

Joseph<sup>®</sup>  
Joseph

Brilliantly Useful Design



# The Joseph Joseph story

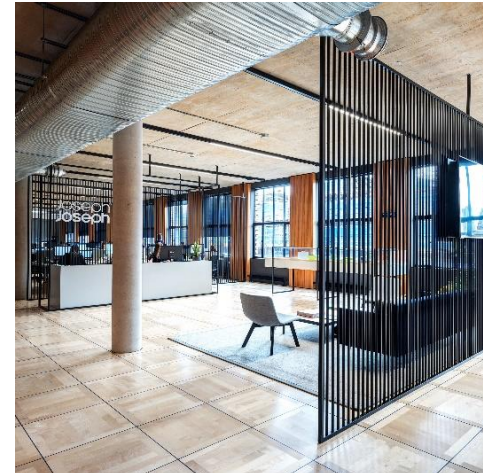
- Founded in 2003 by product designers and twin brothers Antony & Richard Joseph
- Family heritage in British design & manufacturing since the 1930s
- Began producing glass chopping boards from the family's factory in Birmingham, UK
- Expanded into other product categories focusing on problem solving around the home
- Quickly built a reputation for creating innovative products with a distinctive design aesthetic
- Now one of the world's leading housewares brands with a global presence spanning over 100 countries





# Designed in London

- State-of-the-art design studio and head office in the centre of London
- Highly skilled in-house team working with award-winning UK product design agencies
- Unique problem-solving approach to all areas of design
- Numerous accolades and awards received including 14 Reddot Design Awards
- Two Queen's Awards for Enterprise presented by HRH The Princess Royal





# The company

- 5 global logistics centres
- 120 employees across offices in 7 countries



London



New York



Paris



Frankfurt



Tokyo



Shanghai



Sydney



# Our brand

There's something special about a Joseph  
Joseph product:

- Innovative design
- Functional benefit
- Quality & attention to detail

Joseph®  
Joseph

## Brilliantly Useful Design



## Our brand - DUO

- Launched in 2017
- Essential, everyday products within key homeware categories
- New innovations plus re-imagined Joseph Joseph best-sellers
- A distinctive colour palette and an impactful range identity
- Aspirational, solution-focused, quality-conscious



# Our products

We identify everyday problems and solve them through intelligent design to create distinctive, functional products that are a pleasure to own and use.







# Iconic Designs



**Nest™**  
The ultimate in  
space-saving kitchenware



**Flex™**  
The anti-drip and anti-clog  
D-shaped toilet brush



**Chop2pot™**  
The original folding  
chopping board



**Elevate™**  
The utensils that keep  
your worktop mess-free

# Award-winning



THE QUEEN'S AWARDS  
FOR ENTERPRISE:  
INNOVATION

2

Queen's  
Awards



12

Excellence in  
Housewares Awards



6

Sunday Times  
Fast Track Awards



reddot design award  
best of the best

12

Red Dot Design Awards  
inc. 2 Best of the Best



7

Gift of the Year  
Awards

DESIGN PLUS

4

Design Plus  
Awards



6

Global Innovation  
Awards

And a host of other industry and design awards including:

HSBC Global  
Connections

Private  
Business  
Awards  
2014

HouseBeautiful  
AWARDS 2013



HOUSEWARES  
DESIGN AWARDS

INTERNATIONAL DESIGN  
EXCELLENCE AWARDS '14

product  
design award  
2014



GROWING  
BUSINESS  
awards

NATIONAL  
BUSINESS  
AWARDS UK



Ernst & Young  
Entrepreneur Of The Year®  
2012 Award Winner

# Joseph Joseph in retail

- 30,000 global stockists
- Sales in more than 110 countries
- Flagship brand displays in all major cities
- Strong digital representation with all key ecommerce players

Joseph  
Joseph®





# Global Partners

BED BATH &  
BEYOND

bloomingdale's

BROWN THOMAS

deBijenkorf

Crate&Barrel

GALERIA  
KAUFTOF

Galeries  
Lafayette

GLOBUS

Harrods

ILLUMS BOLIGHUS

SETAN

John Lewis

The Container Store

KOHL'S

la Rinascente

LE  
BON  
MARCHÉ  
RIVE GAUCHE

TARGET

★ macy's

MANOR

MoMA



Oberpollinger  
MÜNCHEN

PRINTEMPS

SELFRIDGES & CO

SOGO

STOCKMANN

Sur la table  
THE ART & SOUL OF COOKING

Takashimaya

COST PLUS  
WORLD MARKET

# Our Promise on Sustainability

## Buy once. Buy well.

- Each product is made to the highest quality using the best materials to ensure a long life.
- We aim to reduce waste and pollution as a business through using recyclable materials and offer replacement parts when possible. At the end of their usable lives, we also try to ensure our products can be recycled.
- We're committed to ensuring that our activities don't impact negatively on the environment or anyone working within our supply chain. We're a proud member of Sedex, a world-leading ethical trade organization that aims to improve working conditions in global supply chains. We're also working hard to remove plastic from our packaging, make it more recyclable, and reduce the energy and resources that go into shipping our products around the world.



Our shipping cartons are 100% recyclable and we removed all lamination film in our packaging

15% of our assortment focuses on consumer solutions for a sustainable lifestyle.

