

CCM sees its turnover soar

A relative newcomer in the cleaning products market, CCM reports that its sales tripled in 2009. The German company is also bullish for 2010 regarding its TÜV certified products, explains Managing Director Bernd Zimmermann.



Bernd Zimmermann, Managing Director, expects 2010 to be another high-growth year for CCM.

Visions & Trends: What are the unique selling points of CCM cleaning products?

Bernd Zimmermann: CCM is now the licensee for the 'Agfa Photo' brand. This brand has worldwide recognition, and significantly, the brand is synonymous with German design and associated quality. We feel that these are unrivalled USPs.

Visions & Trends: What percentage of sales are private label?

Bernd Zimmermann: Approximately 90% of CCM's turnover is via private label, and of this large sector more than 80% is driven by exports, so it is completely realistic to anticipate further growth.

Visions & Trends: What is your best selling product?

Bernd Zimmermann: All products associated with TFT/LCD Screen cleaning are 'top sellers'. There is a high demand from consumers for special cleaning products because modern screen surfaces are very sensitive and the devices are relatively expensive - poor quality products undoubtedly damage the surfaces. Our products are tested by the 'TÜV' - Germany's most prestigious testing organisation. In addition, many screen manufacturers, such

as ASUS, give us their authorisation to use their company logo for advertising.

Middle East market exceeds expectations

Visions & Trends: What are your main markets and which ones are performing best?

Bernd Zimmermann: In this very small niche market we have adopted a 'worldwide' expansion model, and this model has established rapid growth. Our initial focus was Europe, but with the AgfaPhoto brand we have been able to open the markets in Australia, Hong Kong, Algeria and the Middle East. We initially didn't realise that the brand had such a fantastic reputation in all of these countries, but we have been pleasantly surprised. Our trade with the Middle East has been exceptional and so we can state that this year our best market has been the Middle East.

Visions & Trends: What kinds of products are end-users now?

Bernd Zimmermann: About 50% of our turnover is for TFT/LCD cleaners in the different forms that we offer - pump spray, wipes in tubs and kits. Our wide range of plastic cleaners and air-dusters remains very popular.

Visions & Trends: When do you see the demand for cleaning products peaking?

Bernd Zimmermann: In our opinion, the market for multimedia cleaning products is still 'open' as under 10% of prospective purchasers access the market; and so we see no peak in the next years and expect that the market will grow by approximately 10-15% per year.

The H1N1 situation has undoubtedly prompted consumers to focus on the need for disinfection products in order to protect themselves, their family and their colleagues.

As we also sell these kinds of products we have already anticipated demand and brought out a 'protection kit for the office' with hand cleaning gel and disinfection sprays for surfaces. But disinfection will not replace cleaning and so we are sure that there will be no fall in demand for cleaning products.

Visions & Trends: Where do you see possible expansion for CCM?

Bernd Zimmermann: CCM was only founded in 2007 and since then we have grown rapidly. Today we supply around 90 Private Label customers in over 25 countries worldwide and we are on the way to establishing the AgfaPhoto Brand for cleaning products as the No.1 option for all professional and domestic consumers. As CCM is not only producing multimedia cleaners (also nano products, car cleaners, aerosols & disinfection products) we have unlimited possibilities to grow and expect to double our turnover in 2010, after already tripling turnover in 2009.

Visions & Trends: Are you involved in any special marketing campaigns to drive sales?

Bernd Zimmermann: In the last three years we focussed on presenting ourselves at exhibitions throughout the world like Paperworld, Cebit, Computex, IFA and Photokina to establish our company and get in contact with as many customers as possible.

Now that we have become established, we will start to develop marketing campaigns. We will present the first of these at Paperworld 2010 in Frankfurt.

3M mask sales boost profits

3M is doubling its investment in plants to make respiratory masks that help protect against the H1N1 influenza virus after the products added \$80 million to third-quarter sales.

Chief Executive Officer George Buckley will add capacity in Singapore and the U.S. to meet the surge in demand. The \$80 million sales gain disclosed late October was up from \$50 million in the April-to-June period. Mask sales helped 3M post third-quarter profit that topped analysts' estimates.

"Our factories have been running flat out since May of this year to keep up with demand," Chief Financial Officer Pat Cambell said on a conference call.



CCM reports success for its 'protection kit for the office', containing hand cleaning gel and disinfection sprays for surfaces.



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