

PERSONAL CARE



PRODUCT PORTFOLIO



PAYER is a specialist in the field of electric hair removal. The spectrum encompasses a wide range of personal care products; products which have the objective of beauty and body care for the whole family.

PAYER's success story began in 1946, with the development, design and production of men's electrical shaver. Even the first appliances fulfilled the highest quality demands with their pioneering technology. Continuous further technological and functional development will

guarantee that PAYER men's shaver will continue to rank among the best in the world in the future.

In the middle of the 1990s, steps were taken to expand the product range.

In 1996, the first lady shaver was developed and, within a few years, PAYER was classed among the world leaders for lady shavers.

The outstanding cutting performance and product operation have been confirmed several times by

independent test institutes as LGA or TNO as well as the Stiftung Warentest consumer organisation in Germany.

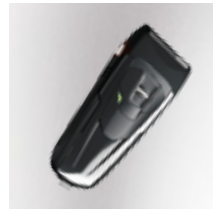
Among others, PAYER products could be classed as the best in their field by these tests.

The successful development of epilators in 2005 was a further step towards the completion of the personal care product portfolio.

The extensive offering of hair clipper and beard trimmers rounds off the personal care range.

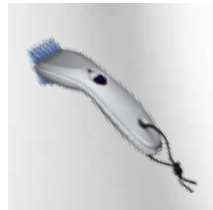
MENS SHAVER

Best shaving performance
Wet & Dry
Easy cleaning
Optimal ergonomics
Perfect equipment



HAIR CLIPPER

Maintenance free cutting unit
Integrated comb



HYGIENE TRIMMER

Perfect performance
Washable
Integrated light



LADY SHAVER

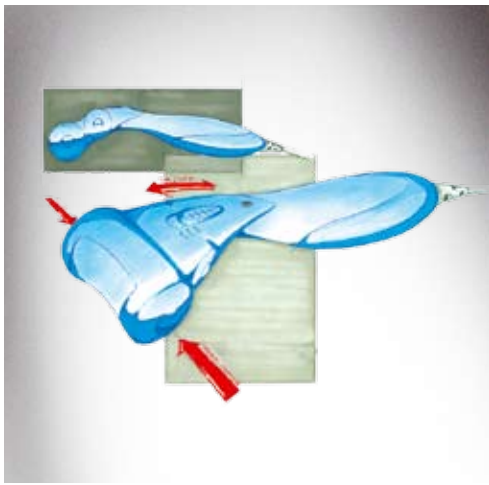
STIWA test winner
Best shaving system
Wet & Dry
Feminine design



EPILATOR

Patented picking system
Starter kit
Shaving attachment





PAYER backed design as a mark of distinction on the market very early on in their long success story.

In the 1980s, PAYER started a cooperation with F.A. Porsche Design and brought a series of high-quality men's shavers onto the market which is unparalleled even today.

In order to do justice to the different design requirements of European, Asian and American consumers, the company works exclusively with international designers. Completely new pro-

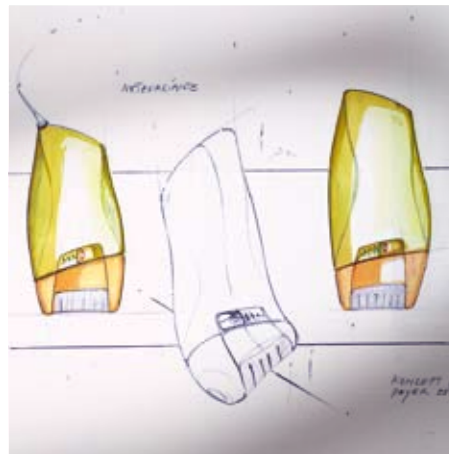
duct approaches and design directions are also achieved by working together with advanced technical colleges and universities on projects.

PAYER's technical competence combined with the design competence of a recognised agency results in unique product design. This is how PAYER products are able to win international awards such as the French Janus Design Award or the German IF Design Award.

Every single design step, sketches, renderings, mock ups and dummies are evaluated through

market research and design tests and are then selected according to the results. This guarantees that the customers are offered the best product design at the end of the process.

Design was, is and will remain one of PAYER's success factors alongside innovation and quality.



DESIGN CONCEPTS

Design as philosophy
International designers
Differentiation on the market
Design as success factor

INTERNATIONAL DESIGN AWARDS

Janus Design Award – France
for men shaver



IF Design Award – Germany
for hair clipper



INNOVATION



Permanent orientation towards innovation is the prerequisite for market success. Therefore, the aim of PAYER is to offer its customers such innovative products as can be entered promisingly on the market.

Since 1946, PAYER has ranked among the most innovative companies in its industry. And since that time, PAYER employees have always been urged to contribute their ideas to achieve product perfection. Promising suggestions are analysed from the market point of view and checked for technical feasibility. An in-house research and development department deals with converting

the product in the next steps. In this way, PAYER is able to establish many innovations to such an extent that they are now considered the standard in men's shavers.

The competences and innovations of the men's shaver business where successfully implemented in the other categories as lady shavers, hair clipper and epilators.

An important objective of PAYER was and is to offer its customers unique patent-protected products so that they have a competitive advantage. Flexible cutting systems, which adjust to the contours of the face, special features such as the

three-day beard shaver or new materials in the cutting system are just some of the examples.

