

NEWPAN

Great Brands. Great Service.

Specialize in one brand or become a home for several brands? Invest in sales or service? Focus on a narrow segment or expand to include supplementary areas? For the past 25 years, Newpan has been coming up with unique solutions to the marketing challenges it has faced

Over 25 years ago, Zvi Gior (formerly: Greenberg) joined the carpentry workshop established by his father before the establishment of the State of Israel. One area in which the carpentry workshop specialized was the manufacturing of wooden cabinets for loudspeakers.

Over the years, Gior began importing various types of loudspeakers from Germany, building wooden cabinets around them and selling them under various brand names.

In 1986, Japanese company Kenwood granted Gior the franchising rights to market its audio product line in Israel. Newpan evolves in Israel as a company that specializes in audio products, and over time, adds various brands to its portfolio, initially from the audio sector but later expanding to include electronic entertainment and electrical appliances.

At this time the company obtains, among others, the franchises for Indesit, Magimix, GRUNDIG, DeLongi and KitchenAid, as well as building the private brand Pilot.

In 1996, the company receives the franchise to market TOSHIBA electronic products, and changes the face of the television market in Israel (The TOSHIBA case study was published in the 2009 edition of the Superbrands book).

Over time, Newpan has added audio brands such as Herrman Kardon, BOSE and DENON as well as house brands of TEFAL, Krups, Mulinex and ROWENTA.

In 2006, Newpan expands to computers and begins to market DELL and ACER.

At the same time, the company launches in Israel Haier products – China's largest electrical appliance manufacturer.

In 2008, Newpan enters the camera and video sector by purchasing Karat, which markets Canon and PENTAX in Israel, and begins to market HTC cellular brand.

In recent years, Newpan has become a retailer by setting up a chain of Newpan Outlet and by becoming partner in the electrical appliance chain Best Buy, Big box and Hahashmal Hasitonai ("Wholesale Electronics").

The Marketing Challenges and Creative Solutions

For over quarter of a century, Newpan has been confronting various types of marketing challenges and resolving them with marketing solutions:

Specialize in one brand or become a home to several brands?

Newpan was a pioneer in Israel in terms of housing a large number of brands under one roof. The underlying reason was the desire to help company stability by spreading activity over a large number of brands in order to appeal to consumers with various needs and avoid dependency on one foreign supplier, that might later decide to transfer franchising rights to someone else in Israel.

Invest in marketing and sales or in service?

Newpan identified service as its area of differentiation and uniqueness in the category. Because service proved to be a painful weakness in the electronics industry, Newpan decided to focus on service in order to provide added value that included quality product and excellent service,



The things we'd do for you
Newpan Service

- TOSHIBA
- Haier
- DELL
- harman/kardon
- Canon
- Indesit
- Moulinex
- DELL
- DENON
- KitchenAid
- SIEMENS
- KENWOOD
- PENTAX
- DeLonghi
- htc
- DELL
- magimix
- acer
- Tefal
- VAX
- GRUNDIG
- KRUPS
- Rowenta
- PILOT
- BOSE
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which would create a "tie break" against the competitors at the point of sale.

Newpan mapped over one million customer meetings each year: from the point of sale, to the delivery, the installation crew, call center and repair laboratory. At every one of these contact points, the company strove to improve service, to make sure that its customer service representatives, including technicians, are model representatives, arrive at the customer's home on time and provide excellent service.

In order to broadcast its differentiation in the field, media activity centered a slogan that introduces the range of Newpan brands and its commitment to product and service quality: "Great Brands. Great Service". In recent years, the promise became "You won't believe what we will do for you."

Specialize in a narrow segment or expand to supplementary fields?

Early in its activities, Newpan realizes that the advantage lays in expanding to supplementary segments that would augment its main area of activity. As such, it receives franchises and acquires brands in supplementary fields such as computers, communications and photography.

To be a House of Brands or a Branded House?

For many years, Newpan has been an unrecognized brand name. The companies at the forefront of the arena are

the brands the company markets. In 2006, however, the company decides to handle the Newpan house brand realizing that Newpan as a house brand can, on the one hand, provide consumers with the sense that they are purchasing a brand that belongs to a good house. On the other hand – Newpan's brand platform can serve as a powerful launching pad for every new brand that will enter its brand portfolio, since it will be marketed as a Newpan brand, thereby facilitating market entry and reducing consumer fear of purchase.

In the Future...

Newpan currently holds an expansive portfolio of brands, most of which have become leading brands in their fields. Those that have not – Newpan is investing itself to make them leaders in their categories.

In the future, Newpan will continue to add brands to its portfolio as long as they bring added value to the industry in which they operate and have the potential to become market leaders.

At the same time, the company will continue to invest in its service that includes not only 'classic' service but also its insistence on bringing to Israel only brands from recognized manufacturers and only new products that are compatible with the Israeli market.

Newpan is striving to complete its brand marketing

Things You Didn't Know About Newpan

- The name Newpan is a combination of two words: New and Japan, reflecting the fact that the first brand that the company received a franchise for was the Japanese brand - Kenwood.
- Newpan was awarded the IMC Service Award three consecutive years.
- Throughout every hour of the day, 175 Newpan products are sold in Israel, including 35 Toshiba, Grundig, Haier and Pilot screens; 30 Canon cameras, 25 irons, food processors and grooming products, 10 refrigerators and washing machines, 9 Magimix and KitchenAid food processors and 8 Dell and Acer computers.

along with other features such as Newpan Pro – which provides solutions for planning, design and setting up smart home systems and electronic entertainment systems in homes and in businesses; Newpan Gourmet Center in Mandarin Hotel in Tel-Aviv, that alongside the flagship store also organizes cooking workshops and courses; and the launching of the first Hebrew language electronic book, E-vrit, in conjunction with Steimatzky and Yedioth Technologies.



1986

Newpan is established in Israel.

1996

Newpan receives the franchising rights to market Toshiba televisions.

2006

Newpan launches in Israel Haier – China's largest electrical appliance manufacturer.

2006

Newpan establishes Newpan Outlet chain.

2008

Newpan acquires Karat, which markets Canon cameras.

2009

Newpan becomes partner in Best Buy, Big Box and Hahashmal Hasitonai ("Wholesale Electronics").