



GROUPE **DESHOULIÈRES**

Leading French porcelain manufacturer
since 1826

Deshoulières transforms tables...
revolutionizes the art of living... gambles on
ingenious design and diversity...



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- **180** years of history
 - A positioning of art of living and luxury
 - Products made in France
 - A recognized expertise
 - 3 offices abroad : New York, Moscow et Dubai
 - A very large product offering

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- I. A family story
 - II. Our production
 - III. The Group today
 - IV. Our market : HORECA



I. A family story

→ When we hear the word “porcelain”, we instantly think of Sèvres, Limoges, or Paris, but rarely do we think of Poitou. Yet, since 1826, just 25 kilometres from Poitiers, in Chauvigny, lies the cradle of one of the largest manufactures of French porcelain.



- **1826-1900.. The pottery at the root of the family know-how**

Jean Bozier created at Chauvigny in 1826 an ordinary pottery which rapidly changed to an earthenware factory. He quickly became a respected wholesaler and retailer in the tableware business. His son-in-law, Louis Deshoulières, is the one who never ceased to modernize the company, making judicious investments, in a traditionally conservative industry.

- **1900-1936... Father and son : a fruitful partnership**

The partnership of Gaston and Fernand, respectively son and grandson of Louis, marked a watershed. The undertakings of young Fernand, former student of the “Ecole Supérieure de Céramique de Sèvres”, increased the fame of the family company, thanks to the modernization of manufacturing processes and changes in direction: the creation of culinary items in fine stoneware (a product between earthenware and porcelain). Fernand further drew attention to himself when he created in 1909 the brand "Perfecta" for ovenware porcelain and by buying the famous hotelware brand "Apilco", which allowed him to develop the business abroad.

- **1936-1964... A period of transition**

Louis, Fernand's son, went into the business, faced with difficulty, after the dark years of the war, he managed to start the production again. Progressively the staff became more skilled and more numerous, growing from 40 employees in 1905 to 120 in 1938 and 330 in 1964. By 1970, the factory located downtown was too small for the 500 employees now working there, and a new modern 10,000 m² factory was built on the outskirts of Chauvigny, in a area called "Le Planty", the home of Apilco today.

■ **The 70's and 80's**

Yves, Louis' son, took over the management of the company in 1964. Automatic production was becoming a real speciality, the result of this investment is a factory with the highest capacity in France for the production of porcelain plates (1.2 million pieces a month). In 1980, The Yves Deshoulières company purchased the "Porcelaine de Sologne" brand, well known in the wedding list and giftware business, and the factory located at Lamotte-Beuvron in the Loir-et-Cher region.

■ **2002... A new shareholder with prestigious investments**

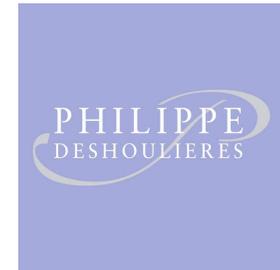
After the purchase of the Imperial Manufacture of St Petersburg, created in 1744 by Empress Elisabeth, the daughter of Tsar Peter the Great, the Nikoil Group became involved in the Deshoulières family business supporting it to pass a turning point: to establish a real modern style while developing the creative and technological innovation related to the brand. It created the Imperial Porcelain Holding (IPH) company with its new strategy, "Art of Living".

■ **2004... The beginning of a new story**

Yann, Yves' son, took over the management of the company and started a significant new positioning. He launched the Deshoulières brand whose collections were inspired by the fashion books elaborated by the most famous Parisian style agencies, while keeping the family know-how and a will of excellence. Next, the company Yves Deshoulières changed its name to Deshoulières Group, the Number One French porcelain manufacturer with its new brand architecture : Deshoulières Chic & List, Deshoulières Scènes de table, Deshoulières Maison & Co, Deshoulières Gastronomie and Deshoulières Cadeaux. Each segment proposes a different use, a resolutely life style, another way to set a table.



■ **In 2007 : Philippe Deshoulières joins the Deshoulières Group**



By developping sunergies in term of technologies, people, products, services and of geographic coverage, Deshoulières Group becomes a major actor on the market of arts of the table and the porcelain with a offer-product reorganized under only one and single brand : Deshoulières.

