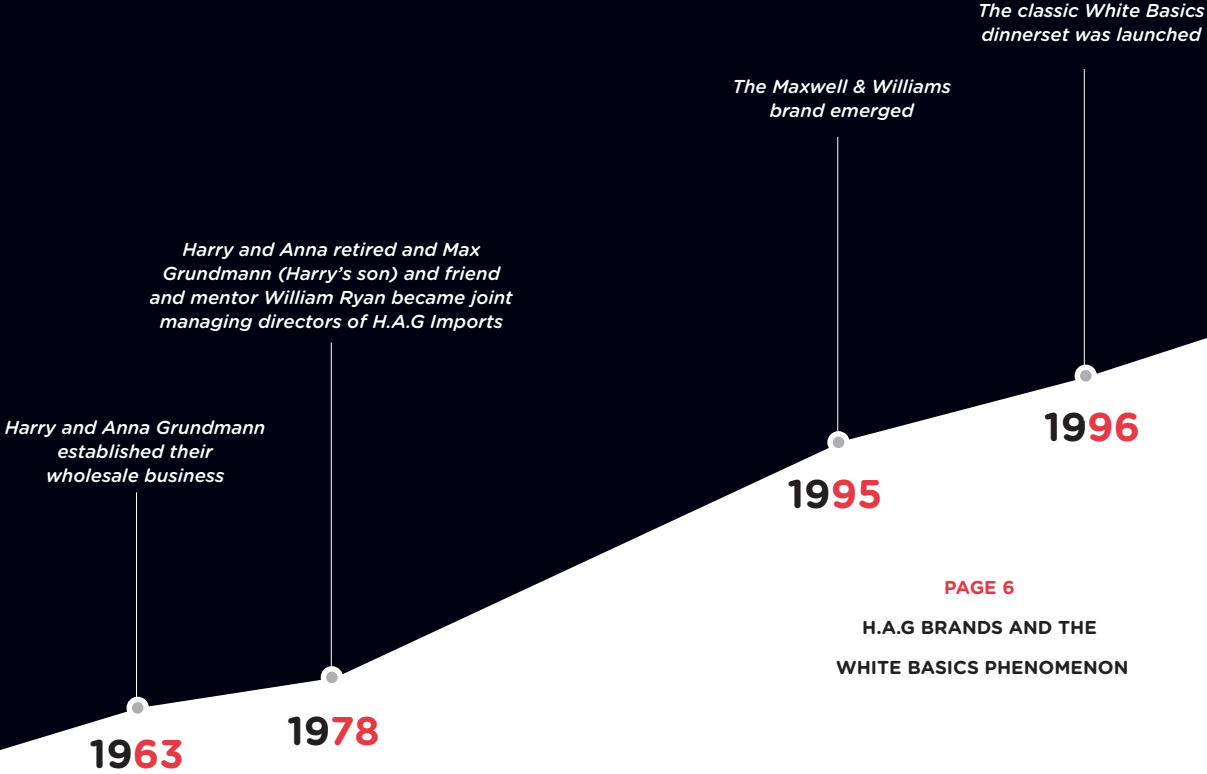




CELEBRATING 50 YEARS IN THE BUSINESS,  
H.A.G IS ONE OF AUSTRALIA'S MOST WELL-  
REGARDED AND WELL-LOVED COMPANIES  
KNOWN FOR DESIGNING HIGH-QUALITY AND  
AFFORDABLE HOMEWARES WITH BRANDS  
SUCH AS MAXWELL & WILLIAMS, CASA  
DOMANI AND KROSNO.



