



# Company Presentation



# Agenda

Presentation    Introducing Croydex  
Business Introduction  
Quality and Compliance Teams  
Product Categories  
Product Innovation  
Why Croydex  
10 Top best sellers

# Business Introduction

## Headline facts...

- Founded in 1919 as "The New Croydon Rubber Company"
- Today operating from a wholly owned 5 acre site inc 89,000 sq ft of warehouse, 8,000 Pallet locations & 25,000sq.ft office space
- On-site manufacturing
- 90 employees inc 6 located in Asia
- 1,528 SKU's across 10 categories
- 26 international patents granted/pending plus extensive worldwide design registrations
- ISO 9001 accredited organisation



**1919**  
New Croydon Rubber Company founded by Thomas Greenfield. Specialities included rubber squeegees, hot water bottles and tap washers.

**1938**  
Shower bath curtains – "Hemmed all round and complete with chromium plated eyelets at top".

**1962**  
First colour photographs used in Croydex catalogues.

**1975**  
Company renamed as Croydex; a brand name in use since 1923. The logo has changed many times over the years but is still recognised around the country.

**1984**  
Acquired by the Hanson Group of Companies. Croydex working in partnership with Coloroll to match shower curtains to wallpaper.

**2004**  
Expansion of wall mounted accessory ranges to give a comprehensive category of styles and designs.

**2010**  
Croydex announce a new partnership with Danish brassware manufacturer Damixa.

**1934**  
Croydex brand "New shampoo spray" – the "Sham-mix" – the first version of a Bath and Shampoo spray that we still sell today!

**1959**  
Rubber swirls for taps... fix onto your taps to swirl the water around - yes, just like Grandma used to have!

**1967**  
Moved manufacturing sites from Croydon, Surrey to Andover, Hampshire.

**1977**  
Acquired by the London Brick Company. By now Croydex were selling a full range of shower curtains as well as rods, rails and bath mats.

**1999**  
Became privately owned. Creation of the revolutionary Twist 'N' Lock range of products.

**2009**  
Celebrating 90 years of successful business.

**2012**  
Launch of Flexi-Fix. A unique fixing system that will revolutionise the bathroom accessories market.



# Business Introduction

## Design & Development...

- Product design team working in 2D & 3D with rapid prototype and SLA modelling capabilities
- Patent design protection & IP management – protecting us and our customers
- In house full graphics capabilities

## Standards management...

- BRC/RILA and Global Standards compliance & management
- Fully compliant factories
- Fully trained audit teams monitoring social, ethical & legislative procedures and factory compliance
- All shipments fully inspected by qualified Croydex QA inspectors in China



# Product Categories



Cabinets & Furniture



Wall Mounted  
Accessories



Suction-fix  
bathroom  
Accessories



Rods & Rails



Shower Curtains



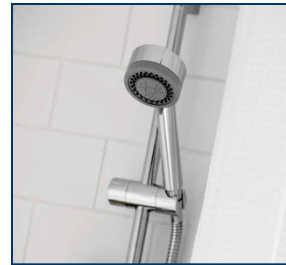
Assistive Products



Toilet Seats &  
Bath Panels



Bath Mats & Pillows



Showers & Shower  
Accessories



Kitchen &  
Homewares



# Hygiene 'N' Clean - A built-in anti-bacterial treatment

Anti-Bacterial  
Shower  
Curtains



AE543424

Anti-Bacterial  
Bath Mats



AG200022



BB201022

Hygiene 'N' Clean is an anti-microbial treatment that is incorporated into certain Croydex products at the time of manufacture. This treatment inhibits the development of bacteria, fungi and other micro-organisms and helps to protect against E-Coli, Listeria, MRSA and Salmonella.

