



KERKOM

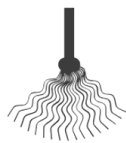
Cuidando tu hogar, cuidando de ti.



Kerkom general information

Kerkom has more than 70 years of accumulated experience solving cleaning, home cleaning and organization needs through its consumer goods (FMCG), DIY (DIY) and professional (PRO) divisions. We have subsidiaries and factories in various locations and we are present in several countries on five continents through different business units.

Our main clients are the most important hypermarket and supermarket chains in southern Europe and internationally. We are specialists in:



Mops: with one of the largest production capacities in Europe in spiral-mounted non-woven mops and the most modern equipment with specialization in microfiber technology.



Cloths: Both, traditional and synthetic non-woven and even microfibers “Made in Spain”. We reinforce all this with factories in Asia supervised and working under Kerkom standards and commitments.



Fibers and sponges: a great offer, from traditional fibers and nail savers to vegetable sponges manufactured in our plant in Atzeneta - Valencia.



Brushes: We manufacture in Italy and emerging countries from Kerkom models to personalized models even with bi-material injection.



Others: We complement the collections with all the necessary supplies to provide complete coverage of the shelves.

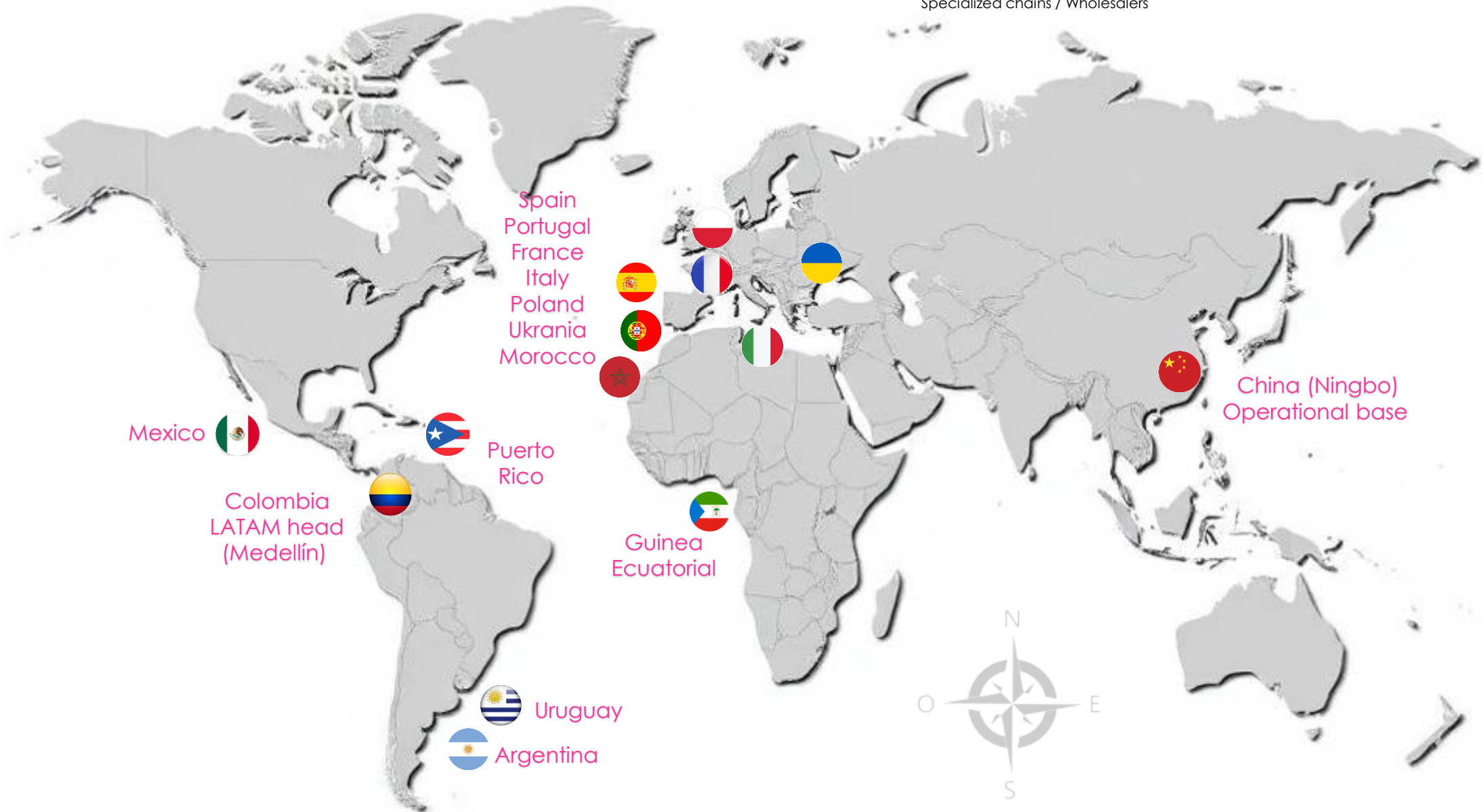
International location

→ Turnover 2024: 20,1 M€ (25,9 Millones udes. Vendidas)

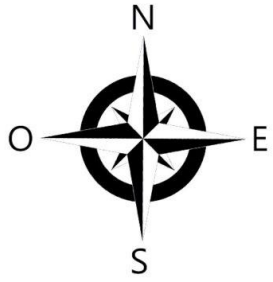
→ 70 years of experience

→ People: >70 personas

→ Customers: More tan 1.000 worldwide
Modern distribution (GSA,GSB)
Specialized chains / Wholesalers



National location



Portugal base
(Oporto)



Admon. office
(Donostia-San Sebastián)



Comercial office
(Madrid)

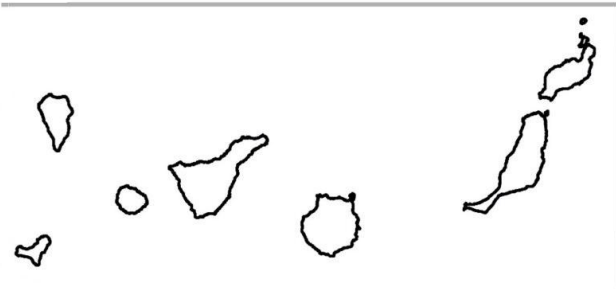


Production & Logistic
(Albaida - Atzeneta de Albaida -
Moritavener) (Valencia)



Valencia port
79 Km.

>15.000 m²



Recent history of Kerkom

1981

Textil Colomer Nadal is founded as a continuation of the Juan Colomer Nadal family business that already had more than 30 years of textile activity.

1985

Rozenbal Spain is founded as a subsidiary of the French group Rozenblit SAS in San Sebastián as a subsidiary of the international French group Rozenbal to, mainly, provide distribution and service to the main distribution chains in this country.

1992

