

ESM



INCORPORATING

**PRIVATE
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EUROPE**

EUROPEAN SUPERMARKET MAGAZINE *Connecting Buyers & Suppliers*

EuroShop 2017

THE BIGGEST RETAIL TRADE SHOW OF THE YEAR

AHOLD DELHAIZE

EXCLUSIVE INTERVIEW WITH CHIEF EXECUTIVE DICK BOER

TESCO TALKS CSR

CEO Dave Lewis Outlines The Retailer's Strategy

EuroShop 2017 Must-See Stands



Hall 16
Stands B41, B42, C42,
A42, D41, E41, D56



Hall 9,
Stand D39



Hall 14
Stands A01, A02



Hall 15
Stand G39



Hall 15,
Stand E22



Hall 15
Stand D59



Hall 17
Stand A74



Hall 15
Stand F12



Hall 13
Stand A49



Hall 10
Stand D74



Hall 14
Stand A72



Hall 13
Stand D75



Hall 13
Stand C45



Hall 14
Stand C66



Hall 17
Stand C01



Hall 12
Stand C17



Hall 17
Stand C10



Hall 16
Stand E23

Cyclops: Quality Household Products From Greece

HEADQUARTERED IN GREECE, WITH A SUBSIDIARY IN ROMANIA, AND WITH CLIENTS ACROSS EUROPE, CYCLOPS IS A RENOWNED INNOVATOR IN THE AREA OF HOUSEHOLD PRODUCTS. ESM CAUGHT UP WITH THE GROUP'S CHIEF COMMERCIAL OFFICER, KYRIAKOS KAVASIS.

What are retailers and shoppers looking for when purchasing household products, and how does Cyclops help to meet this demand?

Retailers are always looking to offer consumers products that they genuinely need. In the case of household products, the largest percentage of consumers are looking for good-quality products that are durable, can save them time, and make their lives easier. Such products should also be aesthetically pleasing, in line with consumer tastes, and environmentally friendly, both during their use and following their disposal, because the consumer is interested in, and cares for, the environment.

Our company takes all these elements into consideration when developing a new product.

In what ways does Cyclops work with retailers to ensure they maximise sales of household products in store?

Our company is aware that our growth depends on our clients' growth. So we develop a special and unique relationship with each one. We offer customised promotional activities in order to maximise the sale of household products in store. Another critical issue when it comes to sales is the need for regular range reviews. We can assist with this, having a longstanding presence in the retail sector and as a result of the advertising campaigns we run.

What new investment has the company made in its production facilities in recent years?

Supporting the growing demand for new products, we have invested in CNC processing equipment, which enables us to design and manufacture all kinds of moulds. This gives us the autonomy to control our timelines and costs. In addition, the three production lines

(broom handles, plastic products and brooms/brushes) have been equipped with cutting edge machinery.



How important is the export market for Cyclops? What markets in particular are you looking to target?

Cyclops is a strongly export-oriented company. This has been evidenced by our decision to found a subsidiary in Romania in 2005, and we are currently evaluating the possibility of expanding in to other countries as well. In addition, in the past decade we have developed a powerful presence at the most well-known trade shows in Europe, such as Ambiente in Frankfurt and PLMA in Amsterdam.

For more information, visit www.cyclops.gr.

cyclops



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