

## Media Release

### A stronger profile with Swiss quality and know-how

Zurich, 11.04.2008. **The share of private labels on the international consumer goods market has risen steadily over recent years. In this context more and more retail companies are utilising the excellent quality and good reputation of Swiss products to strengthen their profile. At the PLMA 2008, taking place from 27 to 28 May 2008 in Amsterdam, 20 Swiss companies will be presenting an attractive range of products and services in the «SWISS Pavilion» organised by Osec.**

Nowadays private labels are encountered in almost all retail channels and are no longer just a domain of the discounters. Whether in the food or non-food sector, low-price or premium segment, companies can use private labels to differentiate themselves more clearly from the competition, to generate higher profits and to strengthen customer loyalty. It is therefore no surprise that, in addition to discounters, retailers in the medium and high-price segment are utilising the advantages of private labels for their strategy. Around the world it is mainly the price/performance ratio which decides the selection of a product. According to a new study conducted by Nielsen Company, an overwhelming majority (87%) of all consumers in Europe prefer to shop where price and product benefit are in balance. Whereas worldwide only 54% of the people surveyed measure the price/performance ratio in terms of whether a broad range of comparatively cheaper private labels is available, Europe is distinctly above average in this respect. For example, the Greeks (82%), Portuguese (78%) and Germans (78%) stated that they regard this criterion as an important decision-making aid. Nine of the top ten countries in this category are located in Western Europe, where the well established private label sector achieves more than 20% of sales revenue with fast moving consumer goods (FMCG). According to ACNielsen this percentage could increase even further, especially in the countries where just a few suppliers together account for a high market share and therefore have the critical mass to expand the private labels.

### **Major Swiss presence**

Many Swiss private label manufacturers have decades of experience in the production of private label brands and are highly regarded for their reliability, punctuality and, above all, great flexibility. They make a decisive contribution to the good image enjoyed by private labels. Tailor-made products meeting specific customer requirements are among the strengths of many Swiss private label manufacturers. Numerous new developments are created in close cooperation with the retailers who

are thus able to offer their customers specific utility value. This year 15 Swiss companies will be presenting innovative products from the food sector at the «**SWISS** Pavilion» in the Europa Hall, Stand No. 5829 - 6054. Five more companies will be showing what they have to offer in the non-food segment in the Delta Hall, Stand No. 2203 - 2302.

### **Tasty and innovative**

In the food sector a broad selection of suppliers are represented who are well known for their quality products far beyond Switzerland's borders. The range of foodstuffs on show will extend from various breakfast cereals and muesli products, tea and coffee, oils, fats and margarines to tasty snacks and convenience specialities, frozen foods, crisps, sauces, rice and pasta variations to fine desserts in the famous Swiss quality. The beverage sector too is well represented with an attractive range of non-alcoholic drinks, sports, health and energy drinks. Swiss confectionery manufacturers will, of course, also have a strong presence at the «**SWISS** Pavilion». The exhibitors will be presenting healthy fruit bars, hard and soft sweets in different variations, fine biscuits, sweet and savoury snacks and, naturally, high-quality chocolate delicacies. Once again trade visitors can expect to see numerous new developments, including functional sweets for children and adults, a drink which has been specially developed for the needs of Nordic walkers, innovative and tasty functional drinks, as well as soluble fruit and vegetable drinks with antioxidants. Also new is a quick rice, a Swiss rösti snack and a mix of various finger-food products. Another manufacturer is presenting fat-reduced margarine in a handy dispenser for easy serving and pleasant handling.

### **Modern care products for a variety of needs**

In the non-food sector the range on show will include cosmetics, face, body and hair care, powder products, deodorants, hygiene wipes and pads as well as special items and accessories for babies. Here too the exhibitors will be demonstrating numerous new products from which retail companies will be able to benefit. They include a line of face and body care, a practical hygiene kit, eyelid spray and a volume hairspray, to mention just a few new developments.

### **For more information:**

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