

# PHILIPS AVENT

A young father who experienced nighttime frustration when preparing a bottle of formula for his son led to a creative solution and the launch of an international brand. 30 years later, Philips AVENT is a brand that never stops innovating and offers a holistic diversity of solutions for parents and babies



In the wee hours of the morning in 1984, Edward Atkin woke up at home in London to the sound of his infant son's cries. Drowsy, he went into the kitchen to prepare a bottle of formula that would calm his son down. Edward poured the powder into the narrow plastic bottle; however, most of the powder spilled on the counter instead. This frustrating experience was shared not only by Atkin, a rubber car rug manufacturer by trade, but by many other parents. For Atkin, however, this was also an experience

that changed his life – when he got up next morning, Atkin decided to use the knowledge he gained in plastics manufacturing to develop a baby bottle with a wider neck that would make filling the bottle easier and neater. Within several years, Atkin's bottle called AVENT – captured 40% of the total baby bottle market in Britain. From there, it was a short leap to the global markets. In 2005, Atkin sold AVENT to Charterhouse Investment Funds, and one year later The global Royal Philips bought AVENT for 675 million Euro. The name was changed to Philips AVENT shortly after. Today, a wide range of baby products are developed under the Philips AVENT brand name including breastfeeding accessories and breast pumps, bottles and teats, soothers, toddler feeding and drinking accessories, baby monitors, sterilizers and more. AVENT was launched in Israel in 1992, and has been marketed by Chemipal, which also distributes, sells and markets prescription drugs, over-the-counter drugs, natural food products, food supplements, baby products and health and beauty products that are primarily designed for sales in pharmacies – which facilitates accessibility to AVENT products at points of sale across the country.

company offers, in Israel we launch the products that best fit Israeli families preferences and challenges in many areas, such as breast pumps and breastfeeding accessories, soothers, feeding bottles and teats, baby monitors, bottle warmers and sterilizers, food preparation appliances, toddler feeding cutlery and more.

At the core of Philips AVENT strategy is the aim to be an inherently friendly brand. Therefore, the brand involves moms and babies at the developing stages, listening to the parents' needs and carrying on a dialogue with them in the effort to grant them confidence to find solutions for their children's changing needs.

The brand also takes care to provide relevant information where parents read, watch, search for information, surf, communicate and socialize, either online or anywhere else.

## The Launch of AVENT Natural

At Philips AVENT, we are dedicated to helping mothers breastfeed for as long as possible because we recognize the importance of breastfeeding for the healthy development of the infant and the health of the mother. In compliance with the company's marketing strategy, the AVENT Natural series was launched in Israel at the end of 2012. The series offers product innovation under the slogan "The most natural way to bottle feed" and includes a range of products that are "as close to breastfeeding as possible".

Our Natural range has been designed to mimic breastfeeding by introducing the following innovations: the Natural teat resembles the mothers teat, which allows for easier acceptance of the bottle by the baby, as well as easier transition between bottle feeding and breastfeeding; unique "petal-like" design in the teat, which makes it softer, more flexible and more pleasant for the baby it also prevents the teat from collapsing; a state-of-the-art anti-colic twin valve system built in the teat, preventing the baby from swallowing air while feeding; ergonomic bottle design, which facilitates a natural, convenient grip for the mother and baby. All bottles in

## The Marketing Strategy

Since the very beginning, innovation has been the driving force behind the brand differentiation and its growth. Philips AVENT R&D center has been working together with scientists, doctors, breastfeeding advisors and child development experts to develop a large array of solutions, designed to answer various needs of parents from pregnancy to toddler stages.

Out of a vast variety of solutions the





[www.avent-baby.co.il](http://www.avent-baby.co.il)

the range are manufactured from polypropylene and do not contain bisphenol A.

The series also offers four teats that are adapted to the various stages of infant development: a slow flow-rate teat for newborns, a slow flow-rate teat for babies 1 month and up, a moderate flow-rate teat for 3 months and up, and a fast flow-rate teat for 6 months and up. A variable flow teat for thick liquids will soon be introduced in Israel.

Another innovation within the AVENT Natural series is the manual breast pump that allows easier and more comfortable pumping than ever. The development of this breast pump derived from the insight that was clinically supported showing a direct correlation between comfort while pumping and the amount of expressed milk. The innovative design allows mothers, for the first time, to lean back while pumping and thus reduce the risk for backaches.

The breast pump mimics the baby's natural suckling behavior by combining breast compression with gentle suction. It achieves this through our clinically proven massage cushion with soft petals that gently compress the breast to stimulate milk flow.

The breast pump includes a unique handle that can be easily controlled by the fingertips, allowing mothers to hold the pump closer to the body – making hand and arm movements more comfortable.

The launch of AVENT Natural was supported by a TV sponsoring campaign and internet

testimonials videos. In order to produce the testimonial clips, young mothers and their babies were given bottles and breast pumps from the AVENT Natural series so that they can try them with their babies. The mothers were then invited to a shooting session where they were asked to describe their experience of using the Natural range products on camera.



### Things You Didn't Know About Philips AVENT

- The manufacturing process in the AVENT plant in Britain is fully automatic and involves no human contact.
- For more than 25 years, the company has been receiving a British Royal Honour for quality and innovation.
- Fritz Philips, grandson of the Philips founders, was conferred the title "Righteous Gentile" for saving 382 Dutch Jews during World War II.
- 400,000 AVENT bottles and more than half a million AVENT pacifiers are sold in Israel every year

**1984**  
British rubber rug manufacturer Edward Atkin invents bottle with wide spout and names it AVENT.

**1992**  
Brand launched in Israel by Chemipal.

**2005**  
The Atkin Family sells AVENT to Charterhouse Investment Fund.

**2006**  
AVENT is purchased by Philips, which changes the brand name to Philips AVENT.

**2012**  
AVENT Natural series launched in Israel.