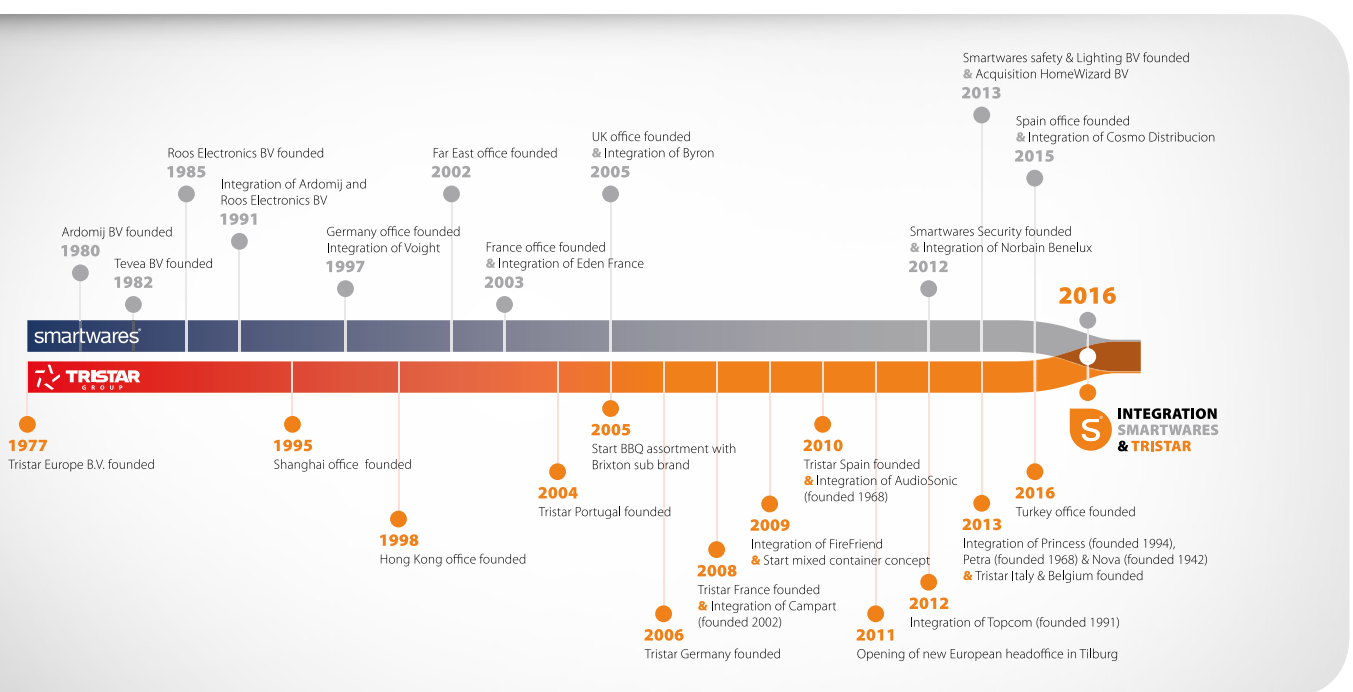


About Smartwares Group

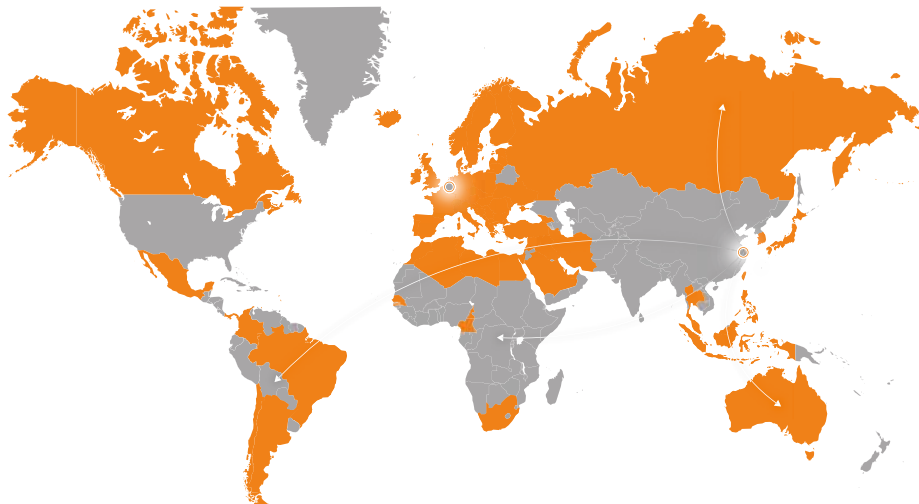
It started with many small companies focusing on electronic and home appliances for in and around the house, each one of them originally from the Netherlands but with a strong focus on Europe. After many merges throughout the years, Smartwares Group was formed in 2016: a consumer driven leading European player in smart safety, lighting & home appliances at competitive prices.

*“With **11 offices** and **400 employees** worldwide,
Smartwares Group products are sold in more than **80 countries**.”*



Expanding rapidly

Today, Smartwares Group is a respected and well known supplier for retailers all over the world and our business is expanding rapidly. We serve our customers from our warehouse in Europe or directly from China.



Our mission

We believe that every person in the world should have access to a safe and comfortable home. Therefore, we offer affordable, well designed and easy to use electronic & home appliances and solutions that help make daily life easier, better and more fun.

Our vision

Our goal is to create value for our customers. We do this by quickly adopting global trends and translating them to exiting products, always at the required quality standards and supported by our R&D center. We invest in strong partnerships with our suppliers and customers and make sure we control every step in the value chain to deliver what we promise. By pursuing economies of scale, we keep our prices attractive.

*"We simply say: made **smart** to keep things **simple**."*



Social responsibility

In order to create a better world, we follow the BSCI code of conduct.

Our brands

Originally, Smartwares Group offers seven brands in three different categories: **Safety**, **Lighting** and **Home appliances**. All brands are characterized by a perfect balance in price, design and quality and positioned within the B-segment. Throughout our complete brand portfolio, special attention is payed to value for money.



With the integration of HomeWizard in 2014, specialist in Home Automation, a fourth category was born. Our specialism in Home automation, Door entry, Safety, Lighting, SDA and Communication helped us develop the PRO Series concept; a wide range of connected Smartwares Group items, all running on the HomeWizard Link app and supported by voice assistants. For more information, visit www.smartproseries.eu.



More information on the individual brands and their positioning can be found on the respective **brand websites**:

- **Smartwares** > www.smartwares.eu
- **Byron** > www.chbyron.eu
- **Princess** > www.princesshome.eu
- **Tristar** > www.tristar.eu
- **Topcom** > www.topcom.eu
- **Campart** > www.campart.eu
- **HomeWizard** > www.homewizard.nl

Product range

Throughout our complete brand portfolio, we offer products within multiple price segments, ranging from entry level to exclusive (own tooling) items. We also offer many possibilities to supply our items under specific private label brands.

ALSO AVAILABLE
UNDER PRIVATE LABEL



*"Our extensive retail and consumer knowledge helps us to **optimally serve our customers** in building assortments."*



A word from our CEO

Erik Raphael, CEO of Smartwares Group: "We owe our success to our specialism in safety, lighting and home appliances products. Today, Smartwares Group is a respected supplier to retailers in more than 80 countries. We create value by being entrepreneurial, innovative, flexible and reliable. Combined with our competitive prices and experience in China, we are convinced Smartwares Group has great growth potential for the future."

*****TRISTAR**



PRINCESS

CAMPART



smartwares

Byron

TOPCOM

www.smartwaresgroup.com