Innovations are constantly taking place. Whether it is only small details – barely noticeable on their own but as a whole are a product advantage – or also the use of new production technologies and processes – invisible but with a long-lasting effect on the quality of the product. Other innovations can be perceived immediately by the consumer. An example of this is one of PAYER's patented cleaning systems for men's shaver which was assessed by the Stiftung Warentest in Germany with the top result.



PATENTED CUTTING SYSTEMS

Contour following
Flexible shaving head
Foil geometry



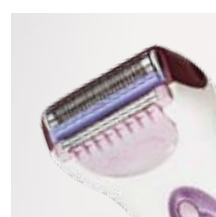
THREE-DAY BEARD SHAVING SYSTEM

Quick reaction to consumer trends



PATENTED CLEANING SYSTEM

Lift & Wash



LADY SHAVER

Best performance
Innovative features for sensitive skin

EPILATOR

Patented picking system
Integrated pain softener
Integrated active pins for a smoother skin



CUTTING AND EPILATING SYSTEMS

As well as innovation, operation, workmanship, electronics and design, the cutting system is the core element of any hair removal product, as it is directly responsible for the performance and thus for consumer satisfaction.

Perfect interaction between different metals and plastics, the right cutting angle, tooth pitches, foil geometry as well as surface pressure are only

some small criteria needed for a perfect cutting or epilating performance. For more than sixty years now, constant innovations and product improvements in these individual criteria have guaranteed the production of products which provide extraordinary results.

All cutting and picking units are precision refined and are, in the main, produced with fully-auto-

mated machines in Austria. Every cutting element is checked 100% by us for function and quality before delivery to guarantee that PAYER achieves complete consumer satisfaction with its products.

All these reasons mean that the cutting and epilating systems from PAYER belong to the best in the world.

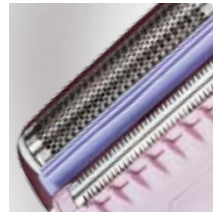
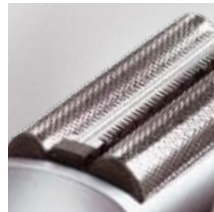
CUTTING BLADES

Stainless steel blades
Precision ground
Perfect working



PICKING SYSTEMS

Stainless steel tweezers with special configuration



FOIL & TRIMMER

Special configuration
Flexible elements
Optimal foil geometry



HAIR CLIPPER BLADES

Precision ground
Maintenance free



HYGIENE TRIMMER

Stainless steel blades



PRODUCTION

PAYER covers the entire production chain of tool construction and tool making to plastic injection moulding with different high-quality surface refinements and assembly in-house.

Over 100 experts in Austria, Hungary and China ensure the production of solid, optimised and high-quality injection moulding and stamping tools.

All plastic parts can be moulded reliably, rapidly and cost-effectively due to high-class machinery that have a very high degree of automation and flexibility.

The entire surface refinement, such as embossing, printing and varnishing will be carried out by PAYER and guarantees package solutions from one source.

Well-equipped and flexible assembly lines in the PAYER plants in Hungary and China allow the production of both small and large series.

An international supply chain management and the worldwide computer-assisted network of all PAYER sites ensure an optimised flow of material and thus high delivery reliability.



All products correspond to high quality standards and are checked for their functionality before delivery.

The ISO 9001:2000 certification ensures an operation and process stability during all production steps.



TOOL CONSTRUCTION & TOOL MAKING

Solid high quality optimized injection moulding tools

ASSEMBLY

Flexible assembly lines in China and Hungary



QUALITY MANAGEMENT

Function test
100% final inspection
International supply chain management
Delivery reliability
ISO 9001:2000 certified

INJECTION MOULDING

High class machinery
High degree of automation
Flexibility





MARKETING & SALES

For PAYER, the phrase „the customer is our partner“ is not just a catch phrase; rather it is the basic prerequisite for successful cooperation. It's a matter of building and maintaining a foundation of trust with our customers - this means that it is possible to constructively coexist with our customers as an essential step in the direction of a successful future.

„Close to the market“ and „close to the customer“ - these are the factors for success by which PAYER abides.

Based on continuous communication, the customers are integrated into the new product development very early on. Time and again, PAYER presents product concepts that relate to the newest trends and elaborate on ideal product solutions together with the customer.

Because PAYER offers the complete solution, not just a product, customers can be supported right from the packaging concept through to market introduction and can thus benefit from the global

market knowledge of PAYER. In order to be able to offer the best possible service, PAYER is happy to take over the complete project management from the product idea through to successful introduction into the market.

PAYER's partners and customers are international and regional A-brands and tradebrands.

MARKETING & SALES

- Product concepts
- Product solutions
- Market knowledge
- Market and packaging concepts
- Successful market launch



EXCERPT OF PAYER REFERENCES

- Arcelik – South Eastern Europe
- Beko – South Eastern Europe
- Boots – England
- Carmen – Low Countries
- Carrera – Central Europe
- Carrefour – France

- Medion – Europe
- Media/Saturn – Germany
- Migros – Switzerland
- OBH Nordica – Scandinavia
- Philips / Norelco – Worldwide
- Quelle – Germany

- Remington – Worldwide
- Rowenta – Europe / South America
- Seiko – Asia
- Solac – South Europe
- Sunbeam – Australia
- Wahl – USA



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