



The Israel Export & International Cooperation Institute

ISRAEL Inspired by *innovation* Home & Family Products





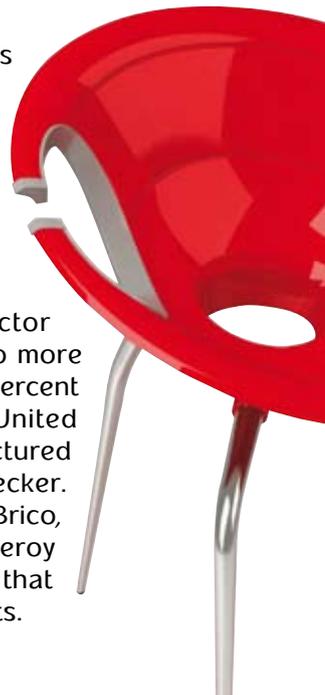
It's a home new world

Israel's home and family products are desired by consumers wherever they're sold. The reasons are clear: A tradition of innovation, marketplace awareness and responsiveness to customer demands rank high on the list. Further, the synergies uniquely available in a small country enable the rapid adoption of locally-developed technologies, helping the industry build modern production facilities and employ advanced design tools.

Israeli home and family products meet consumer requirements: They're priced right, are of high quality, and suit the lifestyles of their purchasers. They're designed and manufactured in a country with significant design and production expertise, backed by a vigorous research tradition. Add to these traits a business knack for perceiving and filling market niches, a society that values innovation and a booming consumer culture. As well, because the local market is small, Israeli manufacturers must succeed on the world market to achieve economies of scale. The result? Home and family products that move quickly from idea to retail shelf and on past the checkout counter.

Strong local demand for these goods helps manufacturers by providing rapid, efficient customer feedback. From a traditional mom-and-pop retail environment, Israel has moved quickly to superstore chains, several of which bear American brand names, including Ace Hardware and Toys R Us.

In 2010 Israeli manufacturers in this sector exported \$1.5 billion worth of products to more than 100 countries. Of the net exports, 78 percent went to Europe and 19 percent to the United States. Many of these goods are manufactured for private labels such as Stanley Black & Decker. Retail chains including Home Depot, Argos, Brico, Carrefour, Castorama, Homebase, Lowe's, Leroy Merlin and Walmart are among the many that profit from Israeli home and family products.





Home Improvement and DIY

Tools and toolboxes, garden furnishings and watering systems, paints and sealers, locks and security systems, bath and kitchen accessories, decorative and utility containers, self-assembly furniture, and yes, even the kitchen sink – all these and more are displayed on retail shelves throughout Europe, the Americas and, increasingly, the Far East.



HOUSEWARES: Israel's flag-bearer in this category is an award-winning utilitarian device, a plastic tool box by ZAG Industries (now part of Stanley Works) that for several years stood proudly for sale in the gift shop at New York's Museum of Modern Art. A host of similar containers by ZAG, Keter Plastics, Starplast and others, ranging from storage bins to shelving systems, as well as kitchen utensils and food containers, insulated camping products, storage and waste containers, and bathroom accessories are available in multiple sizes and colors. Keter products are sold in more than 90 countries.

HOME SECURITY: Befitting a country where national security has long been an issue, several Israeli manufacturers specialize in locks and security doors. Other products include fences and grates, fire extinguishing equipment and alarm systems.



FURNITURE: Israeli companies offer plastic shelves, closets, chairs, dresser/drawer sets and more in an array of arresting and colorful designs, including caster-mounted drawer sets and children's furniture. Also available is garden and camping furniture.

HARDWARE AND TOOLS: For the dedicated do-it-yourselfer, hand tools, as well as toolboxes and kits, make any job go smoother. Measuring tools are another Israeli specialty, especially mechanical and electronic levels, as well as measuring tapes and chalk lines. Also available are paints, coatings and sealers that withstand the toughest conditions, as well as ladders, stepstools and workbenches.

LAWN AND GARDEN: Whether for rooftop pot array, downtown patch or suburban expanse, Israeli irrigation systems deliver just the right amount of water to keep a garden green and growing. Also available are flower pots and planters, garden tools, and outdoor furniture, sheds and lighting. Israeli manufacturers also offer camping and picnic equipment for families large and small.



