

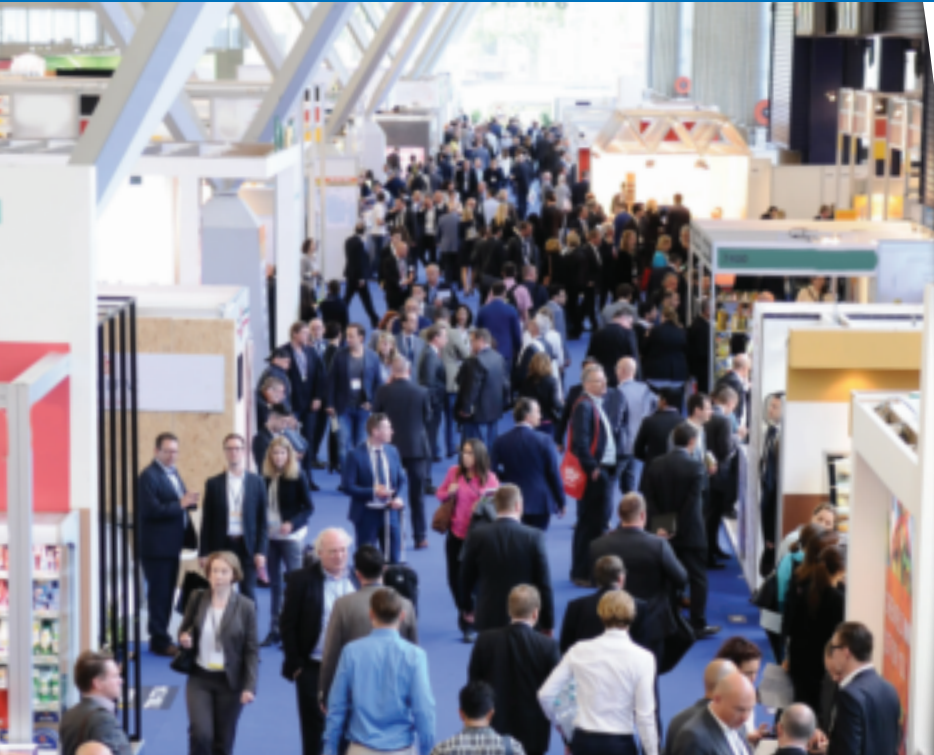
ESM



INCORPORATING

PRIVATE LABEL EUROPE

EUROPEAN SUPERMARKET MAGAZINE



PLMA 2018 Must-See Stands



Stand F-4315



Stand F-7020



Stand N-222



Stand F-413



Stand F-7121



Stand F-4421



Stand N-154



Stand F-5731



Stand F-4829



Stand N-641



Stand F-5592



Stand F-5625



Stand F-5584



Stand F-5043



Stand F-5023



Stand F-5473



Stand F-3908



Stand F-7012



Stand F-4319



Stand F-527



Stand F-4316



Stand F-5368



Stand F-8309



Stand F-5041



Stand N-903



Stand F-9002



Stand F-7500



Stand F-7616 - F-7729



Stand F-4984



Stand F-9012



Stand F-8818



Stand F-4235

AMSTERDAM CALLING

PLMA WORLD OF PRIVATE LABEL 2018

La Belle Époque

ESM VISITS THE NEW LA GRANDE ÉPICERIE OUTLET IN PARIS

The World Awaits

THE CONSUMER GOODS FORUM GLOBAL SUMMIT

SAINSBURY'S/ASDA | WHAT'S NEXT FOR LIDL? | LATIN AMERICA

NEW STORE PROFILE | EUROPE'S NEWSMAKERS | CONTINENTE

Household Products

Innovation Kyriakos Kavasis,
Commercial Director, Cyclops S.A.

You Can Trust

HOUSEHOLD PRODUCTS MANUFACTURER CYCLOPS S.A. IS SET TO SHOWCASE A RANGE OF EXCITING NEW INNOVATIONS AT THIS YEAR'S PLMA WORLD OF PRIVATE LABEL.

Headquartered in Greece, and boasting clients all over Europe, Cyclops S.A. is regarded as one of the leading manufacturers of plastic household goods.

Utilising the latest production techniques and state-of-the-art technology, the company works with retailers on developing their non-food private label ranges, and at the forthcoming PLMA World of Private Label exhibition in Amsterdam, Cyclops will showcase a range of new product concepts. *ESM* spoke to Kyriakos Kavasis, Commercial Director, Cyclops S.A., about the forthcoming event.

ESM: Cyclops continues to build up a strong export business. What new markets are you now exporting to, and what are the challenges involved in entering a new market?

Kyriakos Kavasis: From the very start, Cyclops has been export-orientated, and in

the past few years, we have invested more in this direction. In 2017-2018 we focused on northern Europe and now we export to countries including Norway, Denmark and France.

I think that the big challenge is to maintain your presence in the markets you enter, and grow step by step by learning what exactly the consumers of each market demand.

Cyclops regularly conducts range reviews, to keep its product offering fresh - what new products has the company introduced?

In 2017-2018 we focused more on food keepers and storage boxes. At PLMA 2018 in Amsterdam we will launch a new concept: canisters for dry food storage of products such as pasta, nuts and cereals.

Furthermore, visitors will have the opportunity to see for the first time the new line of storage boxes – Tower Box – which come without a lid. The main idea

of these boxes is that they can be stacked – the same sizes – even without a lid.

When we last spoke, Cyclops had just updated its production facilities - one year on, what have been the benefits of this investment?

We invested in new machinery which makes production more efficient in terms of the volumes that we can produce. In addition, we are able to produce new, different and more complicated items.

There has been much discussion of the role of plastics and their effect on the environment - what is Cyclops doing to address these issues?

We are very concerned regarding the sustainability of the environment. For this reason we assist people in disposing of plastic items correctly, in order to not be harmful to the environment. ■

For more information, visit Cyclops at PLMA World of Private Label, Holland Hall, Stand N-641, or visit the company's website, www.cyclops.gr.

cyclops