

MONTBLANC



MARKET

The increase in individual mobility leads to more transitory and ephemeral ways of life. Reliable and lasting partners have become rare. For 100 years "Montblanc" has followed lasting values such as quality and traditional craftsmanship. Its uncompromising demands on shape, style, materials and workmanship have been reflected in the products with the white star for a hundred years now. High Touch is the motto of this manufacturer which still produces its goods carefully by hand and using traditional methods.

Today, 100 years after the foundation of the small manufacturing company, the coveted Montblanc products are represented in 300 boutiques and over 9,000 sales outlets in 70 countries around the world and the Montblanc logo is a fixed star in the luxurious shopping streets of the world. Montblanc is a truly international brand whose products are only available from selected authorised shops, jewellers and Montblanc boutiques worldwide.

Montblanc has been known for generations as a maker of sophisticated, high-quality writing instruments. In the past few years, the product range has been expanded to include exquisite writing accessories, luxury leather goods and belts, jewellery, eyewear and watches. Montblanc has thus become a purveyor of exclusive products which reflect the exacting demands made today for quality design, tradition and master craftsmanship.

White Star Co. is the sole and authorised agent of Montblanc in Egypt and they own three boutiques of Montblanc in Egypt located at "City Stars, Grand Hyatt and First Mall" franchised with Montblanc-Hamburg. White Star are proud that Montblanc-Egypt presented by White Star Co. has achieved an excellent success through the corporate gift business, based on their professional data base that contains the top VIP clients in different fields such as "Ministries, banks, Hotels, Hospitals, Airlines, Petroleum and others.

White Star Co. concentrated on their corporate gifts business in order to successfully create maximum awareness of the brand and has succeeded by making Montblanc a very important icon amongst the other brands in Egypt by presenting to their clients special deals, special service and presentable packaging that reflects the brand image.

ACHIEVEMENTS

For nearly one hundred years the name Montblanc has stood for the art of writing, while the snow-covered peak of Mont Blanc has symbolised the high quality status of the brand with the distinctive white star.

Montblanc's classic fountain pen, the Meisterstück first produced in 1924, has become a cult object. Not only because of its timeless design, but also because of the unmistakable values which are so characteristic of the entire Montblanc collection. They are established values



AUTHENTICITY. | "I've sung the most famous arias of all the great composers, on major world stages. But I'm proud of my Welsh roots, and nothing makes me feel at one with my public like singing my national anthem in front of 70,000 people before a rugby match."

— Katherine Jenkins, mezzo-soprano, with jewellery from the Montblanc Star Collection. Refined craftsmanship in 925 sterling silver, featuring the Montblanc emblem. MONTBLANC. A STORY TO TELL.

MONTBLANC



White Star's activities supported "The year of the Montblanc Lady", making the brand more relevant as a true watch and jewellery brand. Fine jewellery events in the major markets allowed them to focus on women, an increasingly important customer group. Now women are the largest customer group in the luxury industry. Taking this into account, 100 boutiques have been refurbished to create a ladies area with enough space to present the Montblanc jewellery collection. As a result, Montblanc welcomes already 40-50% female customers in their boutiques today, and their share is growing. More than 25% of revenues in their boutiques are generated from their female product assortment in jewellery, watches, handbags and writing instruments.

HISTORY

When three men came together at the beginning of the last century, it was usually to talk about current affairs or just to exchange ideas. In the spirit of the turn of the century, many ideas were put forward in such circles and almost as many were discarded. When the Hamburg stationer Claus-Johannes VoB, the engineer August Eberstein and the salesman Alfred Nehemias met to exchange their ideas in 1906, nobody imagined that it would mark the birth of one of the great international luxury brands: Montblanc. Eberstein and Nehemias had got to know the newly invented but still primitive fountain-pen in the USA and England. Voss realised the potential of a fountain-pen with its own ink container that was independent of an ink-well and so could be used anywhere. The three entrepreneurs then founded what we would now call a "Joint Venture": the pooling of different talents and financial resources with the aim of undertaking a commercial risk.

The three visionaries founded a factory in the "Schanzen" district of Hamburg for exclusive fountain-pens of the highest quality and in small numbers: the "Simplo Filler Pen Company". In 1909, after almost three years of development, they launched the first fountain-pen series, "Rouge et Noir", made of black ebonite with a red cap head and inspired by the famous novel of the same name by Stendhal.

Although the French name meant nothing for most German customers, the fountain-pen acquired the affectionate nickname of "Little Red



INTIMACY. | "What I love about opera is the power to convey emotions with my voice. To make feelings resonate in the heart. A voice can create an amazing connection between the music and the audience, and achieving that is my constant desire."

— Katherine Jenkins, mezzo-soprano, with the Montblanc Exilite Précieuse fountain pen, featuring precious pavé-set diamonds highlighting the unique Montblanc Diamond in the transparent dome. MONTBLANC. A STORY TO TELL.

