

# Tefal

## Market

Tefal is part of the leading global small domestic appliances company - Groupe SEB, the French Group that also comprises Rowenta, Moulinex, Krups and Lagostina famous international brands.

Tefal was launched on the Romanian market in 1992 through import trade activities.

A representative office was opened in 1996 and then, a market company established in 2006. This decision followed the impressive development of the Romanian domestic appliances market over a three-four year period, during which small domestic appliances in particular, as well as the cookware market, enjoyed a boom period, in part due to the increased availability of consumer credit. It was the perfect opportunity for the big retail shops to open large networks, and big surface stores, all over the country.

Today, the market offers much variety and people can choose from a wide range of products, from low-priced models with less features to more sophisticated, higher priced versions, even from within the same family.

Tefal is now the number one on the Romanian cookware market in terms of quality, brand awareness and sales (Source: GfK market research).

## Achievements

In 1954, Tefal revolutionised the cookware industry with its invention of the world's first non-stick frying pan. Since then, through its impressive achievements, Tefal has left its mark not only on the cookware market, but also in the field of small domestic appliances. Based on the invention of the steam iron, Tefal has made an unbeatable name for itself and enjoyed extraordinary success.

Tefal's day-to-day activity is focused on offering high quality, innovative and up-to-date domestic appliances, emerging from the challenge for



innovation that the company is continually responding to. This constant stream of development reflects its commitment to raising market standards and giving consumers stylish, efficient and reliable products. Tefal offers consumers an impressive selection of personal and kitchen scales, food preparation and beverage products, electrical cooking goods, and baby care items.

Among its many innovations made in the cookware field, Tefal introduced the concept of the removable handle for the pans & saucepans in 1996. It created an ingenious stackable range of multi-purpose frying pans and saucepans, with detachable handle, initially named Eureka and then re-named Ingenio. The ThermoSpot™ represents another breakthrough innovation launched in 2000, which represents the first heat indicator built into a pan's non-stick coating. It visibly indicates when the pan has been pre-heated to the optimum temperature to start cooking.

In the small domestic appliances field, in 1986, Tefal developed the steam iron with a patented Durilium coating on the soleplate. This exclusive soleplate transformed the chore of ironing by providing extraordinary glide ability, and was also easy to use and clean. During 15 years of presence on the Romanian market, Tefal has

built up a strong reputation in the cookware industry with more than 150 cookware items and more than 100 small domestic items on the market. Tefal branded cookware is recognised as extremely high quality, and owning a Tefal cookware product is something which most households aspire to.

## History

Tefal's history dates back to 1954, when Marc Grégoire, a 48-year old French engineer, invented the first non-stick coating fry pan by discovering the process of

binding PTFE (PolyTetraFlourEthylene) with aluminium.

Incredibly, it all started out as a hobby. Being a passionate fisherman, Grégoire wanted a non-stick coating in order to prevent fibreglass fishing line fragments from clinging to his aluminium fishing rod, allowing for smoother reeling in. As a result, he decided to experiment with this process and the results were extremely satisfactory. However, he took his findings even further: His wife suggested that a more worthwhile application of his discovery would be coating cooking pans to make them easier for cooking and much simpler to clean.

But, as with many great breakthroughs, at first, manufacturers showed little interest in his patented invention. However, he didn't give up. He decided to address consumers directly, demonstrating his products at trade shows and department stores.



Due to increasing demand for his invention, Marc Grégoire established the Tefal Company in Sarcelles, France, in 1956, and sold some 100 pans a day by the end of the year under the slogan: "Tefal pan: the non-stick pan". In 1959, Tefal began to export pans to other European countries and, in 1960/1961, to the US. Starting with "fabulous" orders of 7.500 pieces a week, after just ten days, the firm was inundated with orders, which reached one million pieces per month.

In 1968, Tefal became the number one cookware manufacturer in France. In the same year, Tefal joined the French domestic appliances Groupe SEB and continued its international expansion. Tefal was the first company to launch the iron with electric thermostat (1981) and an integrated anti-scale system (1990).

Today, Tefal products can be found in millions of households around the world and the brand

is fully recognized as representing a quality standard for cookware, being a "must-have" domestic appliance for every household.

In 2004, Tefal celebrated 50 years since the first non-stick pan was launched and set a record, having sold 100 million non-stick Thermospot pans worldwide.

Groupe SEB filled a record: 98 patents in 2004. Through Groupe SEB, Tefal is present in more than 120 countries and every second 6 Groupe SEB products are sold somewhere in the world.

## Product

Tefal's mission is not only to offer ingenious products to make cooking simpler and more rewarding but also to make household activities easier and faster. The practical and innovative features of Tefal products and the role they play in numerous lifestyles makes them appreciated worldwide by everyone looking to make domestic activities easier and more enjoyable.

In the domestic appliances market, Tefal is definitively recognized as a leading brand in the steam iron market, due to product quality and exclusive brand characteristics: Ultragliss/Supergliss soleplate, Pre-program settings (Program 8), which adjust the temperature of the soleplate and the steam quantity to the type of the fabric, and Aquaspeed filling inlet (five seconds water filling).

