

Superbrands

VOLUME V



AN INSIGHT INTO MANY OF HONG KONG'S STRONGEST BRANDS

**GERMAN
POOL**



德國寶

A pioneer in research and development, German Pool has been investing resources in designing high quality appliances. The brand owns dozens of patented products, and has garnered innovative design product awards. Its Air Curtain Range Hood has won the Gold Award in the Hong Kong Home Electrical Appliances Design and Innovation Competition, and its storage water heater has garnered the 'First Class Energy Efficiency Label'.

THE MARKET

Since its establishment in 1982, German Pool has grown to be an influential player in the Home Electrical Appliances and Kitchen Cabinetry Industry in Hong Kong, with its own product design, manufacturing, sales and marketing teams. The brand provides around 30 categories of electrical appliances, ranging from electric water heater, range hood to ozone sanitising system. While leveraging on its own production lines, the company also sources quality products from established Original Equipment Manufacturer (OEM) suppliers worldwide.

Kitchen cabinetry and built-in appliances are the forte of German Pool. The brand launched its first kitchen concept store in Wanchai in 2000 and now boasts four retail outlets in Hong Kong to provide one-stop-shop service. Apart from selling German Pool's complete line of kitchen cabinetry and kitchen electrical appliances, a wide range of Europe-made built-in kitchen appliances, imported kitchen cabinetry materials and accessories are also available.

In the retail market, German Pool sells its kitchen cabinetry, appliances and equipment directly to end users; in the wholesale market, it sells home, commercial and industrial appliances to businesses including chain stores, department stores, banks and credit card companies (through loyalty programs), utility companies, developers and the Hong Kong Government.

ACHIEVEMENTS

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In 2004, German Pool was named one of the 'Hong Kong Top Brands'. In 2006 and 2007, it



German Pool offers high-end kitchen cabinetry with built-in home appliances.

was awarded the 'Best Potential Brand Enterprise Award' by the Hong Kong Productivity Council, and 'SME's Best Partner' by the Hong Kong Chamber of Small and Medium Businesses. It also received the 'Q-Mark' Service Award as well as 'Consumers Choice' award in 2007. In 2008, it received the 'Quality Wedding Merchant' title from the Hong Kong Productivity Council, 'Hong Kong Proud Award' from Ming Pao and the Chinese University of Hong Kong, 'Hong Kong Quality Brand' from the Hong Kong Encyclopedia Co. Ltd., and 'Hong Kong Premier Brand' from the Chinese Manufacturers' Association of Hong Kong.

HISTORY

German Pool was founded by Dr. Edward Kwok Man Chan in 1982, whose partnership with a German firm helped the company become the leading water heater business in Hong Kong through the use of European technology and components.

One of the most influential players in the home electrical appliances industry in Hong Kong

today, German Pool is strong in product design, manufacturing, sales and marketing as well as global exports. It also has 700 distribution outlets in Hong Kong and is planning a major expansion into China.

Dr. Chan, who owns a number of product patents, has dedicated his life to the manufacturing industry. He received the World's Most Outstanding Chinese Award from the United World Chinese Association in 2005, was awarded an honorary fellowship from the Professional Validation Council of Hong Kong Industries in 2006 and made an honorary professor by the Canadian Chartered Institute of Business Administration in 2007. He also holds a number of important public positions in the manufacturing industry, such as the Honorary President of the Hong Kong Electrical Appliances Manufacturers Association, Chairman of the Hong Kong Far Infrared Rays Association, Executive Vice-Chairman of the Hong Kong Brands Protection Alliance and Vice-Chairman of the Hong Kong Green Manufacturing Alliance.



Halogen Cooking Pot, Ultimate Rice Cooker and Healthy Slow Cooker are German Pool's best-selling cookware.



HKSAR Chief Executive, Mr. Donald Tsang, made purchases at German Pool's booth at the Hong Kong Brands and Products Expo 2008. He later donated the items to the charity.



German Pool's booth was visited by senior government officials of the Guangdong Province at the first Guangdong Foreign-invested Enterprise Commodities Fair 2009.

