



Adopting the natural trend and returning to Tel-Aviv of the 1920s, this year Negev continued to market original new solutions in home finishing and design in order to provide for the changing needs of consumers

Founded in 1969, Negev specializes in the manufacturing, marketing and sales of ceramic and porcelain tiles, marble and parquet, fixtures and taps, bathroom accessories and other fixtures for home design. The company has a ceramic and porcelain tile manufacturing plant in Yeruham. The Negev Group operates 20 stores, 13 of which are located in Israel and 6 in other countries.

In 2012, Negev launched a new and updated retail concept in its flagship store in Bnei Brak. The renewed concept store comprises two levels and four different design zones: URBAN, FASHION, CLASSIC, VINTAGE. In each zone, consumers can get an impression of the colors, textures, materials and accessories used as a source of inspiration and ideas for home design.

Simultaneously with the renewal of the Negev concept store, the company launched Negev Vision– a professional

imaging service that allows customers, forced until then to rely on their own imagination, to view a 3D image of how the selected products would fit into their design environment at home or in the office.

### The Competitive Environment

The home-design sector in Israel includes many firms and brands, as well as small competing marketers. In ceramics, competition is even stiffer since these products are sold by many importers marketing similar products.

### The Marketing Challenge

In the past year, as part of the ongoing company strategy, which focused on creating value through innovation, Negev adopted several major efforts designed to further reinforce its brand position in Israel.

### Negev Nature

In recent years, awareness of the natural trend has become an integral part of consumer life. Consumers spend time choosing and purchasing products with as natural an appearance as possible.

In order to provide an answer to the 'natural' trend, Negev launched in 2013 a concept under the name "Nature comes home". As part of the concept, every chain branch set up a Negev Nature department that displayed hundreds of different examples of natural wood parquet floors, natural stone and marble, taken from the best collections and based on global trends.

Negev is the exclusive representative in Israel of leading European brands such as Baltic Wood, Parador, Foglie D'oro, and others that offer a wide range of prices, hues and finishes. All parquet floors sold by Negev come with



Wood parquet floors, natural stone and marble. From the Negev Nature advertising campaign



[www.negev-new.co.il](http://www.negev-new.co.il)



A Negev Vision imaging of a bathroom, with flooring of the Negev "Little Tel-Aviv" concrete tiles collection

## Things You Didn't Know About Negev

- The Negev Group includes a large number of companies, including Negev Home Design, Via Arkadia, Super Ceramic, Wind&Water, KARE Design, Grohe, El Gal, Negev Romania and Negev USA.
- The branches of the Texaco convenience store chain in Belgium, Holland, Luxembourg and France are tiled with NOVO tiles that were custom-made for them.
- The Negev factory in Yeruham is a green and recycling factory that operates in compliance with stringent standards. NOVO tiles by Negev have a green certificate from the Standards Institution of Israel.
- The Negev Group employs some 1,000 workers. 130 of them, mostly residents of Dimona and Yeruham, who work at the Yeruham plant.

an FCS standard that is primarily designed to enable responsible management of rain forests around the world as part of the international standard for forest products, and to guarantee that its manufacturing does not destroy the environment.

Another important face in the department is natural flooring: stone and marble collections in many models, hues, styles, sizes and textures, from around the world. In order to support the Negev Nature concept, branches hired professionals who provide customers with advice and personal customization in the selection of parquet floors or marble and stone for their home.

The launch of Negev Nature was supported by a television campaign, billboards, print ads and internet advertising as well. The television campaign, in the style of a sitcom, was based on elements of humor resulting from misunderstandings between a man and a woman in situations familiar to married couples. The message accompanying the campaign: "Negev. Experts in wooden

parquet floors, stone and natural marble".

## Negev Design Industries

By the end of 2013, Negev will open a new factory in Yeruham, Negev Design Industries, with an investment of NIS 250 million. Its manufacturing capacity will reach seven million square meters of tiles per year using advanced digital technology. The innovative digital print allows for hues, textures and variances between tiles that had not been possible before, to design 'the real thing' – stone, marble, polished concrete, parquet flooring, wood, Terrazzo, etc., with the finishing ranging from matte to glossy.

Through this move, the company is planning to become a major player in the global porcelain tile manufacturing, development and design sector.

The new factory will recycle 100% of the raw material it uses during the manufacturing process. The products are conferred some of the most stringent local and

global certifications and standards, and Negev becomes a high-quality Israeli company that can produce tiles of the finest quality in terms of design and technological advantages.

## Little Tel-Aviv

Another major effort carried out in 2013 earned the name "Little Tel-Aviv" – collection of handmade concrete tiles. Under this concept, Negev launched a collection of concrete tiles designed in the style of the 1920s and 1930s, with a design that corresponds with Tel Aviv of the early 20<sup>th</sup> century.

Negev chose over 30 different ornaments in style of Little Tel-Aviv tiles, incorporating smooth tiles in 15 different hues and making a wide range of compositions and combinations possible. The tiles in the series are manufactured by hand using traditional, authentic methods, and are made of concrete incorporating colorful pigments.

### 1969

Negev Ceramics is founded in Yeruham as a ceramics manufacturing plant.

### 2000

The plant transitions from ceramic manufacturing to granite porcelain manufacturing and house brand NOVO is launched.

### 2009

Global launch of Novo Imagine, custom-tailored tiles.

### 2010

Negev becomes a Group and acquires the Via Arkadia chain, Super Ceramic, Orgal Importers of Grohe and Elgal.

### 2011-12

Launch of a new concept and the flagship store in Bnei Brak. Launch of Negev Vision imaging service and digital print technology at the Negev Plant.

### 2013

Negev launches the Negev Nature concept and "Little Tel-Aviv" concrete tiles.

### 2013

Launch of the new Negev plant, Negev Design Industries, in Yeruham, with an investment of over NIS 250 million, set for digital manufacturing.