MONTBLANC



Riding-Hood" and was a great success - as the advertisements then claimed, "a fountain-pen that does not make blots". One year later, the technically improved "Montblanc" fountain-pen started its successful career: the black fountain-pen with the white star on the cap does not leak at all when closed! The dark massif with its snow-covered peaks and six icy glaciers inspired this unique product. And with this name there was no more scope in marketing terms for nicknames. As a symbol of highest quality, the name "Montblanc" still stands today for the highest European craftsmanship. The potential of this name was recognised 100 years ago and the Montblanc "Star" (in fact the 6 glaciers on the summit), the symbol of the snow-covered summit of Europe's highest mountain, was registered as a trademark. The Montblanc fountain-pen was so successful that the Simplo Fillerpen Company became Montblanc Simplo GmbH.

It was not long after its foundation that "Montblanc" started its successful career around the world. After branches in Berlin, Leipzig, Breslau, Hanover and Bremen, the first European Montblanc outlets appeared in Paris, London and Barcelona. The range of products was also continuously extended. As well as fountain-pens, the shops offered writing paper, ink and mechanical pencils with the white star. The global breakthrough came in 1924 with the "Meisterstock" - the birth of a legend. The number 4810 adorns the nib of each Meisterstück and symbolises the height of the eponymous mountain in the Savoy Alps. Eleven years later, in the year 1935, the company made a promise to its customers, who were hit by inflation and so reluctant to spend their money: a lifelong guarantee. A sign that it was absolutely convinced of the quality of this perfect writing instrument. The pen, with its timeless and fascinating design, revolutionised in the course of the century not only the entire writing-instrument industry. The coveted cult object gained a permanent place in the New York Museum of Modern Art and plays a significant

role in the most important signatures in politics, business and culture.

Over the last 100 years Montblanc developed a true competence in traditional European craftsmanship. From its strong roots in writing instruments and by continuously creating iconic products of highest quality, the brand was able to diversify in other categories (watches, jewellery and leather). Montblanc's customers are willing to follow them into new domains of luxury products, based on their reputation of experience and excellence in craftsmanship.

The year 2006, with its celebration of the 100th anniversary of Montblanc, created a great start into second century of the brand. Montblanc has become more relevant to the life style press and to female customers. Extending their reach both in customers and products allowed them to significantly grow their sales and profits.

PRODUCT

Writing instruments have been, and will continue to be, Montblanc's core competence and their historical roots

of strength. They have to remind themselves that the four major writing instruments families are "Meisterstück, Bohème, Starwalker and Etolie".

Furthermore, they will continue to high-light the women target group the coming year as a support to their objective to enlarge their offer for ladies in the future.

Montblanc products are unique, useful and of recognisable design, fulfilling the customer's demands for long-lasting quality and traditional craftsmanship by transmitting the brand's emotional benefits.

RECENT DEVELOPMENTS

The Montblanc brand will be maintained as the major force at the top segment of the writing instruments market worldwide and shall be further developed to become a leading diversified luxury brand for people who strive for a culturally demanding lifestyle.

PROMOTION

Montblanc Boutiques in Egypt at City Stars, Grand Hyatt Cairo and First Mall will offer to their customers very special gifts during this year and they are going to present very special offers.

BRAND VALUES

The core values of the brand of Montblanc are based on and directly linked to historical and cultural meaning of writing. Even the writing has somewhat lost its historical importance, it perhaps because the increasing of high-technology, despite that, the handwritten note still finds its special attention and appreciation in broader public today.

Montblanc is a sign and symbol for an educated, intelligent, and cultivated person and somebody who appreciates traditional values and styles.

The brand essence of Montblanc is therefore rooted in this special kind of authority, individuality and cultural legacy. It has predominantly derived from the heritage and history of Montblanc as the ultimate fountain pen company. This is the foundation and platform

of the brand's emotional value system, which gives Montblanc its legitimacy for the evolution process into a diversified luxury brand.

The fountain pen in itself was and still is more than just a writing tool. It always was and still is more than a normal pen - it's a piece of emotion, full of personal relation and special value.

The act of writing itself is almost a sensual experience and celebration rather than just to write a quick note. The opening, the sound of the nib on paper; the scent of ink and finally the piece of paper which was produced is almost a ritual exercise to express oneself in a very cultured manner and style.

Unlike many other brands Montblanc is based on tradition and continuity. Their products have a timeless appeal and highest quality. Even in times of change they are maintaining their value, making them perfect lifetime companions. Their positioning as a brand of culture, success, intellect and power is appealing to both the upcoming markets and the more mature markets. Their customers increasingly discover their social responsibility and their interest in Arts and Culture, in particular when they are very successful.

www.montblanc.com



TAKING TIME. | "It's good to take your time. Everyday life gives you inspiration. Observing people - their gestures, their expressions - makes your life richer as an actor."

— Eva Green, actress, with the Sport Lady Jewels watch, Swiss-made by Montblanc. Featuring diamond indexes on the mother-of-pearl dial, 11 diamonds on the bezel with the unique Montblanc Diamond at 12 o'clock. MONTBLANC. A STORY TO TELL.

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Things you didn't know about MONTBLANC

Montblanc will offer customers this year a lot of surprises such as:

- Writing Instruments: Male Line: Unicef Fountain Pen; Star Walker Black Mystery
- Female Line: Etolie de Montblanc
- Limited Edition: Max Von Oppenheim, Gandhi & Thomas Mann
- Leather: Female Line: Starisma, is a very luxury hand bags.
- Male Line: new collection of wallets and business bags.
- Jewellery, Eyewear: New collection for female and male
- Watches: Villeret Collection

Superbrands