PAGE 4

H.A.G HISTORY

PAGE 6

H.A.G BRANDS AND THE  
WHITE BASICS PHENOMENON

*H.A.G sales grew to  
almost 50 million*

**2004**

**PAGE 10**

**H.A.G SUCCESS:  
RETAIL, PUBLICITY,  
CREATIVE COLLABORATIONS  
AND IN-HOUSE CREATIVE**

*H.A.G moved to a brand new  
custom built warehouse and  
office space in Brooklyn*

**2008**

**PAGE 18**

**AUSTRALIAN  
HEADQUARTERS**

*H.A.G reaches its 50 year  
anniversary with distribution  
to over 60 countries  
worldwide*

**2013**

**PAGE 20**

**H.A.G AROUND THE GLOBE:  
DISTRIBUTION  
TRADE FAIRS  
ANNIVERSARY**



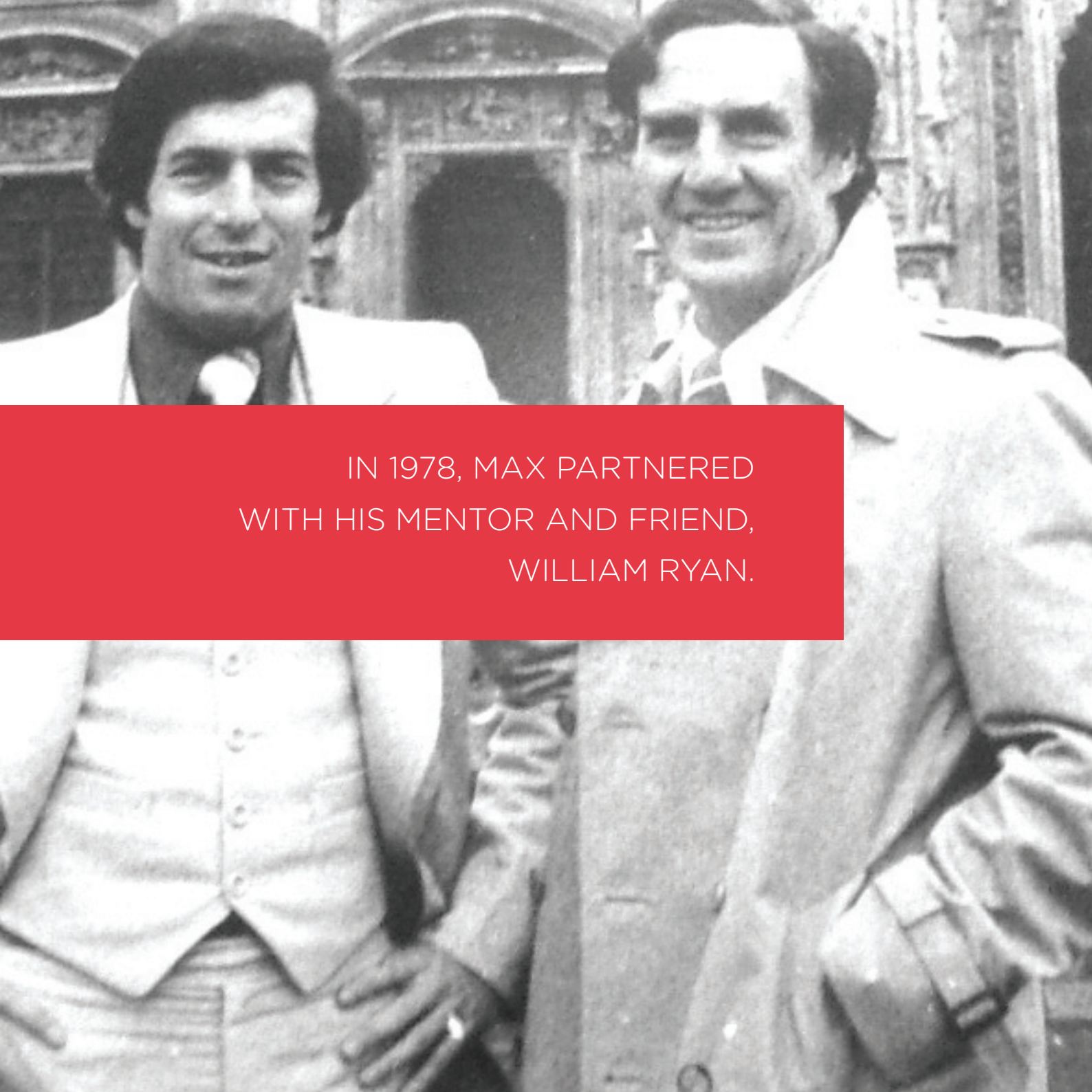
## H.A.G HISTORY

H.A.G is a private family company that has been operating in Australia since 1963. William (Bill) Ryan and Max Grundmann are the joint Managing Directors of H.A.G Import Corporation.