Expansion occurs in national chains with a new strategy aimed at large distribution. The ranges are expanded, adapting them to the Spanish market.

2002

Meeting and agreement Rozenbal / Textil Colomer Nadal to obtain synergies and start a joint project that lasts to this day. The Mr. Proper P&G license is obtained, achieving significant penetration into new channels.

First investment in the production of mops and cloths in Valencia and commitment to the MdD.

2007

We begin the production of fibers and sponges.

2009

The KH license is obtained, to be able to compete with the market leaders with a totally differentiated positioning.

2013/18

The new Professional and Brico divisions start and are consolidated. The image of the original Rozenbal brand is relaunched and enhanced.

2019

Consolidated commitment to the Latin American market based in Medellín, Colombia.

2021

Rozenbal Ibérica separates from Rozenbal Francia by purchasing 100% of the share capital, completely merging with Textil Colomer Nadal, creating Kerkom 360, S.A. with 100% Spanish capital.

2024

After a total remodeling of the production structures and production processes, the IFS HPC certificate is obtained to respond to the highest quality standards demanded by our clients.

And we continue writing our story...

COMMITMENTS

Always provide the best cleaning solutions to our clients with the highest quality, through continuous processes of innovation and sustainable development, at the most competitive prices that can be achieved.

- We will always work with the objective of minimizing our impact on the environment, whether through our production processes or the product itself.

- We will maintain the trust that we work together with our clients supported by several fundamental pillars.

- In addition, we will be vigilant about compliance and implementation of the working conditions throughout the supply chain that are included in the BSCI initiative.



High product quality. To achieve this, in our 3 production plants, we are in a continuous process of improving machinery, materials and working together with our raw material suppliers.

Quality processes with strict controls: We have the most demanding manufacturing standard to date in mops, the IFS HPC and in global development of the company with this same certification.



High level of service: We are above 99% and we work with sufficient stocks to respond to possible demand peaks that may appear.