Following a decision of the Commercial court of Bourges, we are pleased to announce to you that in 2007, the company Philippe Deshoulières joined the Deshoulières Group. Resulting from the same line the porcelain ones, and in the name of a common inheritance, the Deshoulières Group becomes again a joined together family group, in a dynamics of innovation, quality and creativity.

This bringing together will not only make it possible to give again coherence with our brand, to ensure a complementarity of our offers and will put an end to ambiguity marketing products under the same patronym. Thus, by developing synergies in term of technologies, people, products, services and of geographic coverage, our Group becomes an actor impossible to circumvent on the market of arts of the table and the porcelain with an offer-product reorganized under only one and single brand : Deshoulières.

1. Our know-how

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- 100% made in France
 - a porcelain combining tradition and excellence
 - by using at the same time noble and authentic materials
 - a know-how of high temperature firing to obtain the desired shapes and colours
 - a hard porcelain : non porous, resistant to thermal and mechanical shock
 - A "R&D department" in advance of fashion

2. Our values

Tradition and innovation : the perfect balance between yesterday and tomorrow

- With its ancestral and legendary knowledge, the company has most importantly kept a combination of excellence and modernism
- A precursor for trends followed by great designers and a willingness to be different from other French porcelain manufacturers. The Deshoulières Group continues to use noble and authentic materials combined with its high technology skills to produce technical and creative innovations

2. Our values

Daring ideas and creativity

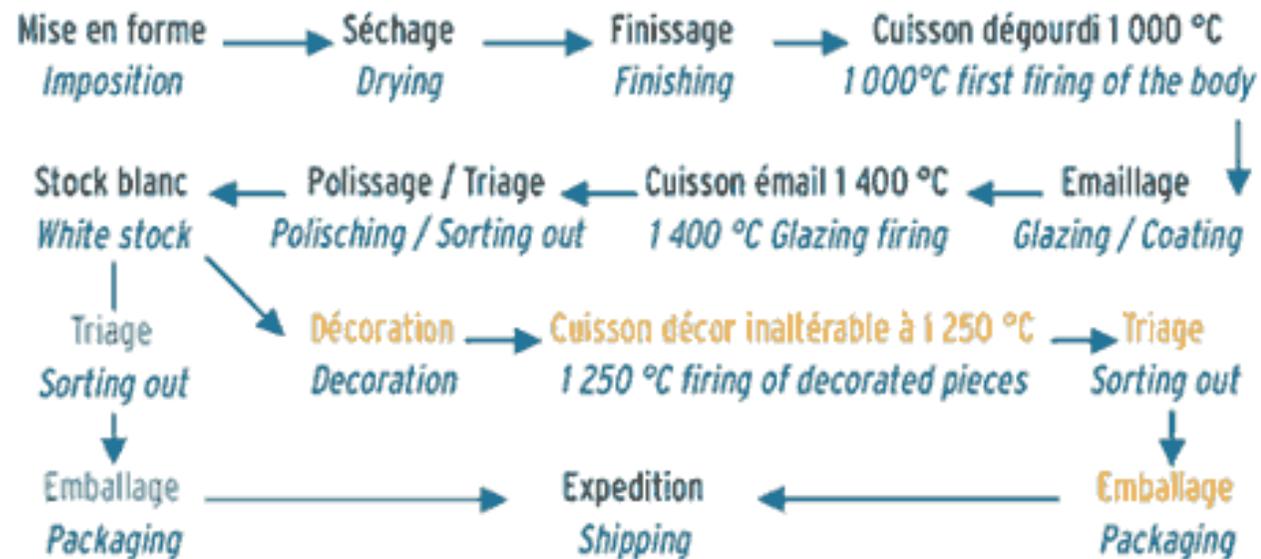
- To take away the sacred aura of porcelain and to re-establish it with new and original collections
- To encourage people to lay the table differently and to give even more ideas to surprise and to give pleasure; to revolutionize the art of living while relying on ingenuity and diversity : this is the belief of the Deshoulières Group



