

GLEN  
DIMPLEX  
GROUP







Founded in 1973, Glen Dimplex is now the world's largest electrical heating business and holds significant market positions in the domestic appliance industry worldwide. With an annual turnover of €1.5 Billion, the Group employs 8,500 people.

Glen Dimplex remains privately owned and finances its ongoing expansion from its own resources. Fundamental to its success, is a policy of continuous investment in building brands, constant product innovation and providing its customers with the products which they aspire to.

The Group takes an international and entrepreneurial approach to managing its businesses, whilst avoiding a bureaucratic style of management. Building strong, vibrant and effective businesses is a fundamental business philosophy. These businesses are expected to operate to the highest standards of efficiency, quality and ethics, with a total focus on our customers needs.

The Group's exceptional growth has been made possible by a "can do" attitude to business by its employees and the tremendous support which it receives from its customers and suppliers.

belling

CAMPA

DC Dimplex

faber

ewt

morphy richards

NOBO

IIII  
newworld

Noirof

RIEDEL

ROBERTS

STOVES

## Multi Branding Strategy

The Group operates a multi branding strategy in marketing its product range. Each brand within the Groups portfolio is positioned differently in the market place, with a clear objective of meeting its customers expectations at all times. Our brands have their own distinctive heritage and hold market-leading positions in their product sectors.



Great brand names need constant and significant investment in product innovation and in communicating their message to their customers. Glen Dimplex is committed to growing its brands and making them stronger and more successful.

“Great brands deserve world class products”.



We invest in our businesses for the long term to ensure that they will continue to grow and prosper. Investment in technology enables the Group to develop world class, innovative products and to provide a focused service to its customers.



# Global Growth

## 1970s

November 1973, Glen Electric commences business in Newry, Co Down, employing ten people. 1977, Dimplex, the leading brand in the UK electrical heating market is acquired and Glen Dimplex is formed. 1979, Bitech Engineering commences business in Dunleer, Co Louth.

Turnover: €30m  
Employees: 900

## 1980s

In the 1980s the Dimplex business grew very rapidly in the UK and Glen Dimplex became market leader in all electrical heating product categories.

In 1985, Glen Dimplex acquired three UK businesses, Morphy Richards, the market leader in small domestic appliances. Blanella, a manufacturer of electric blankets and Burco Dean Appliances, a manufacturer of products for the catering industry.

Turnover: €300m  
Employees: 4,000

## 1990-1995

The 1990s was the decade when Glen Dimplex expanded beyond its Irish and UK base. 1990, we acquired Kromax, the main European electrical heating business of Siemens AG. 1991, we acquired two electrical heating businesses, Chromalox, the market leader and Westcan, a subsidiary of Siemens AG. 1992, we acquired the Dimplex brand in the UK cooker market. 1994, we acquired Radio, the prestige name in the UK radio market. 1995, we acquired two businesses, EIO, a German manufacturer of care products and Seago Technologies, a UK manufacturer of electrical heating appliances.

Turnover: €600m  
Employees: 5,000

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manufacturer of floor  
manufacturer of

### 1996-2000

Turnover: €1.1bn  
Employees: 6,500

1996, we acquired a significant shareholding in Muller, the leading manufacturer of electrical heating appliances in France. 1997, we acquired Goblin AquaVac, a leading manufacturer of floor care products and significantly strengthened our position in this product category in Europe. In 1998 and 1999, we acquired AKO and EWT, the leading brands in the German portable electrical heating market. We also opened sourcing offices in Hong Kong and two in Mainland China to develop a high quality and cost effective Asian supplier base for the Group's worldwide operations.

### 21st Century

2000, we acquired Faber, the leading Dutch manufacturer of gas and log burning decorative fires. New sales subsidiaries were set up in Italy, Spain and Poland. 2001, we acquired Stoves and New World, two leading brands in the UK cooker market. 2002, we set up a Joint Venture in China, Shenyang Dimplex Electronics, to manufacture storage heaters for the rapidly growing Chinese market. We acquired Nobø, the market leader in installed electrical heating products in the Nordic countries, together with Dimenco and Brownbrook, the Group's distributors in Southern and Northern Ireland. 2003, we acquired Galaxy Showers, a manufacturer of electric showers for the UK market and Siemens Electrical Heating, the Norwegian and last remaining electrical heating business of Siemens AG.

Turnover: €1.5billion

the 21st Century

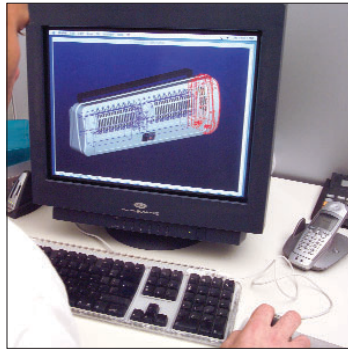
8,500 employees



# Design, Innovation & Development.



Glen Dimplex markets its products to increasingly demanding and fashion conscious customers, who demand and are entitled to the best. Our Design and Development teams operate at the forefront of fashion changes and set trends in the design and development of domestic appliances.



Judgement on design is, in the final analysis, subjective. In the domestic appliance industry, the global product does not exist. Household environments and fashion styling is different from country to country and indeed from region to region within some countries. Our 500 design and development engineers work in a creative environment and design for specific market and brand needs. Their challenge is to give our individual customers what they require and feel comfortable with, in their homes.

**“Innovation and Design make the difference between Great Brands and mediocre brands, we ensure our brands remain Great Brands”.**



Innovation and design make the difference between great brands and mediocre brands. We are dedicated to meeting this challenge, ensuring our products meet or exceed our customers' expectations at all times.



“Our product managers and world class design studio in London set fashion trends in the design and development of household appliances”

“Our customers’ demand and are entitled to the best – we must ensure our products meet or exceed their expectations at all times”



Our product development programme is directed at ensuring our products are of the highest standard of innovation, design, quality, safety and efficiency. Products we can be proud of, that our customers are satisfied with and ensure our brands remain great brands.





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