The history of H.A.G begins with Harry Grundmann creating his own business. Named after Harry and his wife Anna, H.A.G began operating from Harry's family garage. In the 70s, Harry's son, Max Grundmann, joined the family business. Following his father's retirement in 1978, Max partnered with his mentor and friend, William Ryan. The business expanded under their direction and was able to turn international brands Krosno and IVV into household names in Australia.

H.A.G has transformed from being a small importer to the owner of one of Australia's pre-eminent homewares brands. It has a reputation for importing only the best quality products and continues to maintain and grow this status both nationally and internationally.



IN 1978, MAX PARTNERED  
WITH HIS MENTOR AND FRIEND,  
WILLIAM RYAN.

## H.A.G BRANDS



The vision behind Maxwell & Williams is simplicity, style and the 'Joie de Vivre'... Joy of Life. The versatile range of products provides the ideal backdrop for showcasing all culinary creations. Affordable and aspirational, Maxwell & Williams will bring fashion and colour to all homes.



Maxwell & Williams Designer Hotelware collection is aimed specifically at hotels, bars, restaurants and other food and beverage service clientele.



Sometimes modern, sometimes classical, always beautiful. Casa Domani provides warmth to all homes with an assortment of ranges embracing classical, rustic and Mediterranean-inspired designs that encapsulate alfresco and provincial dining styles.



Made in Poland, Krosno is one of the most desirable glassware assortments throughout the world and is renowned for high quality glassware and timeless designs.

## RITZENHOFF

Originating in Germany, Ritzenhoff is one of the world's most inspirational and stylish brands which embraces creativity and uniqueness by award-winning designers and extraordinary creative minds creating a vibrant array of collectable products.



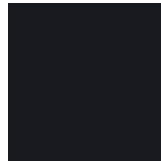
Headline is an affordable and stylish everyday collection of homewares for everyone to enjoy.



Doozie is a light-hearted and affordable range of products that are fun, vibrant and whimsical.



TODAY, H.A.G. DISTRIBUTES  
A TOTAL OF SEVEN BRANDS



## THE WHITE BASICS PHENOMENON

In 1996, H.A.G launched their first brand, Maxwell & Williams Designer Homewares. Max and Bill recognised a gap in the current retailscape and believed Australians wanted to use quality dinnerware everyday, and so the iconic tabletop brand was created.

### WHITE BASICS REINVENTED

2013 : WHITE BASICS ZIIZ COLLECTION HITS STORES,  
A MARKEDLY CONTEMPORARY TAKE ON THE ORIGINAL WHITE BASICS

Maxwell & Williams was designed to be “flair that’s fair”, an egalitarian brand which was both aspirational and affordable, and was largely built upon ‘the perfect shade of white’ porcelain, in simple shapes and sizes that gradually became a must-have in most homes across the country. The very first White rimmed dinner set that was designed, marked the beginning of the White Basics phenomenon and the exact design is still sold around Australia today. White Basics continues to adapt to the contemporary tabletop with new

shape designs introduced to the market annually.

The entire White Basics collection now includes over 250 pieces, perfect for a multitude of tabletop and kitchen needs and prompting the collection to be described as: ‘White Basics, your culinary canvas’







## H.A.G SUCCESS

### RETAILSCAPE

H.A.G's widely acclaimed brands are stocked through Australia's major department stores and key retailers. Currently products are sold through over 500 doors in Australia, with the main retailing partners including: Myer, David Jones, House, Matchbox and leading independent retailers. The Maxwell & Williams brand is also well supported by its distributors worldwide.