Proactivity and innovation: We try to always be up to date in the development of new direct and auxiliary production materials, packaging, boxes, etc. and propose them to our clients in a proactive way.

Process optimization: Once we have our clients' idea, we look for the best solutions for both product and logistics to obtain savings that allow us to put a more competitive product on the market.

Simplicity, flexibility, clarity and transparency: We set ourselves the goal of transmitting information and commercial proposals in a simple, scandalous way and with the maximum possible transparency and flexibility in the shortest possible time.

Price: All of the above aims to achieve a highly competitive price in accordance with the quality expectations of our clients.



INNOVATION AND SUSTAINABILITY

More than 70 years of experience providing solutions to the most specific cleaning needs force us to always remain alert to new trends, materials and uses that achieve greater performance of our products and that our clients' shelves can offer the shopper dynamism that can convert this category into a destination category.

Within this policy, we **do not just focus on the product**. We also offer our experience in the **presentation of shelves** using planogram management tools based on **category and sub-categories**, market data, experience at the point of sale and, why not?, aesthetics.

Kerkom has always positioned itself as a **dynamic company**, in a continuous **process of improvement and a pioneer** in the launch of new cleaning products and concepts that always **facilitate** the thankless task of domestic and professional **cleaning**.

Commitment to sustainability: We will always work with the objective of minimizing our impact on the environment, whether through our production processes or the product itself.

We are betting on **replacing plastic with more sustainable materials**, both in the fibers used in the manufacture of cloths, mops and scouring pads. Although, today, it is not the entire product, we have the **firm commitment to continue working and enhance these lines**, opening an unstoppable path in this direction. We use **post-consumer recycled microfibers** with the GRS traceability certificate



Regarding packaging and packaging materials, we reduce them to the maximum and, to the extent possible, working on alternatives with a lower environmental impact. To this end, **practically all of the boxes in our production are accredited with the FSC certificate**.



In 2024 we are already working on an environmental impact study plan that will culminate in the month of December with a **carbon footprint reduction** study that will be implemented in 2025.





Kerkom figures

1

Continuous increase and distribution of sales.