THE PRODUCT

With the mission to improve the living environment of families in Hong Kong, German Pool invests a lot of resources in product development and innovation. Over the past 27 years, German Pool has obtained many new product patents and numerous awards in household appliance design and innovation competitions – its Halogen Cooking Pot, a patented product, won the 'Consumer Product Design Certificate of Merit' from the Federation of Hong Kong Industries.

German Pool is the only company in Hong Kong that provides a complete one-stop shop kitchen service, including kitchen cabinets, appliances and equipment. It offers excellent value enhanced by competitive pre and post-sales support including delivery, installation, maintenance, repairs and customer service.

Apart from selling Germany-made and designed water heaters, German Pool also partners German engineers and product designers in designing its own home electrical appliances product lines. There are now dozens of German Pool's home appliances in the market place, covering everything from range hoods, multi-purpose halogen cooking pots to ozone sanitising systems and massagers.

RECENT DEVELOPMENTS

German Pool is building its Asia Pacific manufacturing headquarters at the Shunde High-Tech Industrial Park, strategically located in the central part of the Pearl River Delta, China. Its headquarters will house six core production lines: electric water heater; boiler; space heater and ozone sanitising system; Engineered Wood Products (EWP); range hood and gas cooker; kitchen and

bathroom cabinetry; induction cooker; other household and commercial electrical appliances. Shared facilities include metal and plastic moulding processing plants, raw materials and finished goods warehouses, an R&D centre, a training centre and administrative complex.

EWP is a newly developed product category manufactured from recycled materials, including used or re-processed plastic resin and wood pulp. In some applications such as construction, it can be



Maria Cordero, host of a popular cooking show, represented German Pool at various promotional campaigns.

reused several times. Hence, it is environmentally-friendly and economical. EWP is also stronger, more reliable and consistent than natural wood products. The company sees potential in EWP development, due to strong demand in construction and furniture-manufacturing industries. It also provides German Pool an alternative material source for kitchen and bathroom cabinets.

German Pool is also launching a franchise system in China, which offers franchisees support, direct access to its products at wholesale rates, multi-media marketing support and training in products, sales and management. The first will be the opening of Guangdong Province's largest kitchen cabinetry and

appliance showroom at its Shunde headquarters. The three-storey, 100,000 square feet showroom will showcase 80 sets of large, medium and small designer kitchen cabinetry.

Its goal for the next five years is to expand its franchise system to at least 200 outlets in all major cities in mainland China. Expansion into the United States, Canada, Europe and Southeast Asia, is also on the cards.

PROMOTION

In the past few years, German Pool has launched numerous multi-media marketing and promotional campaigns to strengthen its brand. It partners with quality media for promoting its kitchen and living appliances. For instance, German Pool is the title sponsor of Cable TV Entertainment Channel's weekly cooking show 'Maria's Kitchen' for the 7th consecutive year since the show's debut. It has also been the title sponsor of TVB's cable network bi-weekly cooking show 'Starry Kitchen' since 2007. In 2009, it signed a new contract with ATV for title sponsorship of two programmes, 'Happy Family 2009' as well as 'Dr. Appliances', a segment inside 'Housemen'.

German Pool is committed to an extensive advertising campaign with a minimum of twelve a month in major newspapers and magazines. It also participates in major trade shows, including the Hong Kong Brands and Products Expo.

BRAND VALUES

German Pool is committed to product safety and environmental performance. For example, its electric water heater has a 10-year guarantee for its inner tank and is the first and only brand in Hong Kong that has been awarded 'Grade One Energy Efficiency Label' for the full range of electric water heaters. German Pool's environmentally-friendly products also include the '4-in-1' Heat Pump System, exhaust fan, energy-saving air-conditioner; 'one-touch ignition' gas cooking range, solar hot water system, energy-efficient and safety test-complied electric induction cooker; all exhibiting outstanding performance in energy saving and product safety.

Its philosophy is best summed up by its slogan, which is simply – 'Life Made Simpler'.



German Pool has always been the industry leader in the Hong Kong water heater market.

THINGS YOU DIDN'T KNOW ABOUT GERMAN POOL

German Pool plans to build the largest distribution network via its franchise system, in China, in the next five years.