II. Our production

→ An ancestral knowledge and historical production sites associated with high technology and a unique production process

1. Process of production



2. Production sites

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- Chauvigny, near Poitiers in the Vienne region (86)
 - Lamotte Beuvron, near Chambord Castle, in the Sologne region (41)
 - PLD - Le Dorat, near Limoges, in the Limousin region (87)
 - Doralaine – Le Dorat, near Limoges, in the Limousin region (87)
 - Foëcy, near Vierzon (18)

100% made in France

HEADQUARTERS

Near Poitiers

LE PLANTY

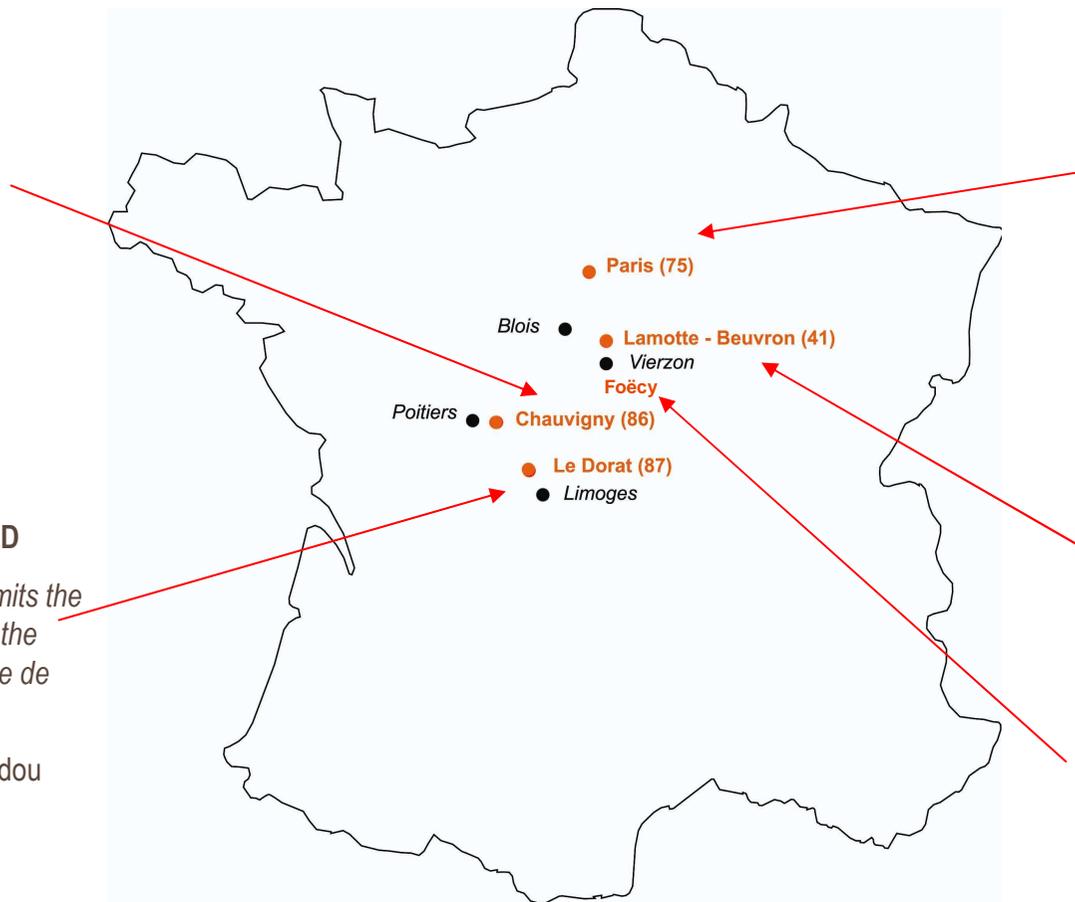
86300 CHAUVIGNY

DORALAIN ET PLD

Near Limoges, which permits the Group to benefit from the appellation « Porcelaine de Limoges »

8, rue Georges Pompidou

87210 LE DORAT



SHOW ROOM

14, avenue de l'Opéra

75001 PARIS

LAMOTTE - BEUVRON

Near Vierzon

98, avenue de Vierzon

41600 LAMOTTE - BEUVRON

FOËCY

5 rue Louis Grandjean

18500 FOËCY



III. The Group today

- **Staff : 509 employees**
- **5 production sites + 1 show-room**
- **1 250 000 porcelain items manufactured every month**
- **2 brands : Deshoulières, the lifestyle brand, and Apilco, the professional brand**



180 years of history and 7 generations later...