2

Our client: Diversification and channels

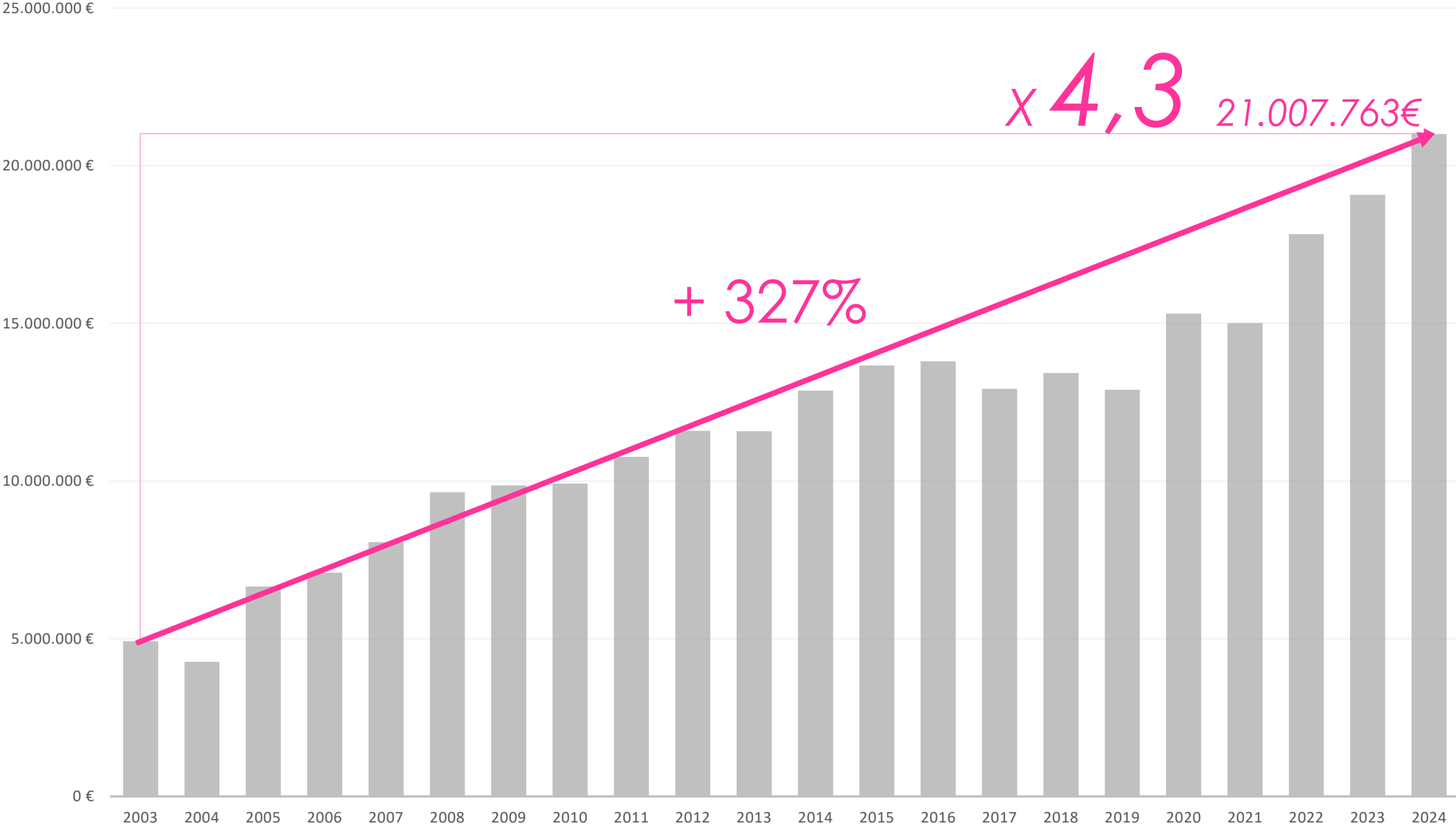
3

Great penetration of own brand in mops and cloths. Positioning with the KH-7 brand in Premium products