



Keter Group

Line of Business
Plastic Consumer
Products Industry

Established
1948

Leading Executives
Sami Sagol
Owner and Chairman

Itzhak Sagol
Owner and CEO
of Keter Israel

Sender Tal
President of
Keter Group

Avi Huri
CFO of
Keter Group

Keter Group is a pioneer and global leader in the plastic consumer products industry, focusing on the development, manufacture and marketing of resin-based storage solutions, furniture and accessories. Established in Israel in 1948 under the name Keter Plastic Ltd., the company today has a worldwide presence in 110 countries, with 29 plants operating in Israel, Europe and the United States, and a national chain of stores throughout Israel.

Keter Group, owner of Israeli Plastic Group (IPG), European Plastic Group (EPG) and American Plastic Group (APG), with revenues over \$1 billion, and employs 4000 staff members worldwide.

products, with 95% of sales outside of Israel, Keter utilizes advanced supply chain planning and control systems focusing on local inventory supply and Just-In-Time delivery, based on decades of logistical, shipping and stock control expertise.

The consumer is central to Keter's strategic business approach. A deep understanding of consumer needs, habits and motivations, based on proven research tools and social media marketing, enables the company to create value-added solutions suited to specific market segments, including DIYers, professional tradespeople, hobbyists, homeowners, and families of all shapes and sizes. In addition to its profound commitment to product



Keter touches all areas of life, and every corner of the home and garden. From headquarters in Herzliya, the company aims to inspire living environments, with original, aesthetic products for families that suit their needs, fit their homes, and enrich their lifestyle.

Based on 100% non-toxic recyclable polypropylene (PP), all Keter products are manufactured according to the highest levels of quality and green principles of sustainability. Keter's production processes are in full compliance with international quality and safety standards, and are designed to meet stringent environmental regulations, such as REACH.

Keter's extensive global reach is supported by the company's outstanding supply chain. As the world's largest global exporter of consumer plastic

excellence and customer satisfaction, Keter is deeply involved with the community. As part of its corporate platform, Keter supports a number of community welfare initiatives, including the Youth Soccer Program of Hapoel Tel Aviv, one of Israel's premier soccer clubs, serving more than 20,000 children throughout Israel from various socio-economic and cultural backgrounds.

The company vision of product leadership has been strengthened time and again by international associations who have awarded Keter for its innovation and excellence. Past awards include the Red Dot Design Award for Product Design (2010, 2011), the ID Annual Design Review (2010), DIY Product of the Year (2010), the Israeli Industrial Design Award (2009), and twice the Export Prize award (1991, 2013).



Contact:
2 Sapir St. Herzliya Pituach
Zip 4685206, Israel
Tel: 972-9-9591212
Fax: 972-9-9554960
www.keter.com