

IFA 2008 press release

ERARD has hit the headlines with the launch of **Whoopee**, the new kid on the block in its range of TV furniture; **Whoopee** is a breath of fresh air as compared with existing models with its clean-cut design and vibrant colours, not to mention an appealing price tag. **Whoopee** meets functional requirements, while hitting the soft spot of flat screen buyers, bringing in a new look and crowning the innovative policies of ERARD.

This new arrival completes the French manufacturer's range of furniture and support brackets, with a strategy focusing on innovation and quality, and a marketing policy based on consumer enquiries. This positioning has enabled ERARD to take up a fully-fledged leading position on its market.

ERARD is also present on the antenna and connector technology accessory markets, providing technological solutions to improve image reception and the integration of flat screens in the home.

Just what the consumers were waiting for

The **Whoopee** TV unit was designed as ERARD's response to the comments of consumers and their expectations. ERARD launched an original policy for the identification of requirements, with panels of flat screen buyers and quality interviews. Consumers were able to indicate what they considered as the failings of existing products – traditional and boring furniture, difficult to fit in the home – and what they would like to see – a modern design and functional furniture at a reasonable price. The specifications were easy to draft!

Whoopee was invented by renown designers on the basis of the creation of clean-cut lines and colour, able to fit in with any home design style. This product can truly be considered modern, as its resin component is recyclable. To top it off, this new addition will not kill the budget for buyers (prices start at 149 euro).

This launch was accompanied by a hard-hitting advertising campaign and merchandising initiatives in sales outlets such as the plan for the creation of a **Whoopee** corner, currently under preparation. **Whoopee** should hit the headlines by cutting free from the standardised/clinical world of TV furniture.

A consistent strategy

Whoopee completes the collection designed by ERARD and consumers can now choose from a wide range including quality furniture. This new product reflects the strategy of the French manufacturer based on innovation and technology.

These requirements also apply to ERARD's other sectors of activity: antenna and connector technology accessories. The ERARD PRO division (25% of turnover) is on a run in the hotel equipment sector and is facing some appetising development prospects – dynamic displays, video conferences, etc.

ERARD clearly aims to adapt all of its internal services to ensure that market requirements are met, and that the company stands out due to innovation and the undeniable quality of its products. This strategy is an integral part of ERARD's differentiation policy, appealing to consumers and standing out from the competition.

Increasing equipment purchases

Growth on the screen market in France continues at a healthy level, however the acquisition rate for furniture and support brackets remains sluggish: in 2008, estimated sales represented 1 million units, which is minimal as compared with the number of purchases of flat screens.

ERARD is forecasting an improvement in these figures and even intends to encourage growth by launching products which meet the expectations of buyers. The equipment market should therefore gain from improved ranges.

ERARD is also basing its development on international sales, which are expected to rise from 20 to 30% of turnover. ERARD is present on European and north American markets via distributors or direct sales to large customers, and also exports to Russia and on opportunistic markets. The manufacturer noted that consumer preferences vary between countries and applied the same approach to identifying the requirements and desires of buyers before launching a compatible range. This logic is a sure-fire strategy for market penetration.

Finally, ERARD constantly invests in product functionalities, which imply far more than items of furniture, and has come up with some original solutions: lighting environments, integrated connector technology systems, energy savers, etc. The latest internally-developed innovation of ERARD will improve the acoustic frequencies of the flat screen: the **TV Sound Booster**, an essential ally for the emotionally-charged environment created by your Home Cinema system!

About ERARD

ERARD is active in 3 fields to accompany the convergence of all technological resources for image systems and TV screens:

- Integration solutions for tables and support brackets for flat screens, cathode ray tube screens, video projectors and loud speakers
- Home audiovisual distribution: Connector technology
- Home audiovisual reception: Antenna accessories and reception systems

A few figures for ERARD:

- A 16 000 m² plant
- A turnover of €27M
- Turnover up by 30% per year in the last 3 years
- 10% of budget assigned to Research and Development
- Shares held by the French financial group QUALIS
- Has held a leading position on the French audiovisual market for the last 46 years

For further information www.erard.com

Press Contact :

Agence Esprit des Sens

Olivia Cuir : olivia.cuir@espritdessens.net - Tél : +33(0)4.78.37.17.50