to compete with the leading brands in the market.

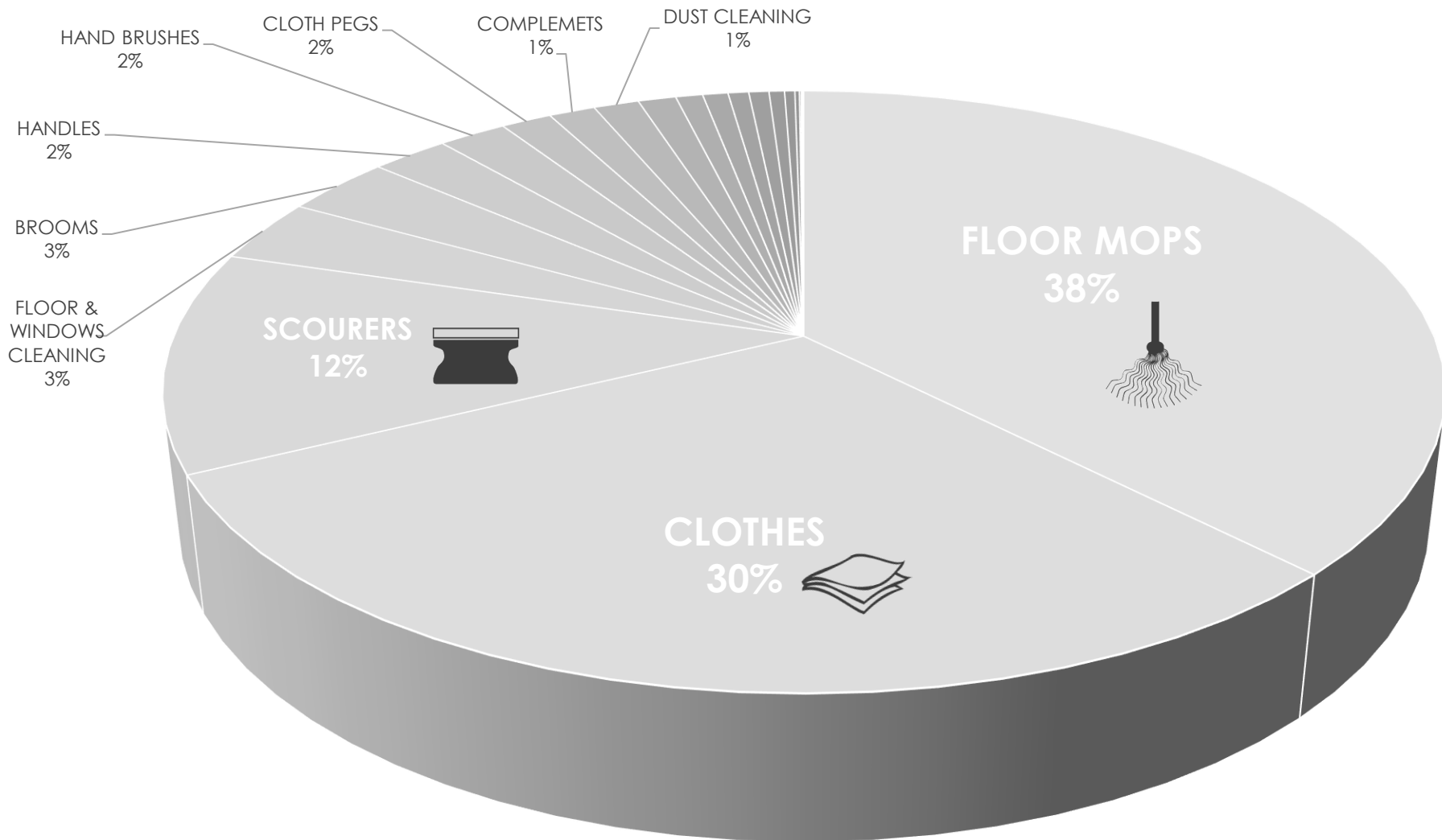
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Specialization in the main cleaning categories.