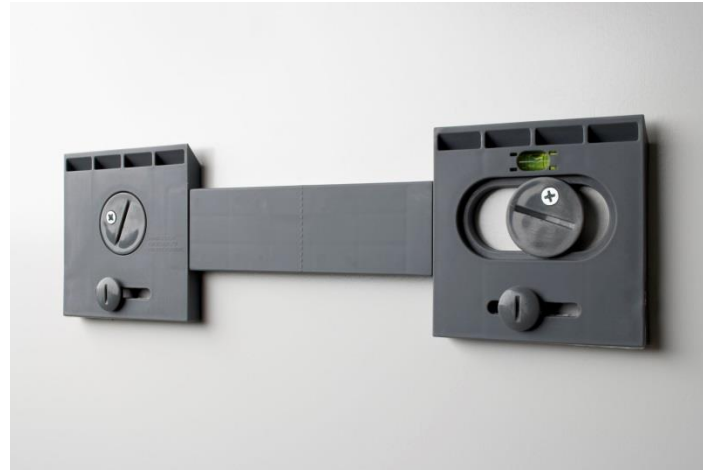
# Hang 'N' Lock - Cabinet & Mirror Fixing is always: Simple, Safe & Level



Innovation in the  
Bath Category



WC101669



Patented Hang N Lock system allows you to fit cabinets to the wall quickly, safely and completely level via a cam system – allowing you to mount and adjust almost any size cabinet.



## Tape Fix Option



1. Unscrew the decorative cap and remove the adhesive pad from the product.
2. Remove the protective cover from the adhesive pad and place in position on a clean wall surface. Leave to cure for 24 hours.
3. Place the product over the adhesive pad and rotate the cap until fully tight.



## Screw Fix Option

1. Unscrew the decorative cap and remove the adhesive pad from the product.
2. Insert the double-ended screw into position on the wall surfaces
3. Place the product over the double-ended screw and rotate the cap until fully tight.





## Flexi-Fix Wall Mounted Accessories

### Screw fixing option

- Unique 'X' plate can be screwed to walls using the same fixing points left by most old accessories, no drilling required
- Old fittings can be replaced easily
- X' plate can be easily aligned with new and old fixing points
- No accurate drilling required
- Screws and fittings included
- Suits 90% of all competitor hole spacing's

### 3 Ways to Fix - you choose how

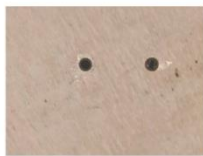
**Re Fix**  
aligns to old holes

**Screw Fix**  
to new holes

**Glue Fix**  
to most surfaces



### Screw Fix - drilling required



Drill new holes - no need for accurate drilling.



Screw 'X' plate to the wall.



Fix accessory in place.

## Flexi-Fix Wall Mounted Accessories

### Blue fixing option

- Unique 'X' plate can be glued securely to uneven and shiny tiles or walls
- No drilling required
- Glue included
- Self-adhesive locator holds 'X' plate in place while glue hardens
- Glue can easily be removed in the future



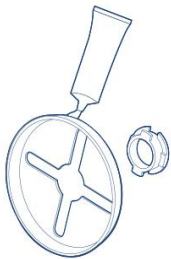
### 3 Ways to Fix - you choose how

**Re Fix**  
aligns to old holes

**Screw Fix**  
to new holes

**Glue Fix**  
to most surfaces

### Glue Fix - no drilling required



Position the alignment guide in desired location.



Apply Flexi-Fix adhesive to the 'X' plate.



Fix accessory in place.





Step 1.

## Glue

Position the hinges and then glue in place with the high strength adhesive supplied



Step 2.

## Screw

Screw in place using the tool provided



Step 3.

## Ready to use

The toilet seat is ready to use immediately

# Sit Tight

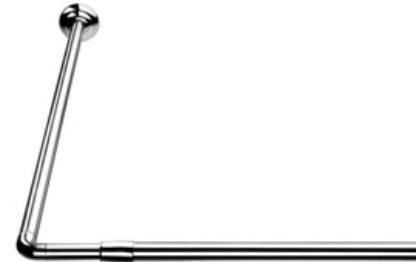
**Screw and Glue**  
No more movement!



