



*“building sustainable relationships  
with shared expectations for positive  
results”*

# Company Overview

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- We are a leading Importer and Distributor of high quality educational toys and supply products to all leading catalogues and educational equipment companies in the UK and Eire who supply to schools & nurseries
  - Strong relationships with all educational equipment catalogues and web based companies in the market
  - The EE team has a passion to source only quality products with high play value
  - We carefully select and play test products with the help of experts product ranges from around the world
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# Company Overview

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- Extensive storage and warehouse facilities, being based on an airfield at Aston Down in Gloucestershire – 16,000 square foot warehouse and the potential to take additional space
  - We have solid experience in managing major brands distribution and their marketing requirements
  - We have a Play Furniture division within our company which supplies play furniture items to waiting rooms, hospitals, car showrooms etc.
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# A short history

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- Education Essentials was founded in 1999
  - Built a successful brand portfolio in the education market
  - Developed facilities in SW England
  - Achieved sustainable long term growth and success through developing brands and product educational value
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# The Education Essentials offer:

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- A respected and established distribution business
  - Track record across all education age groups from nursery
  - Access to key accounts with strong relationships
  - Cross selling potential between nursery and education market
  - A currently expanding International customer base and visibility within International market
  - Valued long term supplier relationships
  - Financially strong
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# Fully integrated supply chain facilities

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- Dedicated management and customer service team
  - Ideally placed to take products to market or build on existing success to date
  - Actively seeking opportunities to build business together with quality organisations
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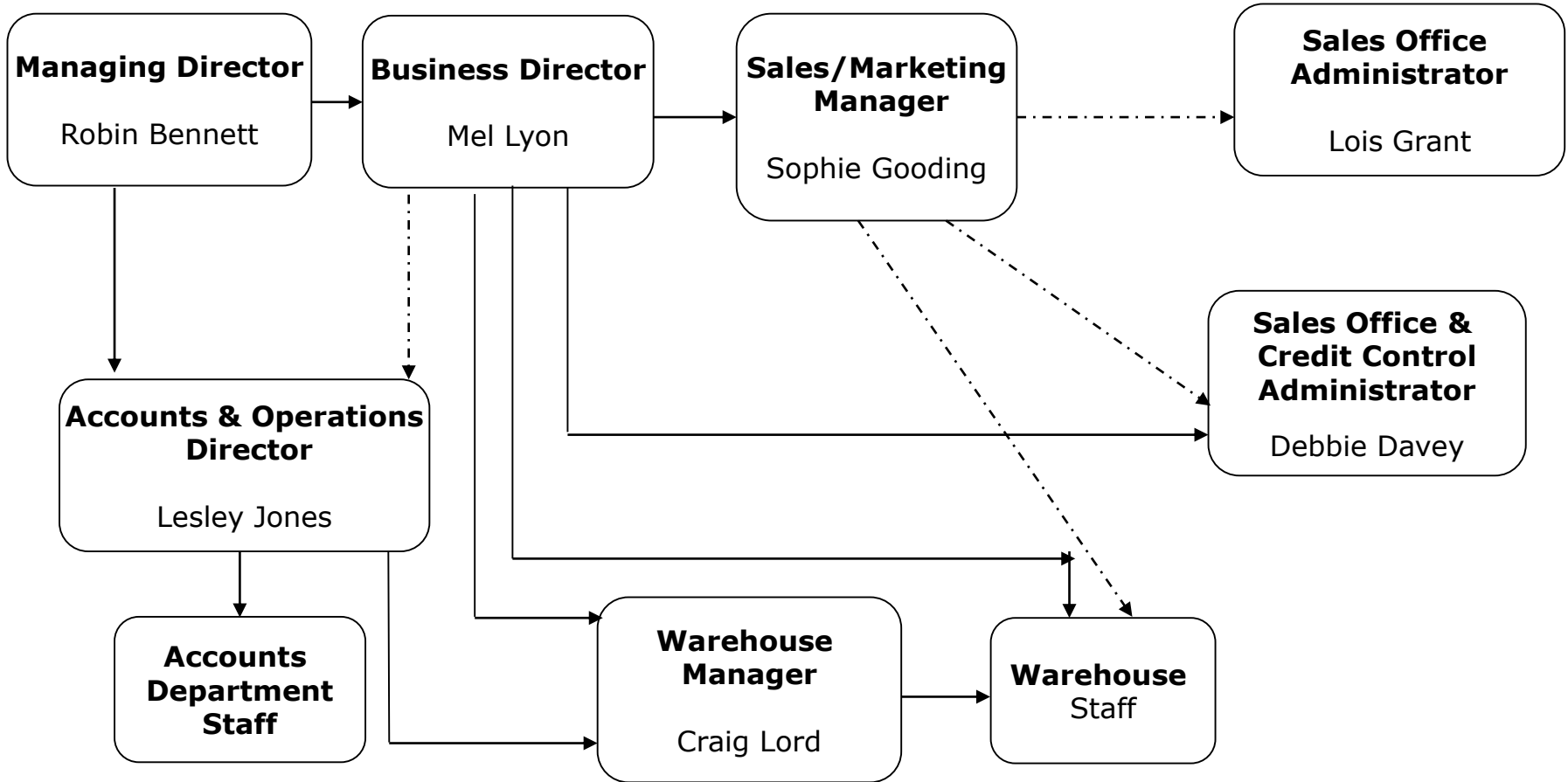
# Management Team