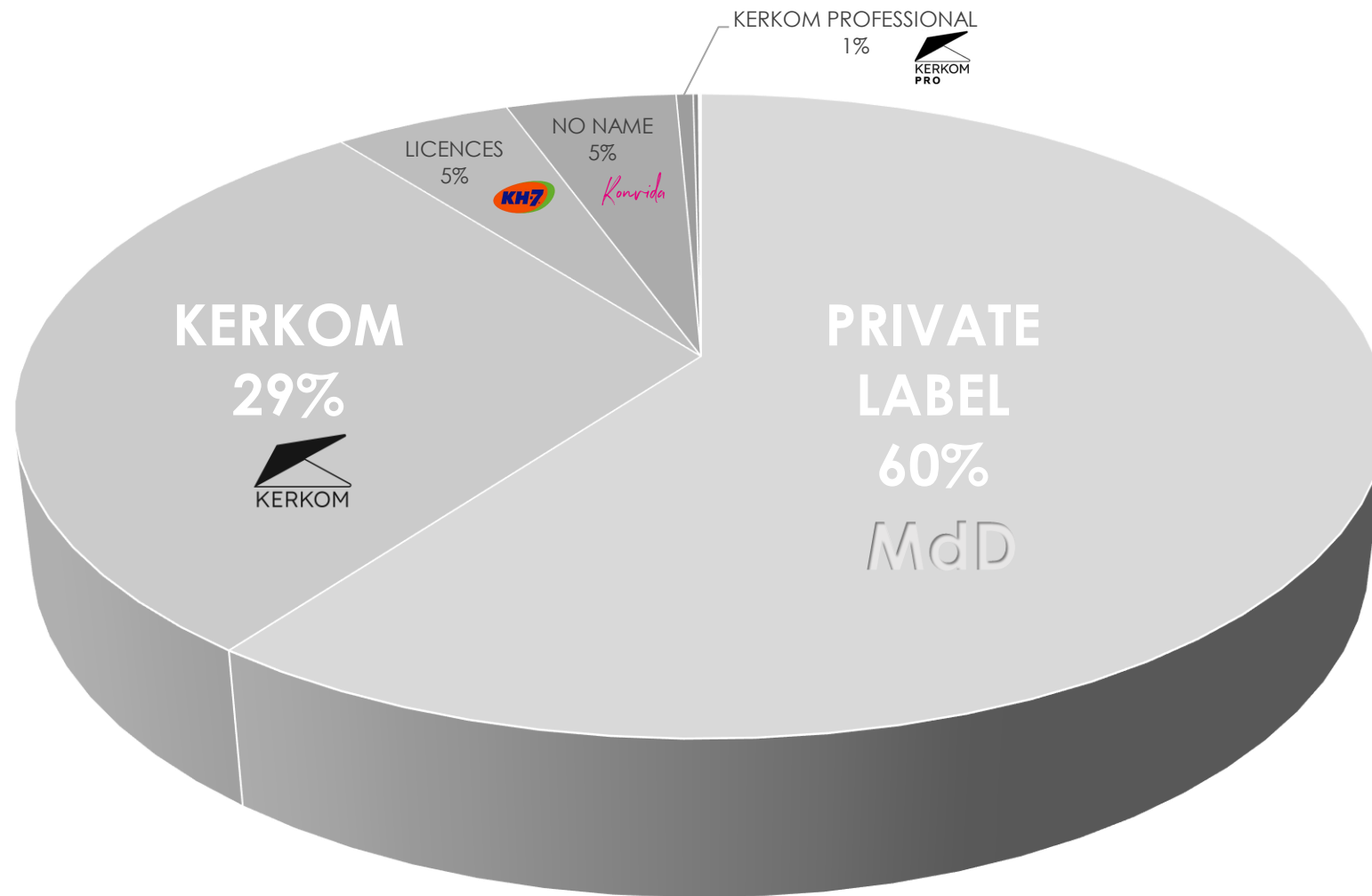
Turnover evolution



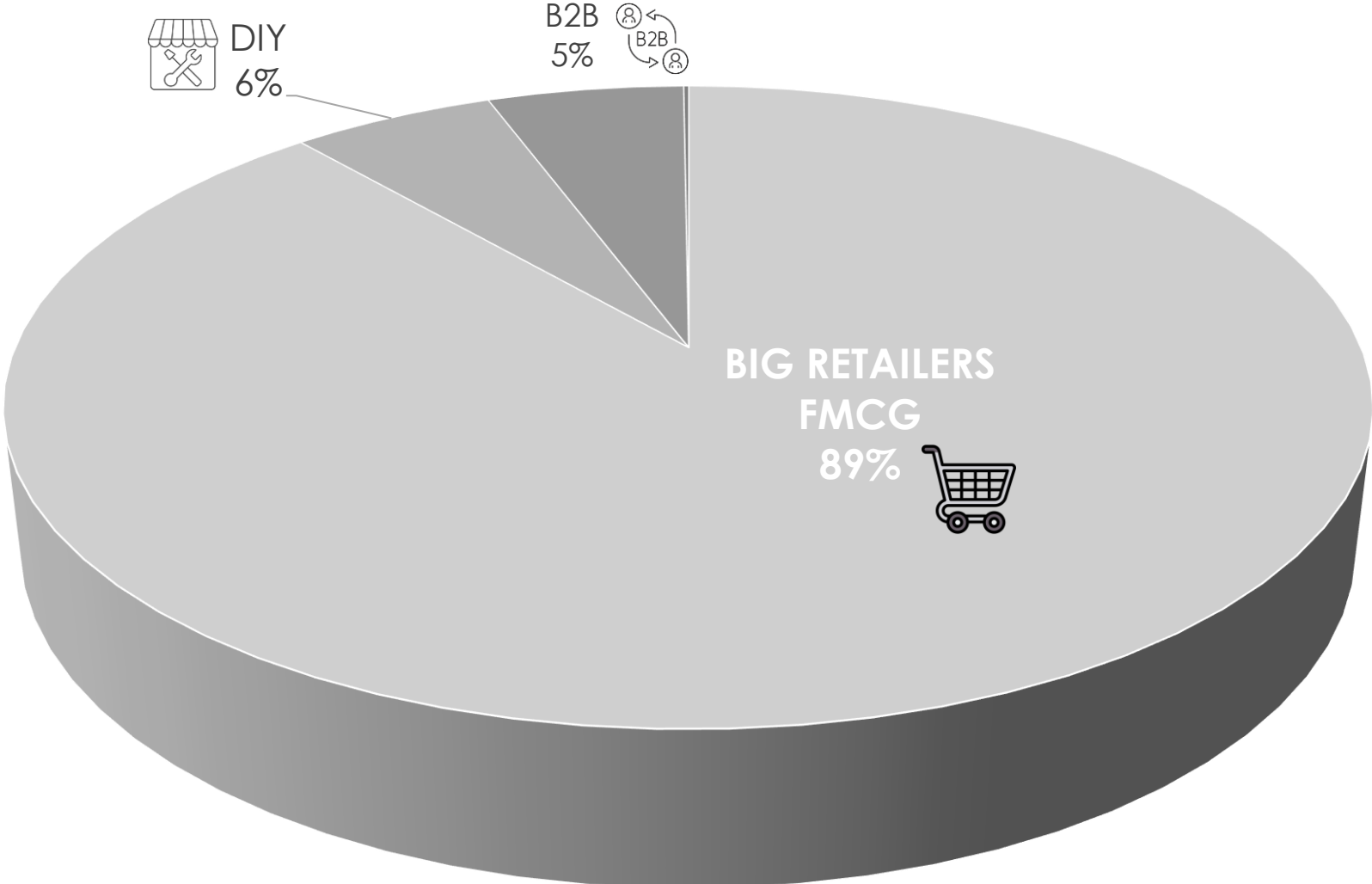
Distribution by Sub-categorías



Kerkom Vs Private label



Kerkom by channels





Our objective and reason for being:
The customer.