Leading international retailers include:

Karstadt, GERMANY

Galeria Kaufhof, GERMANY

Harrods, UK

Selfridges, UK

The Bay, CANADA

Cook-Shop, GREECE

Ballantynes, Smith & Caughey, NZ







## H.A.G SUCCESS

### PUBLICITY

#### SPONSORSHIP | RYAN O'KEEFE

Ryan O' Keefe, an AFL premiership player for the Sydney Swans, turned his passion for healthy eating and cooking into an online cooking show. Ryan's program, Healthy Eating with Ryan O'Keefe, inspires others to cook quick and nutritious meals at home. Recognising the importance of healthy eating and cooking at home, Maxwell & Williams proudly sponsors the cooking show, which features a wide range of Maxwell & Williams products.

#### ADVERTISING AT THE MCG

In collaboration with the Australian Football League (AFL) and the Melbourne Cricket Ground (MCG), H.A.G embraced the media opportunity to advertise the Maxwell & Williams, Krosno and Casa Domani brands through exclusive signage at the stadium.

Gaining branded integration into TV broadcast, the multi-branded signage reaches a wide audience throughout the AFL season.

The MCG currently boasts a total capacity of over 100,000 people, which includes visitors from all over the world.

#### EVENTS

H.A.G frequently sponsors and attends a wide range of key industry events including the Noosa International Food & Wine Festival, the Melbourne & Sydney Fine Food Fair and the Melbourne and Sydney Good Food & Wine Show.





## O'Keefe takes cooking passion online

I'M NOT even premiership stars are immune to the cooking bug. Sydney Swans Norm Smith medalist Ryan O'Keefe is putting his stichen skills to the test with his own show. O'Keefe today launches *feisty Ealing with Ryan O'Keefe* online and via

and it's really important to have a healthy lifestyle in my industry," O'Keefe told Confidential. "I just thought I'd share my knowledge online and show people what I like and how I prepare it. I enjoy salads and seafood... anything that's fresh." Star footballer O'Keefe

O'Keefe was a member of the 20 Australian team. The majority of his cooking is filmed in O'Keefe's kitchen and it's a location. A fan of chef Jamie Oliver hopes to bring in guests, too.

## H.A.G SUCCESS

### CREATIVE COLLABORATIONS

#### COLLABORATION WITH RMIT

H.A.G works with RMIT third year textiles students on an Industry Award Project. Selected designs are put into production and launched into the market complete with the emerging designer named on the backstamp.



#### ARTIST KATHERINE CASTLE

One of the two artists behind the hugely successful Birds of the World series. *'My hope is to encourage people to make a connection with wildlife, to be inspired by all its wonders'*



#### ARTIST DAVID HART

Australia's David Hart has been one of our most successful artist collaborations to date with four collections completed.

Residing on Australia's Sunshine Coast, David's cheerful sunny designs are a perfect fit for the Maxwell & Williams brand.

David says *'True art is not something that can be taught. The only thing you can teach someone is technique.'*

#### ARTIST ERIC SHEPARD

As well as having painted wildlife for Maxwell & Williams 'Birds of the World' collections, Eric's work is held in many private collections around the world. Eric believes that if he has projected some of his inspirations and emotions to the viewer, then his work is wholly worthwhile.



## BULL IN A CHINA SHOP!

MAXWELL & WILLIAMS UK DISTRIBUTOR MICHAEL STEIN COMMISSIONED THE LIFESIZE PIECE FROM A LOCAL ART COLLEGE. THE BULL IS NOW HOUSED IN SNETTERTON PARK, NORFOLK.

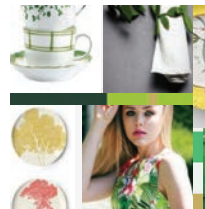


## H.A.G SUCCESS

### IN-HOUSE CREATIVE

H.A.G believes in the importance of brand management which has contributed to their success. All H.A.G's designers are based in the Melbourne headquarters and are headed by Creative Director Claire Chilcott, who brings over 20 years experience and expertise in product design and development. The team gathers information from trend forecasting agencies, international trends, tradefairs and topical styles.

