

What happened in December 2013 - January 2014 ?

Happy New Year

I wish this new year to bring, to you and your families everything you aspire to: health, happiness, success.

I wish to Candide Baby Group and teams, all the deserved successes, all the enjoyments to see a project succeeding in the best way.

We have good perspectives in spite of a hard market. In order to anticipate a few months of crisis, we need launch a big plan of savings. Each one has a part of the solution in his hand. Thus it will be necessary in 2014 to be very thrifty on spending.

This does not prevent our products, our brands to be present on markets. They are our future and we shall give the possibility of carrying our colors all over the world.

This voluntary initiative to export Candide Baby Group, everywhere where it is possible, our products is one of the best ways to develop and to make durable the Company.

We have no other choice than to export more and more for Candide Baby Group, and we shall spread more of energy in this way. We shall continue this year still to innovate even more than before. The success of the new products is even there the business of all.

I wish you the best for the starting year.
Candidely yours.

Frédéric Jamet
CEO

About HKTDC event : Hong Kong Trade Development Council

At the beginning of January, 2014, Candide Baby Group went on HKTDC show. For the 5th edition not less than 400 exhibitors showed up to the Fair.

-During the Fair, the commercial dept collected hundred contacts from 20 countries (among which new countries as Saudi Arabia, Malaysia, Thailand, Korea).

-A strong interest was felt for our ranges Comfort (Multirelax) and Paediatrics.

-Franck Turcas made an appearance on the national Television during a presentation product.

To sum up : HKTDC was an enriching Fair, allowing us to reach and to develop the Asia / Pacific market.



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Latitude Infant at Nürnberg Fair

About Show :

«Spielwarenmesse International Toy Fair Nürnberg» is the most important Toy Fair for the world. It is exclusively dedicated to toy professionals, press dept as well as the invited companies. 2700 exhibitors from 60 countries come to present their innovations to 73 000 wholesalers and buyers, among whom international 56 % are internationales.

New collection highlighted :

2 brand new collections: Melting'Potes & Comptines (around 15 ref each).

Booth : 37m2

New layout : Highlighted new collection by large children picture / Easier movement between collections.



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Flashback on the official opening of the restaurant

The evening of Thursday, December 12 will be remembered. Improvised and offset dances, uncorked bottles, a big buffet. All of that on rhythmic music!



Good memories for all

We are on Instagram

Candide & Latitude Enfant arrive this year into the famous picture social network : **Instagram.** 

Instagram records 100 million users including 3 in France.

Feel free to have a look at pictures shared on :

-Candide ([instagram.fr/candidebaby](https://www.instagram.com/candidebaby))

-Latitude Enfant ([instagram.fr/latitudeenfant](https://www.instagram.com/latitudeenfant))

The Innovation Tournament

INTERVIEW of Gwenaëlle Le Moroux in charge of the Innovation Tournament

What is for you the purpose, the interest of the Innovation Tournament ?

The purpose of this tournament is first of all to develop the collaborative aspect within the company. The tournament is a real lever in the innovation by making all the employees participate. Unearth the good ideas and to reward them is important for the gratitude of the employee in the company.

How much project were submitted ?

All in all, 14 projects were submitted. This brings the number of participant to 12. Among which some groups of binomial or trinomial. The projects concern various domains. 9 concerning new products, 2 concerning communication in the company, 2 on the industrialization / manufacturing and 1 on Hygiene and Safety.

Who are the members of the jury ?

The Jury is made up of:

- Estelle Girardin: head of Marketing Dept at Candide Baby Group
- Isabelle Marty: nursery nurse
- Patrick Casin: pediatrician
- Bénédicte Hascoët: reporter for the newspaper: «le journal de l'entreprise»
- Arnaud Bernollin : Engineer
- Patrick Creuzé : Banker

Commercial Dept

RESULTS FROM LECLERC TRADE FAIRS:

Orders increased by +42%

GOOD TO KNOW :

- Opening BEBE 9 «Strasbourg» & New Baby «Lons le Saunier»
- The Turnovers of specialists shops in December and January are very disappointing and the sales do not seem to give satisfactions.
- Nevertheless, orders on the ground have increased by 8% in December, for all the brands!
(January is on a 2-digit growth. We keep going!)



Logistics

- 1st container was sent to Mexico to our customer Liverpool via our Mexico affiliate (Mary Carmen, Bernardo; Marina and Francisco).
- We sent collections Tinours, Poème (Armchair; Nursery bag; Carpet and Bed set 7 pieces and musical Mobile).

Plastimat

- Sleep activity production +23 %
- Arrival of the machinery mattress line for May. Installation will last 15 days. Staff will be trained by the technicians during this period.
- = > Risk of disturbances during this step of transition!
- New recruitments are in progress to approach the season.

Refreshing the meeting room

The meeting room on the castle ground floor has been restored. Closed through a glass, It now has a TV and an Apple TV for great presentations!



Welcome to Inès & Marin

The Family is growing up at Candide. Twins were born in January 23 at Angoulême.

Inès 3,040 kg & 48 cm at 8:13 am
Marin 2,750 kg & 47 cm at 8:14 am

- We wish to parents Domi & François Delaunay a lot of happiness!