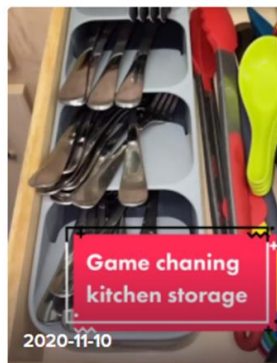
# Joseph Joseph in the Media



This is so clever & the best solution I've found. What do yo...

saxathome

▷ 5.1M

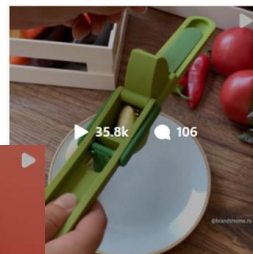


Life changing drawer organizer!  
#fyp #foryou #cook #chef...

freddsters

▷ 3.6M

Instagram



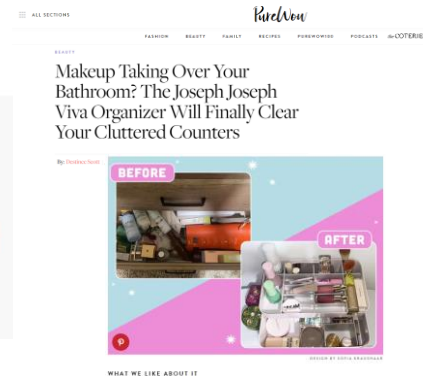
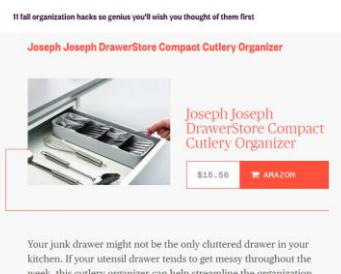
Instagram



145k followers +28% followers in 2021



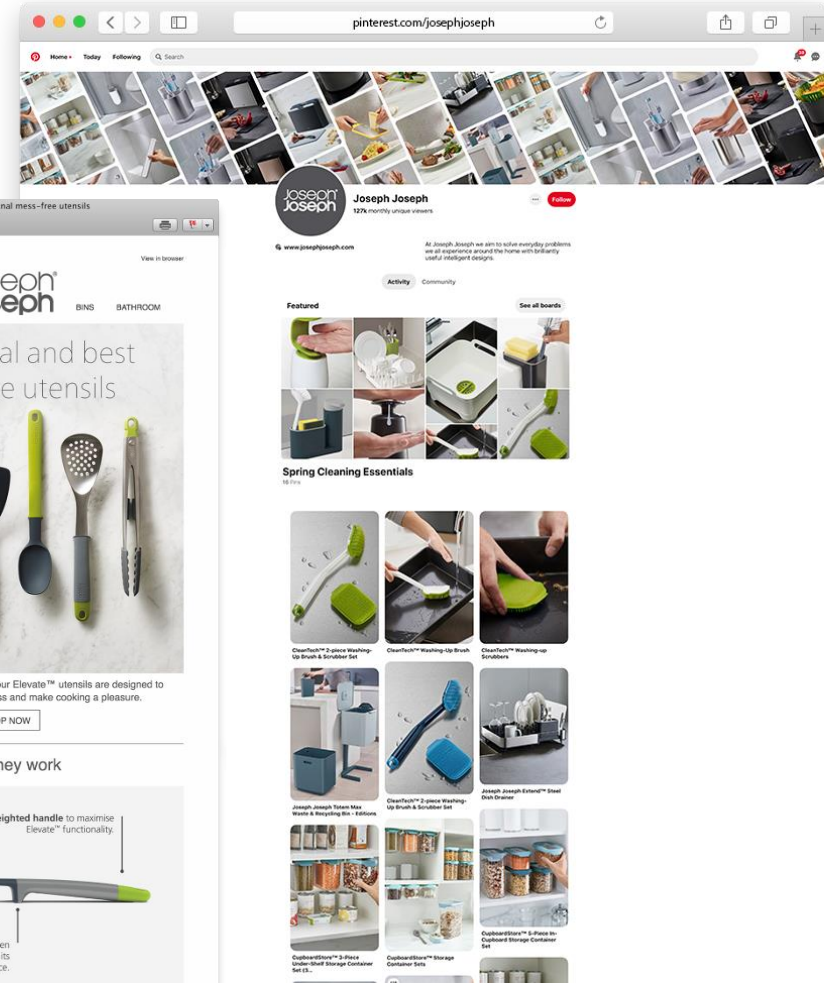
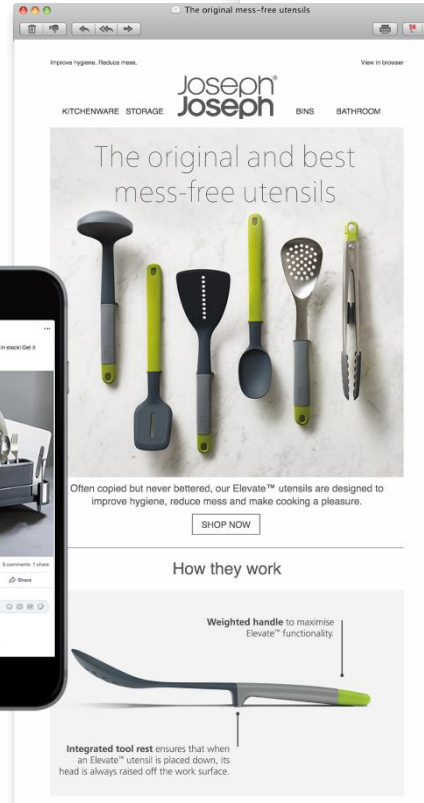
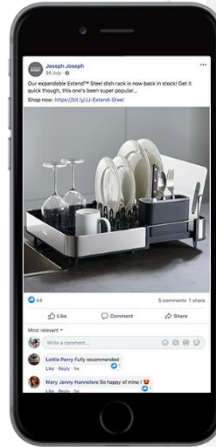
13.5M+ Views of our products



# Consumer engagement

Strong brand awareness and continuous growth in following across key social channels;

- Instagram: 135k followers +28% increase in 2021
- Facebook: 192k likes
- Pinterest: 127k monthly viewers
- Newsletter subscribers: 210k





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