Besides steam irons, Tefal is present on the Romanian market with an extensive range of other product families: personal and kitchen scales, food preparation products, toasters, sandwich makers, grills and barbecues, fryers, coffee makers, juicers, citrus presses, steamers and baby care products, all present in national and international chain stores.



## Recent Developments

Tefal is regularly adding advanced new items to its wide product range, both in terms of cookware and small domestic appliances. The company refuses to rest on its laurels, and has made numerous new innovations. These include Top Coat, a new layer of interior coating pans, which reinforces scratch resistance and guarantees durable non-stick performance for extra heavy use, as well as fast and easy clean up (New Expert and Resist Top Coat); Thermospot, the new built in temperature indicator; refreshing design in attractive colours and packaging.

In 2005, Tefal launched the new Program 8™ concept, designed to make ironing easier and more pleasant.



It might be hard to believe, but the new product is capable of eight pre-set ironing programs which automatically select the right combination of temperature and steam quantity, adapted for the selected fabric, ranging from the most delicate to the thickest. The steam iron is designed with a "2 in 1" function: a single finger tip control is used to set both temperature and steam quantity, with a front display also allowing for easy visibility.

Aquaspeed is another revolutionary concept: a new filling inlet, which allows you to fill the iron with water in less than five seconds.

Tefal has also launched a wide range of personal scales, which allows a very precise break-down of your weight. The scales don't just show overall weight, but also indicate body composition in terms of fat-mass and lean-mass, thanks to the bioelectric impedance technique used: the brand-new Bodysignal's luminous Visio Control system makes the results easy to understand at first glance.

Everyone likes French fries, but nobody wants to clean the fryer. Following the removable bowl concept for fryers, Tefal's most recent invention for easy cleaning is the automatic oil drainage and filtering system boasted by the Tefal Oleoclean fryers.

Easy cleaning is also the key feature of the new generation Tefal grill: Fit'n'Clean and Snack'n'Clean, where the whole product can be placed in the dishwasher; except of course, the power supply.

## Promotion

Tefal has taken a pro-active approach to promoting its brand. Since its presence from 1996 on the Romanian market, the brand has embarked advertising campaigns and promotions. The most important tool is TV advertising, in order to maintain the high level of brand awareness and inform consumers about innovative new products.

In its TV advertising, Tefal places much emphasis on its core product groups, such as steam irons (Aquaspeed, Program 8) and non stick-cookware (Ingenio, Thermospot). However, it also invests a lot to build-up new product categories like Body Composition scales (Bodysignal). Tefal TV commercials enjoy a high level of recognition, and even after years have passed, the Romanian public can still remember the spot for Avantis steam irons (nicknamed "The Cat") and for Thermospot cookware ("The Tear").

Tefal is constantly present in the printed press.

It can be found in numerous women's magazines, with product presentations and print campaigns for its most novel and most appreciated products. The company initiated a large number of consumer promotions, attractive price-offers and incentive programs that generate high levels of interest regarding Tefal products on the Romanian market. The Romanian version of the Tefal

web site ([www.tefal.ro](http://www.tefal.ro)) is an important route to customers, with promotional articles and offers, alongside the international Tefal and Groupe SEB web sites.

## Brand Values

Tefal is dedicated to driving innovation that will develop high performance domestic appliances. The brand is built from a rich heritage of ingenious inventions, and its constant dedication has helped to build a world-class brand name of the highest reputation.

Tefal's brand values can be summed up as being traditional values, such as quality and reliability, alongside innovation, in adapting to new consumer trends. Tefal's products design communicates the brand's identity as up-to-date, stylish and easy to use. The integration of traditional values and modern trends has ensured that Tefal products remain an essential item in every household, providing a rewarding experience to users across the world.

Life is meant to be lived with family and friends. Cooking is one of the great pleasures in life. Kitchen is one of the favourite rooms in home. This is why Tefal aims at offering cooking products, recipes, advice, lessons and tools in order to best enjoy those moments of pleasure.

Confirmation of this can be seen in the brand's slogan:

"Tefal. Ideas you can't live without".

[www.tefal.ro](http://www.tefal.ro)  
[www.tefal.com](http://www.tefal.com)



## THINGS YOU DIDN'T KNOW ABOUT

### Tefal

- The brand name TEFAL comes from TEFlon and ALuminium
- In the US, Tefal is known as T-fal, not as Tefal
- Tefal is present in more than 120 countries worldwide, making it the largest non-stick cookware brand in the world
- Tefal brand founder, Marc Grégoire, invented the non-stick coating to help him in his hobby: fishing
- Only three years after launching the Thermospot concept, Tefal produced 100 million pieces of non-stick Thermospot cookware
- In April 2006, Groupe SEB, with its international brands Tefal, Rowenta, Moulinex, Krups and Lagostina, founded a local branch in Romania
- Through Groupe SEB, Tefal is part of the global leaders, not only in non-stick cookware and steam irons, but also in deep fryers, filter coffee makers, electric kettles and toasters