BATHROOMS AND ACCESSORIES: Israeli faucets have been gracing local sinks and bathtubs for more than 60 years. Internationally, these faucets appeal especially to the boutique trade, and connect to all standard American and

European fittings. They are famed for their good looks, ergonomics and long service life. Also available are shower stalls, bidets, toilet seats and covers, as well as bathroom furnishings, bathing accessories and cleaning products.

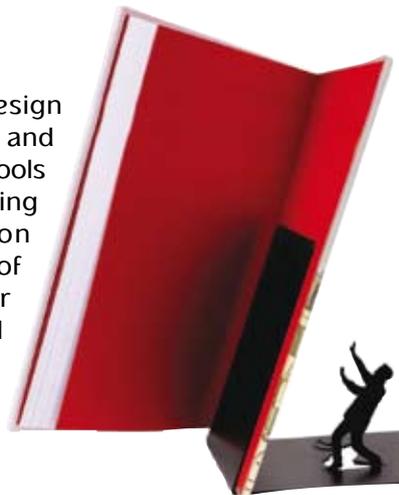
Children's products

Israel innovation begins at home, where parents favor children's products that stimulate creativity. Some 40 manufacturers offer a wealth of educational toys – where Israel is considered a world leader – plus games and puzzles, plush toys, outdoor games and furniture and even tots' bicycles.



Designer products

Israeli designers, drawing on a century of design heritage – Jerusalem's Bezalel Academy of Art and Design was founded in 1906 and many other schools have long been established – excel at integrating esthetics with the requirements of precision production. Their creative concepts are borne of curiosity, a drive to innovate and a wish to deliver smart-looking products that meet functional requirements. The result is a vibrant export enterprise offering innovative, quality products at internationally competitive prices.



The Israeli Advantage

Competitive yardsticks

The World Economic Forum ranked Israel in 24th place for competitiveness among 139 countries during 2010–2011. The WEF also ranked Israel as first in quality of scientific research and scientific institutes, fourth in utility patents per million population and sixth in availability of latest technologies. As well, the International Institute for Management and Development's 2010 World Competitiveness Yearbook ranked Israel first in resilience of the economy, central bank performance, and R&D expenditure as a percentage of GDP.



Compliance to standards

All Israeli home and family products manufacturers exporting to Western markets meet required UL and CE standards. In addition, many bear ISO or GMP designations, attesting to Israeli firms' commitment to universally accepted quality standards.

Packaging and POS displays

Blister, shrink-wrap or conventional box, Israeli home and family products benefit from smart package design. Many manufacturers also provide POS displays, often available in several sizes and in different languages, that help trigger retail sales and aid stocking and inventory control.





Custom manufacturing

Israeli manufacturers, with relatively low volumes, excel at meeting niche market needs, permitting fast and flexible response to changing consumer habits. Manufacturers often work closely with volume buyers to custom-design products and to support private label initiatives.

Free trade agreements

Israel maintains free trade agreements with many countries, including the United States, Canada and Mexico, the European Union, EFTA, Mercosur and others. Most other countries have granted Israel MFN status. Free trade discussions are underway with India, China, South Korea, Ukraine and Chile.

Export development

Israel's modern economy, a tradition of innovation and government R&D funding result in sophisticated, competitive and technologically-advanced products available around the world. In a continuing quest to improve their offerings, Israeli home and family products manufacturers solicit feedback from distributors, retail chains and consumers. Many companies also seek additional export channels, including joint ventures, marketing partners and strategic investors.



The Israel Export & International Cooperation Institute

The Israel Export & International Cooperation Institute, a non-profit organization supported by the government of Israel and the private sector, facilitates business ties, joint ventures and strategic alliances between overseas and Israeli companies. Charged with promoting Israel's business community in foreign markets, it provides comprehensive, professional trade information, advice, contacts and promotional activities to Israeli companies, and complementary services to business people, commercial groups, and business delegations from abroad.

The Israel Export & International Cooperation Institute is committed to bringing together home and family products' buyers with Israeli companies that suit their needs, ensuring that consumers throughout the world benefit from the innovation, quality and market adaptability of Israel's home and family products industry.



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The Israel Export & International Cooperation Institute
Production: Media and Production Division
Text: Paul Ogden
Design: Studio Billet