Each developing trend guides the company's product development through to the following seasons. Having all creative facilities under one roof means that there is a natural synergy between creative stages, from product design and development, through to packaging, digital media and advertising. This helps maintain the visual standards that retailers and consumers have come to expect.







*"it's all about being determined to exhaust an idea  
until you get the very best of its possible application"*

*Elchirot*



## AUSTRALIAN HEADQUARTERS

H.A.G'S PREMISES IN BROOKLYN,  
FEATURE A PURPOSE BUILT,  
STATE OF THE ART WAREHOUSE,  
SHOWROOM AND OFFICE.

The H.A.G headquarters in Melbourne is made up of 36 office staff and 38 permanent warehouse staff. The office is divided into Purchasing, Administration, Logistics, Design, Sales, and Communications, each uniting to design and develop tableware and dispatch goods around the globe to the marketplace.

The current headquarters has been developed with a stunning, bright white showroom to showcase seasonal collections.

There is an on-site photography and design studio for packaging, publicity and advertising projects complete with the latest 3D printing technology for refining product shapes prior to production. Technically equipped meeting rooms are located off the main showroom, along with an industrial kitchen and entertainment area.



The new warehouse is enhanced with the addition of voice technology, a real time, paperless picking solution for warehouse staff. A telescopic conveyor system unloads shipping containers to the processing area to despatch and includes a manual system for quality assurance. It also offers boom unloading of semi-trailers.

The warehouse has flexible storage options including bulk pallet racking, drive-in racking, long span shelving and carton live storage – repack areas. The customised H.A.G. headquarters and warehouse will allow H.A.G. to continue to grow as a wholly Australian owned company.



## H.A.G AROUND THE GLOBE:

### DISTRIBUTION

MAXWELL & WILLIAMS, CASA DOMANI AND DOOZIE,  
ARE NOW REPRESENTED GLOBALLY THROUGH  
18 INTERNATIONAL DISTRIBUTORS :

AUSTRALIA  
AUSTRIA  
BELGIUM  
BRAZIL  
CANADA  
CYPRUS  
CZECH REPUBLIC  
DENMARK  
GERMANY  
GREECE  
HOLLAND  
HONG KONG  
HUNGARY  
ICELAND  
ISRAEL  
ITALY

LEBANON  
LUXEMBURG  
MALAYSIA  
NEW ZEALAND  
POLAND  
SLOVAKIA  
SLOVENIA  
SOUTH AFRICA  
SWITZERLAND  
UNITED KINGDOM  
UNITED STATES OF AMERICA



## H.A.G AROUND THE GLOBE:

### TRADEFAIRS AND HEADQUARTERS

Ambiente in Frankfurt, Germany, is the world's biggest gift and homewares fair with up to 150,000 trade visitors from 136 countries. It is a gathering of innovations where the futures of consumer products and homewares are exhibited to the world.

AMBIENTE FRANKFURT | BIRMINGHAM FAIR UK

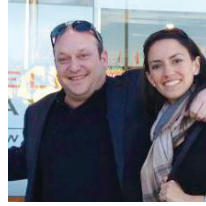
ORNARIS FAIR ZURICH | GUANGZHOU FAIR CHINA

NORTHDALÉ CANADA | MACEF ITALY | UTRECHT FAIR HOLLAND

Maxwell & Williams began exhibiting at Ambiente in 2004, making them the first Australian brand ever to exhibit on a large scale in Frankfurt. As a result, Maxwell & Williams created strong interest from European distributors, adding to the relationships established in other international markets.

Maxwell & Williams continues to present at the Ambiente Fair, in conjunction with Ritzenhöff, using innovative internal architecture, contemporary styling and streamlined fittings representing the brand's market position.

The brand has also expanded its involvement at other international trade fairs all over the world. The Maxwell & Williams distributors exhibit at national trade fairs in their own markets, thereby increasing the awareness and success of the Maxwell & Williams brand.







HAG  
AUSTRALIA  
*Est. 1963*

