



DIETHELM KELLER BRANDS

Diethelm Keller Brands AG
About us.



We at DKB live in a special world – the world of brands. Many of our brands are in leading positions worldwide. They impress with attractive design, high functionality and innovative technology.

DKB is represented in Europe, Asia and the United States and employs over 1000 staff: people who, with their motivation, dedication and commitment, form the essence of our company.

Our products and services are available in over 60 countries.

Diethelm Keller Brands (DKB) unifies its internationally oriented brand companies under one roof. They are grouped into three divisions: Household, Industrial and Cleaning Systems. DKB's goal is to strengthen its brand companies in the strategic divisions and markets and to encourage innovation.

DKB is a member of the Diethelm Keller Group.

OUR BRANDS

Household comprises tradition-rich brands and offers premium-quality kitchen and household utensils, barbecues, outdoor furniture and products for the arts and crafts market.

COLE & MASON

Making life easier
CULINARE®



GLOSTER

Jamie Oliver®

KEN HOM
ethnic cookware

KOENIG



TURMIX

zyliss
SWISS INNOVATION

Industrial is a group of light metal product brands, ranging from transport cases to scaffolding and climbing technologies, through to airline carts and office furniture systems.



Diethelm Keller Aviation

EDAK

Cleaning Systems comprises integrated and tailor-made cleaning processes, as well as branded products and equipment.

MINATOL

wetrok®

We want to inspire our customers and provide them with first-class brands, products and services based on quality awareness and an innovative spirit.

Our corporate culture appeals to employees who delight in innovation, performance and teamwork.

Our shareholders and stakeholders prize long-term added value and financial stability.

Our company values are based on integrity, a high level of social responsibility and social commitment.

By clearly positioning our brand companies and organizing them into the Household, Industrial and Cleaning Systems strategic divisions, we strengthen our brands and customer relations. And when it comes to infrastructure, business procedures, know-how and market access, we create synergies which are of benefit to our customers and to the advantage of our group.

We provide our staff with a variety of career opportunities and development prospects.

Through our activities, we help the individual brand companies to achieve their primary objective: to inspire our customers.

We grow by means of selective geographical expansion and thus utilize the existing market potential to the full.

OUR VALUES

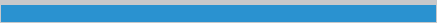
TRUST



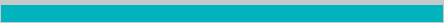
RESPONSIBILITY



INITIATIVE



FAIRNESS



TRUST



- We can be relied upon.
- We create maximum room to maneuver.
- We are (self-)critical and have a constructive mind-set.
- We build on the strengths of the team.

RESPONSIBILITY



- We create sustainable added value.
- We are exemplary in our actions.
- We make an impact – always and deliberately.
- We are daring in our decision-making and resolute in our implementation.
- We are committed to ethical principles.
- We offer both challenges and support.
- We use our resources optimally.

INITIATIVE



- We inspire our customers.
- We prioritize the important rather than the urgent.
- We challenge each other with ideas.
- We act rather than react.
- We appreciate and celebrate joint success.
- We have the courage to break new ground.
- We utilize existing synergies.

FAIRNESS



- We adhere to agreements and deadlines.
- We actively listen to others and respect their opinions.
- We communicate openly and honestly.
- We provide information as needed, oriented towards the needs of the receiver.
- We treat our staff, customers, suppliers and shareholders with respect.
- We gear our work towards a win-win situation.

- A brand is a promise of quality.
- A brand is an obligation.
- A brand is a challenge.
- A brand looks for leadership.

Household

www.coleandmason.com
www.culinare.com
www.deltacreative.com
www.flavourshaker.co.uk
www.gloster.com
www.jamie-olivers-kitchen-kit.com
www.kenhom.com
www.koenigworld.com
www.outdoorchef.com
www.turmix.com
www.zyliss.com

Industrial

www.diethelmfurniture.com
www.diethelmkelleraviation.com
www.edak.com
www.sofabox.ch

Cleaning Systems

www.minatol.ch
www.wetrok.com

That is what we want to express.

Diethelm Keller Brands AG
Mühlebachstrasse 20
PO Box 1824
CH-8032 Zurich
Phone +41 44 265 33 00
Fax +41 44 265 33 99
www.dkbrands.com