MULTILOCAL
Group



6 NEW PATENTS
worldwide
every year



7 I+D centers
worldwide

250 NEW PRODUCTS
Every year



450
R&D projects



15 MILL. units sold
worldwide every year



Production in
6 COUNTRIES



Present in
MORE 80 COUNTRIES
global market





creative
■ housewares (Pty) Ltd

About Us



JOHANNESBURG - SOUTH AFRICA



CAPE TOWN - SOUTH AFRICA



DURBAN - SOUTH AFRICA



About Us

- Creative Housewares **was founded in 1986** and was first to the South African Market the production and **sale of plastic kettles** under the Mellerware brand.
- Creative Housewares has entered **all of the major SDA categories** and has developed a fine track record for product innovation and market leadership in several categories including Breakfast, Food Preparation, Cooking & Salon equipment.
- Today has presence in **all major retailers** (local and Multinationals, Independents and Online).
- Today we employ about **110 people** and we have **3 premises** with about 15.000 sqm.
- **In 2006** the 60% of the Creative Housewares share capital **was acquired by Taurus Group** under a Joint Venture Agreement which also included put and call options. Subsequently by the year 2011 Taurus Group acquired the other 40% of the company's share capital.
- Since year 2006 Creative Housewares has **multiply its sales 4 times** with a current turnover around 20 MM Euros.



Brand and Category Detail

taurus group

creative

housewares (Pty) Ltd

casals



AQUA OPTIMA
Purer Water. Fast.
mellerware

morphy richards

smart ideas for your home

solac

mellerware

Industry Time Resistant

taurus

Lucky
LIFESTYLE

- POWER TOOLS
- GARDEN POWER

➤ WATER

- IRONS
- KETTLES
- TOASTERS
- COFFEE
- FOOD PREP
- COOKING
- SEASONAL
- FLOOR CARE
- PERSONAL CARE

➤ PERSONAL CARE

- IRONS
- KETTLES
- TOASTERS
- COFFEE
- FOOD PREP
- COOKING
- SEASONAL
- PERSONAL CARE
- WATER

- IRONS
- KETTLES
- TOASTERS
- COFFEE
- FOOD PREP
- COOKING
- SEASONAL
- FLOOR CARE
- PERSONAL CARE

- IRONS
- KETTLES
- TOASTERS
- SALON FURNITURE
- SALON ACCESSORIES
- BRUSHES



creative
housewares (Pty) Ltd

Other Considerations

- Black Economic Empowerment (BEE) Compliance.
- Team: Local Manegent.
- Hub For Export in Sub-saharian markets. Free warehousing Zone.
- Business Friendly
 - Financial institutions.
 - Accounts receivables.
 - Regulations.
 - Income Tax
 - Stability
- Exchange Rate Fluctuation. Flexibility and opportunities. Forward Cover currency.
- Security. “In relation with whom”.





taurus group

THANK YOU



creative
housewares (Pty) Ltd