Deshoulières Group is making a new start by
innovating, creating and ensuring good quality

R&D / AN INTEGRATED ART STUDIO

→ A DEPARTEMENT DEDICATED TO THE CREATION AND DESIGN

- ✓ Following the fashion books of the Parisian style agencies like Peclers, Nelly Rodi and Carlin International
- ✓ Collaboration with great designers and fashion artists (Kristian Gavaille, JC de Castelbajac, ...)

Deshoulières, a partner of the hospitality and catering industry



A range of products designed for Chefs

Derived of and relating to the needs of professional caterers, proposes shapes inspired of inventive cuisine and gastronomy

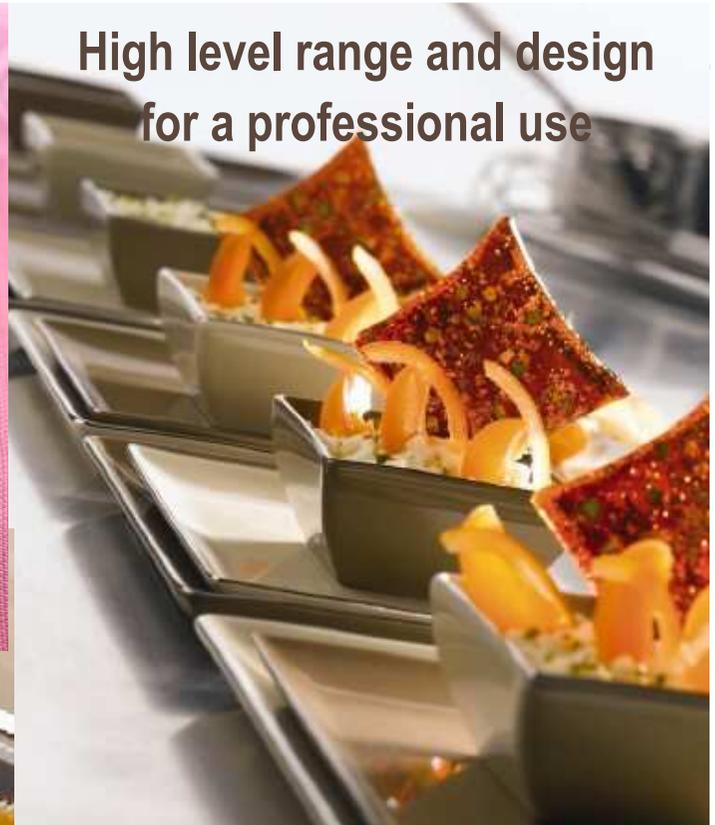
a decorative element in its own right

... through which Chefs can freely express their culinary style

Deshoulières Gastronomie



High level range and design
for a professional use



A brand recognized as a “quality label” by the professionals

Totally dedicated to the catering professions

Made in hard porcelain : non porous, high resistance to thermal and mechanical shock, heat resistant, microwave safe, freezer safe and dishwasher safe





AT THE TABLE !

- White, colours, decorations and relief
- Abundance and choice in this range
- Reference collections for the specialists (great chefs and restaurateurs)



WITH FLAVOURS

- Design
- Fantasy in the make-up of the pieces
- Helping to underline the flavours
- To give free rein to the imagination of the great chefs



IN THE KITCHEN

- Accessories for cooking
- To go from oven to table
- Useful and resistant

More service available

- Personalization : inscriptions, logos, decorations, pictures...
- Design team helps the personalization of pieces, which can be on paper or adhesive on porcelain
- In case of porcelain broken in delivery : express exchange
- Order and delivery via wholesalers
- A direct contact with the Head Office is available to you and can put you in touch with the representative concerned