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- Chairman– Robin Bennett
  - Managing Director– Mel Lyon
  - Sales & Compliance Manager – Sophie Gooding
  - Warehouse Manager – Craig Lord
  - Accounts & Operations Director - Lesley Jones
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# Organisational Chart

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# Education Essentials

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- Brand portfolio includes:
    - Sticklebricks
    - Popoids
    - Safari Ltd
    - Rover Education
    - B4Adventure
    - Tikk Tokk
    - Quercetti
    - Anatex
    - Smartmax
    - Skool Plus
  - Quality toys with a long term future
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# 3 Keys to Success

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## ➤ **Financial**

- Part of a group of companies and sharing of resources, supply contracts
- Backed by Lloyds and Afex
- Experienced senior management and tight cost controls – a lean machine!

## ➤ **Marketing**

- Strong trade brands
- Long term secure supplier track records and forward commitments
- Exclusive distribution rights

## ➤ **Organisational**

- Sales Office & Customer Service is No. 1
  - Staff - committed and with long-term knowledge
  - Style – hard working integrated team
  - Skills – Sales & Marketing is our great core competency
  - IT Systems – Efficient System based on SAGE and backed by Quintech
  - Showroom – We have a fantastic showroom offering a display of all our current products and new products for next year for existing and new customers to view.
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# Market Needs

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## Trade customers in our segment demand:

- Quality product – all our products are tried & tested before we sell them
  - Unique Product – we have a portfolio of well respected brands from major suppliers and we offer customers exclusive products
  - Product availability – we have a large warehouse and try to ensure we have stock of all our items at all times to avoid customer disappointment
  - Delivery Performance – speed & accuracy commended by customers
  - Value – we check for competitiveness before taking new products
  - Margin – we allow for our customers to make a good profit margin
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# Trade Sales Communication

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- Education Essentials manages an active website: [www.educationessentials.co.uk](http://www.educationessentials.co.uk) to provide images and precise product information to both trade customers and consumers
  - We can distribute our suppliers own comprehensive catalogues and commit to stocking the majority of products from their international ranges
  - Our sales & office team are always available for information and sales presentations, using our fantastic showroom
  - We exhibit at trade fairs, the biggest being Nuremberg Toy Fair in February. We also have customers who exhibit our products at UK shows including The Education Show and Bournemouth Nursery Show
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# Education essentials top accounts are:

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- Findel Education Ltd
  - TTS Group Ltd
  - Eastern Shires Purchasing Organisation
  - Yorkshire Purchasing Organisation
  - Consortium for Purchasing
  - Kent County Supplies
  - Cosy
  - East Riding
  - Early Years Resources
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