

• OUR COMPANY

Founded in 1998, Multibrands has gone from strength to strength and has continued to push forward with investment throughout. We continue with our plans for further expansion and growth in 2013.

Our dynamic and rapidly expanding team is headquartered in Bradford, UK and as well as covering the UK and Ireland, we export across the EU, Middle East, Asia, USA, and the Southern Hemisphere with no signs of slowing down.

Our promise: "To develop, expand and produce a range of branded fast moving consumer goods that continually exceed expectations in quality, price and performance for the global marketplace" remains as true as ever.

• COMPANY... OUR HISTORY

1998 Incorporated as a wholesale supply business trading in locally sourced global brands

1999 Sourced first container of grey market brands from Asia

1999 Launched first home brand Easylite and Spark lighters, research began into further brands

2000 Moved into purpose built warehouse

2000 Opened up imports from India and the Middle East

2001 Opened trade links in the South American, African and Russian markets for the supply of well known brands

2002 Largest parallel goods trader in the UK

2003 Total restructure of the company

2004 Launched new brand Ultraloc super glue

2005 Launched new brands Supacell batteries, Essence feminine hygiene products, Tushies baby wipes and Fluorodine toothpaste

2005 First major national listing

2006 First global export

2007 Retail Force operation starts

2007 Published Brand News brochure with monthly circulation in excess of 250,000. Launched Supacell rechargeable batteries

2008 Launched new brands Duraplast plasters, Unity condoms and Lipice lip balm

2008 Start telesales operation in India with over 50 personnel dealing directly with UK independent convenience stores & the pharmacy sector

2008 New brand launch Hunnies baby wipes

2008 Development and launch of TV advertising

2009 Redeveloped and updated our Spark brand of lighters

2009 Extended our Fluorodine dental care products with the launch of a range of toothbrushes and mouth wash

2010 New global base, office and warehouse opened in Suzhou China

2010 Additional new brands added to the Ultraloc range with U-Stick paper adhesive and U-Tac reusable putty.

2011 New global base opened in Pune India

2011 New generation Duraplast plaster range

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2011 New sensitive formula toothpaste introduced to our Fluorodine range

2012 Extended our new brands Active Pro for Energy Drink

- **ENVIRONMENT ... SYSTEMS**

All our factories operate ISO 14001 Environmental Management Systems. All our brands use recyclable paper; biodegradable plastics and we transport responsibly by only using lower emission vehicles.

- **QUALITY... MANAGEMENT**

We are an ISO 9001:2008 registered company and take great pride in the quality practices of our business

- **BUSINESS... WORLDWIDE DISTRIBUTION**



Since the company was founded in 1998 Multibrands has consistently achieved steady growth in the UK across Europe and throughout the World. We now sell our products in over 100 countries and across 6 continents.

Our team of multilingual advisors are able to provide sales and support to our customers throughout the world. We have a samples service so that customers can try our products and really appreciate the quality for themselves. When you order we can arrange deliveries quickly and efficiently from our well stocked warehouses. If you have any special requirements or seasonal requests please talk to us in advance so that we can accommodate your specific business development and help you plan successful peak time events.

Our export sales managers can arrange container shipment and help administer the documentation required for transportation, customs and government legislation. Distribution is arranged through our warehouse facilities in the UK and China.

- **OUR BRANDS...**



www.supacell.eu.com

Supacell dry cell batteries are available in zinc chloride for everyday use. Alkaline for digital equipment and high drain devices. AA, AAA, C, D and 9V size batteries for use in a wide range of equipment and applications.



www.ultraloc.eu.com

Ultraloc super glue, tested and proven to outperform other major brands. Available in liquid and gel (gap filling) formulas.



www.easylite.eu.com

No compromise quality disposable lighter featuring child safety lock mechanism. Compliant with the latest British and EU safety regulations.



www.spark.eu.com

High quality refillable electronic lighter with child safety feature. Compliant with the latest British and EU safety regulations. Available in a solid or clear casing and also with LED light option.



www.essence.eu.com

A range of panty liners featuring the latest in dry gel technology. Patented Comfo-Fit with ultra thin and comfortable design, Essence is available in standard and lingerie fit for protection day and night.



www.tushies.eu.com

Premium quality baby wipe featuring a soft, strong patented material and advanced lotions. Available in Premium Moisturising and Sensitive Formulas.



www.hunnies.eu.com

Top value, quality baby wipe featuring a soft, strong patented material and advanced lotions. Available in Soft and Light and Sensitive Formulas.



www.duraplast.eu.com

Duraplast first aid plasters are available in Fabric, EVA Plastic and Silver Healing packs. They feature the latest materials for comfort and improved healing.



www.lipice.eu.com

Lipice enriched lip balm, packed with natural ingredients and sun protection factors that give the best care and protection for your lips. Available in a variety of bright attractive and neutral colours.



www.fluorodine.eu.com

Fluorodine toothpaste and oral hygiene accessories. For fresh breath and superb cleaning power that lasts and out performs other brands. Suitable for use by vegetarians.



www.unity.eu.com

Unity condoms for safety, fun and pleasure. 100% electronically tested and CE approved. Compliant with the latest British, EU and International regulations.



www.poweredge.eu.com

Power Edge razors feature the latest high tech designs with Teflon coated and Nitrogen treated blades for a clean, close shave.



www.activepro.eu.com

Active Pro energy drink. Mixed fruit flavoured drink with Taurine, Caffeine and Vitamins.

• CONTACT US

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