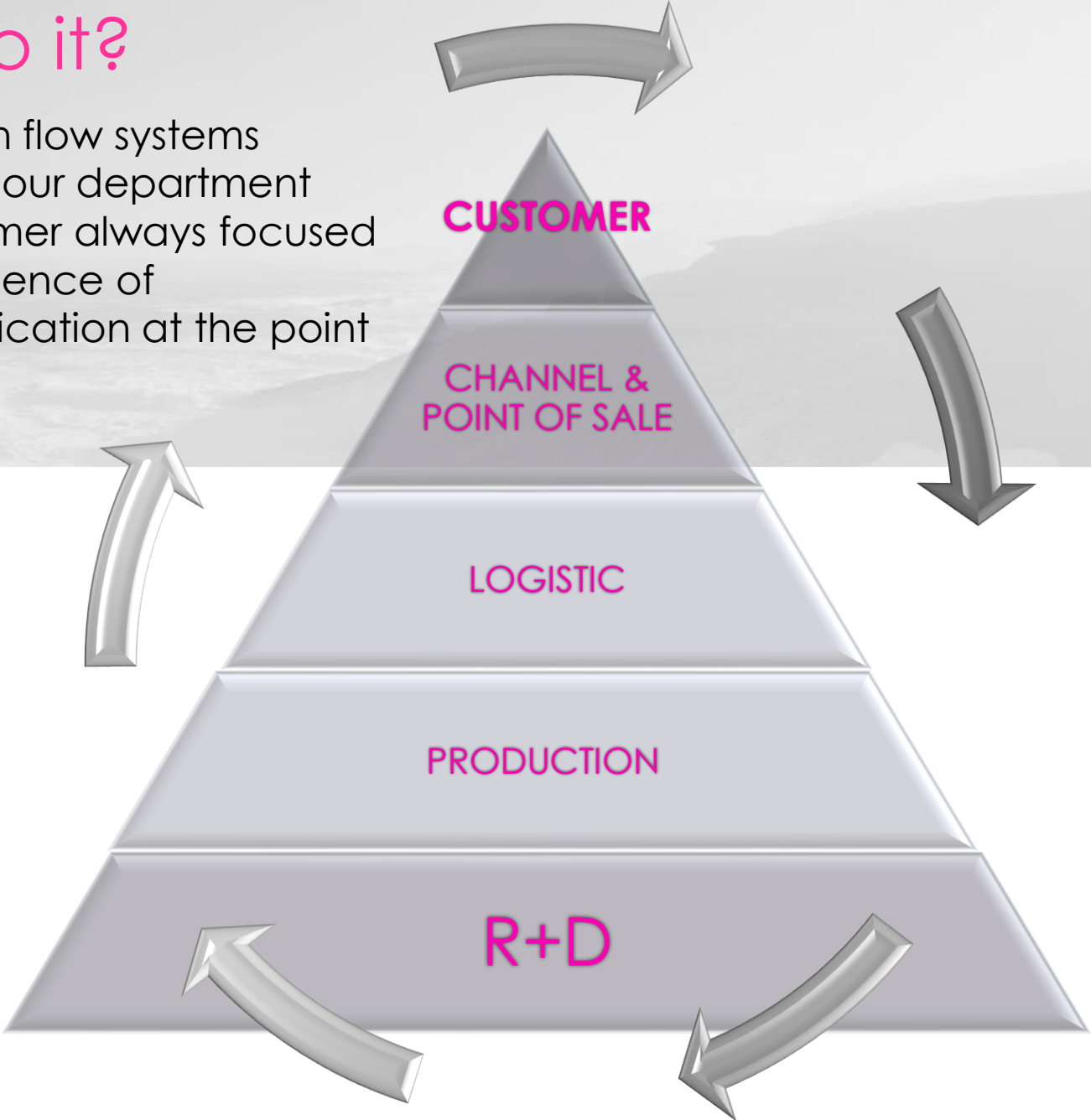


What are our clients mainly looking for?



How do we do it?

