

*“building sustainable relationships
with shared expectations for positive
results”*

Company Overview

- We are a leading Importer and Distributor of high quality educational toys and supply products to all leading catalogues and educational equipment companies in the UK and Eire who supply to schools & nurseries
 - Strong relationships with all educational equipment catalogues and web based companies in the market
 - The EE team has a passion to source only quality products with high play value
 - We carefully select and play test products with the help of experts product ranges from around the world
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Company Overview

- Extensive storage and warehouse facilities, being based on an airfield at Aston Down in Gloucestershire – 16,000 square foot warehouse and the potential to take additional space
 - We have solid experience in managing major brands distribution and their marketing requirements
 - We have a Play Furniture division within our company which supplies play furniture items to waiting rooms, hospitals, car showrooms etc.
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A short history

- Education Essentials was founded in 1999
 - Built a successful brand portfolio in the education market
 - Developed facilities in SW England
 - Achieved sustainable long term growth and success through developing brands and product educational value
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The Education Essentials offer:

- A respected and established distribution business
 - Track record across all education age groups from nursery
 - Access to key accounts with strong relationships
 - Cross selling potential between nursery and education market
 - A currently expanding International customer base and visibility within International market
 - Valued long term supplier relationships
 - Financially strong
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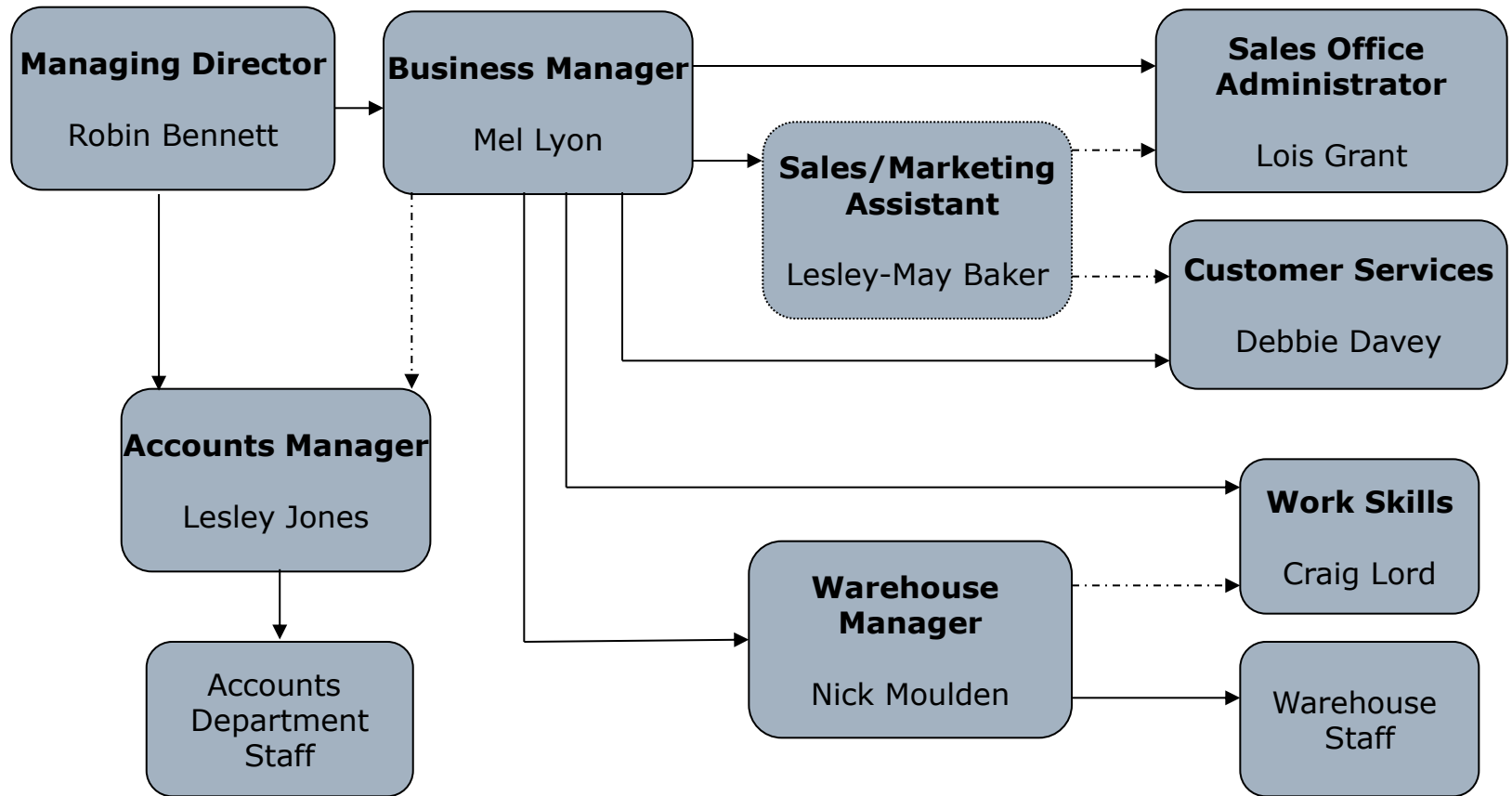
Fully integrated supply chain facilities