# Off the shelf ideas / special buys



# Example Top 10 Best Sellers



Item Number

QA107205

QA108641

AJ401341

AK141641

AD103000

QA100941

AH220515

WC846005

WC836005

AD107041

Description

3LTR Pedal Bin

Retractable Clothes Line

Pedestal storage unit

Shower Curtain rings – Chrome Bead

L Shaped telescopic shower rod

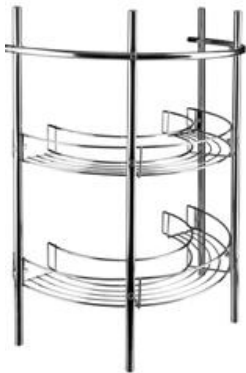
Corner soap basket

Bath shower mat

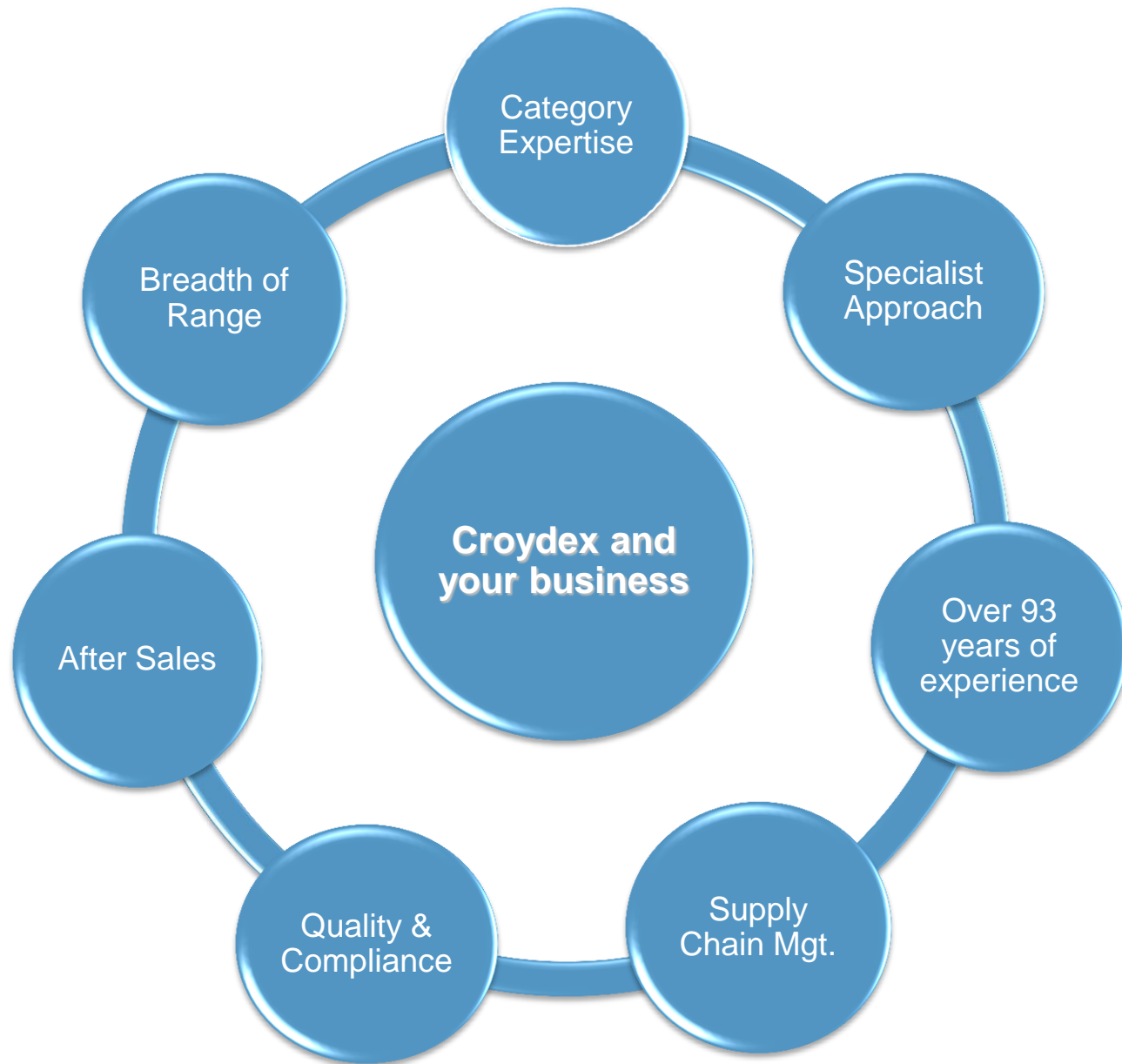
Trent Lockable Cabinet

Severn Oval Cabinet

Wire line Non-Hinged Rod with 12 clips









I will look forward to hearing from you  
Thank you Marie