Continuous information flow systems bidirectional between our department from R&D to the customer always focused in improving the experience of shopper and communication at the point Selling.



They trust us with their layouts and their brands:

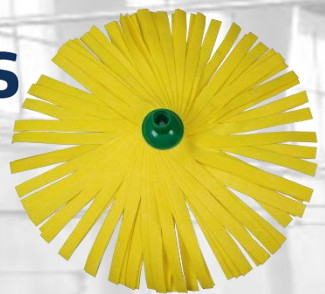




The root of everything:
Our factories

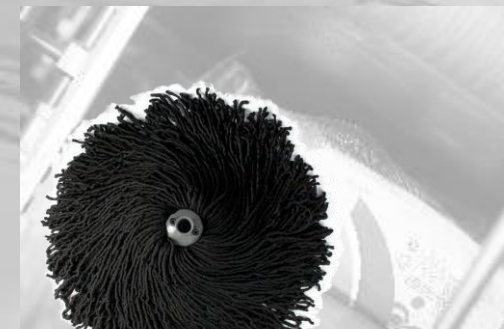


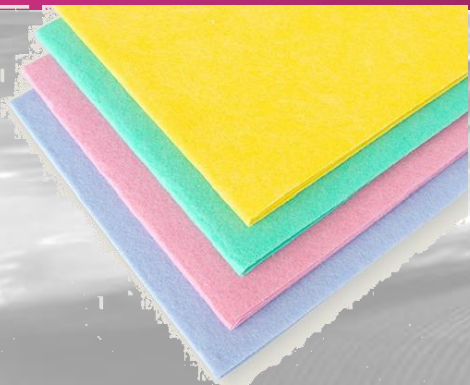
IFS
HPC



6 production lines of spiral mops, microfiber and and traditional

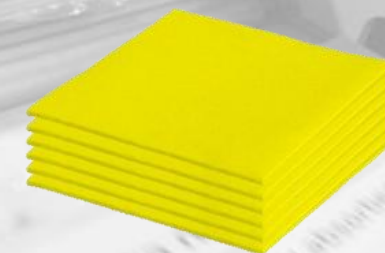
We have the highest performance production structures **to guarantee the quality and level of service that the market demands of us.** Our production capacity is supported by being suppliers, both with our brand and with MdD, of the main National and International distribution chains.





Manufacture of cloths Non woven & Microfibers « Made in Spain »

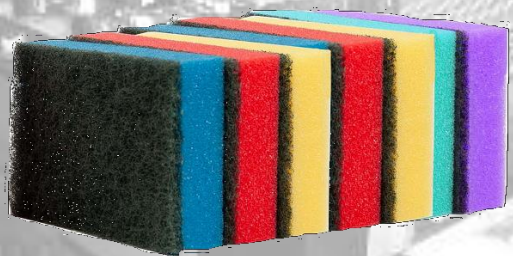
Automatic production and packaging lines for cloths, both **non-woven** fabric and **microfibers**, with various types of **ultrasonic cutting**, which guarantees the consistency of the cloth.





Transformation, assembly,
cutting and packaging **sponges, scouring pads** and
other cleaning fibers.

We also transform all fibers and sponges, adapting to any cutting, die-cut or beveled demand. The machinery is **extremely versatile and has high capacity to achieve the greatest competitiveness.** We use different types of materials in both abrasives and sponges depending on the use for which they are intended.

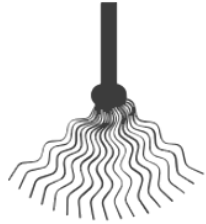


Integrated logistics with radio frequency control for better management and traceability monitoring.

Central distribution warehouse of 8.000 m²



Our main sub-categories:



Floor mops



Clothes



Scourers



Brooms



Handles



Dust cleaning



Floors and Windows cleaning



Buckets



Hand brushes



Accesories



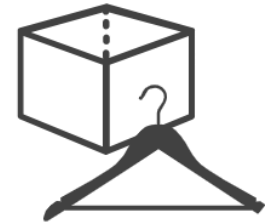
Door mats



Body sponges



Cloth pegs



Storage items

Our main brands:



We believe in the differentiation and specialization of our products according to their use to achieve the best results in the shortest possible time, thus achieving a high degree of satisfaction recognized among consumers.



Gran variedad de artículos para su hogar



Descarga
Download



Descarga
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Descarga
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Descarga
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Descarga
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Descarga
Download



Cuidando tu hogar, cuidando de ti

Thanks

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