- Dedicated management and customer service team
 - Ideally placed to take products to market or build on existing success to date
 - Actively seeking opportunities to build business together with quality organisations
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Management Team

- Managing Director – Robin Bennett
 - Business Manager – Mel Lyon
 - Warehouse Manager – Nick Moulden
 - Accounts Manager – Lesley Jones
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Organisational Chart



Education Essentials

➤ Brand portfolio includes:

- Sticklebricks
- Popoids
- Safari
- Tikk Tokk
- Quercetti
- Anatex
- Kids Galaxy
- Angeles
- Plastwood
- Smartmax
- Skool Plus

➤ Quality toys with a long term future

3 Keys to Success

➤ **Financial**

- Part of a group of companies and sharing of resources, supply contracts
- Backed by Lloyds and Afex
- Experienced senior management and tight cost controls – a lean machine!

➤ **Marketing**

- Strong trade brands
- Long term secure supplier track records and forward commitments
- Exclusive distribution rights

➤ **Organisational**

- Sales Office & Customer Service is No. 1
 - Staff - committed and with long-term knowledge
 - Style – hard working integrated team
 - Skills – Sales & Marketing is our great core competency
 - IT Systems – Efficient System based on SAGE and backed by Quintech
 - Showroom – We have a fantastic showroom offering a display of all our current products and new products for next year for existing and new customers to view.
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Market Needs

Trade customers in our segment demand:

- Quality product – all our products are tried & tested before we sell them
 - Unique Product – we have a portfolio of well respected brands from major suppliers and we offer customers exclusive products
 - Product availability – we have a large warehouse and try to ensure we have stock of all our items at all times to avoid customer disappointment
 - Delivery Performance – speed & accuracy commended by customers
 - Value – we check for competitiveness before taking new products
 - Margin – we allow for our customers to make a good profit margin
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Trade Sales Communication

- Education Essentials manages an active website: www.educationessentials.co.uk to provide images and precise product information to both trade customers and consumers
 - We can distribute our suppliers own comprehensive catalogues and commit to stocking the majority of products from their international ranges
 - Our sales & office team are always available for information and sales presentations, using our fantastic showroom
 - We exhibit at trade fairs, the biggest being Nuremberg Toy Fair in February. We also exhibit at UK shows including The Education Show and Bournemouth Nursery Show
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Education essentials top accounts are:

- Findel Education Ltd
 - TTS Group Ltd
 - Eastern Shires Purchasing Organisation
 - Yorkshire Purchasing Organisation
 - GLS Educational Supplies Ltd
 - Consortium for Purchasing
 - Kent County Supplies
 - Asco Educational Supplies Ltd
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