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HEADS I LOSE, TAILS YOU WIN!

INSIDE

Danger of Commoditization

Natural bristle reliant manufacturers must prevent the tipping point.

The Logical Solution

Continuously tapered fibers from Nexstar.

Industry's Best

Mark Samuel assesses Nexstar's capability.

The Achiever

Paintbrush manufacturer Bekay achieves double digit growth.



DANGER OF COMMODITIZATION

- By Jehangir Pervez

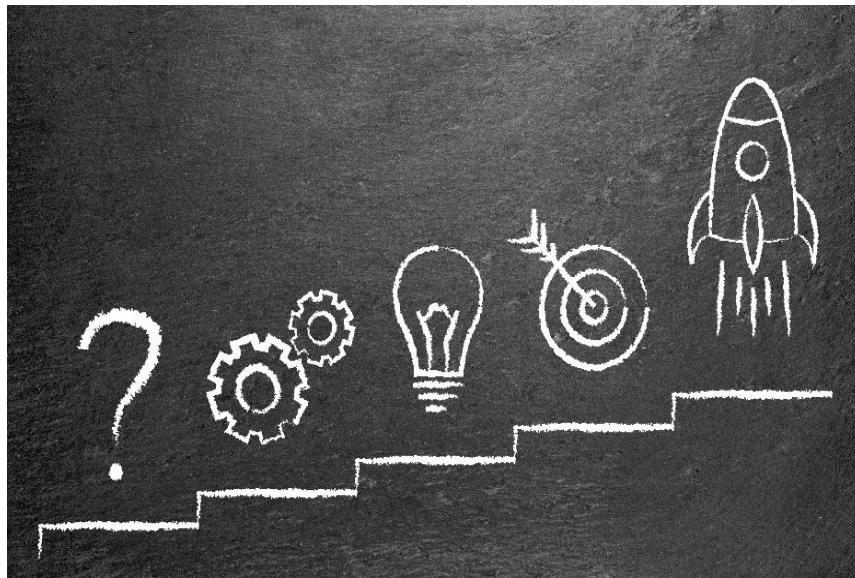
Tip
Tipping Point

Due to high cost and limited availability of natural bristle, new synthetic segments have been carved out of traditional bristle segments. Data trends clearly prove that if this continues, the volume of these newly created segments will get an even higher consumer acceptance and a tipping point would be reached where the market will completely switch away from natural bristle to cheaper, ordinary synthetics. Whenever this happens, local manufacturing declines and is replaced by imports from low-cost countries.

For bristle-based products, the solution is to decrease the quantity of natural bristle in the blend and replace it with continuously tapered fibers to achieve the *Stucchi* equilibrium - a state where product performance is improved, production cost is reduced, and the tipping point is prevented.

For the synthetic segment which has been carved out of the bristle segment, it is not too difficult to imagine that for most parts, the fibers used in such products are ordinary. While the product proposals may differ, each product is like the other. Addition of continuously tapered fibers in the blend helps create differentiated products with superior performance. Case studies prove successful companies not only create, but also sustain high quality synthetic niches.

Our Vibris process together with our vast product range and robotic analysis is a scientific approach with proven efficacy. The process also lays down the foundations for marketing by creating substantive talking points which each manufacturer can interpret according to his brand philosophy and communicate with his consumers.



The Logical Solution

- By Mariano Stucchi

As an engineer who is trained to be analytical and meticulous, it's logical for me that the replacement of a continuously tapered fiber (natural bristle) can only be another continuously tapered fiber.

After joining my father Alberto Stucchi in 1996, I have found friends and acquaintances in the Italian paintbrush industry. Most of our paintbrush manufacturing is in the SME segment - small to medium sized family run enterprises who are proud of their traditions, their dedication to quality and yet face the future with some anxiety.

I look forward to working closely with my customers and believe that by successfully implementing the Vibris program, each manufacturer will emerge stronger and local manufacturing will prosper.



The Achiever

- By Vikas Sood

Just like everyone else, Bekay was a bristle reliant brand. Going forward, bristle was getting to be unaffordable and wasn't a sustainable option. Synthetics had also got commoditized and we were finding it difficult to offer any USP in a crowded marketplace.

By adapting to continuously tapered fibers manufactured by Nexstar, we were able to meet both the challenges - weaning our bristle customers away from natural as well as creating a line of distinctive synthetics which made our brand stand apart from competition. Today, our company grows at a very healthy rate.

Work with the industry's best

- By Mark Samuel

Continuously tapered fiber manufacturing is a specialized and demanding technology.

Nexstar's has conducted extensive research into the field of synthetic filaments and has worked closely with a wide range of customers to understand specific needs and has come up with a product range that significantly enhances their products.

The company has invested in up-to-date technology to keeps costs down. Nexstar provides optimal solutions to keep its customers ahead. An effective engineering team also gives it the capability to expand. Its leaders possess accountability to be long term partners of growth and are well versed with paintbrushes.

Mark Samuel Ltd. is committed to further the interests of European paintbrush manufacturers.