

SCHNEIDER BRAND PITCH

SCHNEIDER

Brand Overview

BRAND PITCH

Brand Heritage

Founded in 1934, Schneider is an iconic brand of French industrial heritage, transforming from a pioneer to a market leader in **radio and television design** in France, where it opened many factories. From mini radios to push buttons, Schneider's **inventions have revolutionized the market**.

The brand has always stood out for its quality materials, reliable technology, elegant designs and product affordability. **Today, this heritage has left a deep and long-lasting sentimental attachment.**

Acquired by Philips in 1970, Schneider brought image and sound technology – its two original market sectors – to the masses until 2005.

Schneider has actively continued to expand its activities since its relaunch in 2015, across various sectors: image and sound, household appliances, IT devices, and professional tools.

In 2024, Schneider joined **established.inc**, gaining access to a global network to **accelerate its growth and international expansion.**



Brand Milestones

1931



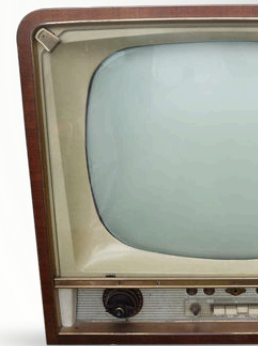
1931 Jacques Schneider develops radios in Paris.

1939



1939 The first Paris factory employs 200 workers.

1952



1947 Schneider's first TV impresses with design and quality.

1952 The brand becomes a national leader in TV production.

1955



1960 Launch of the first portable radio cassette player.

1970



1970 Schneider is bought by Philips.

1990



1990 The brand adds VCRs and camcorders to its production.

2005



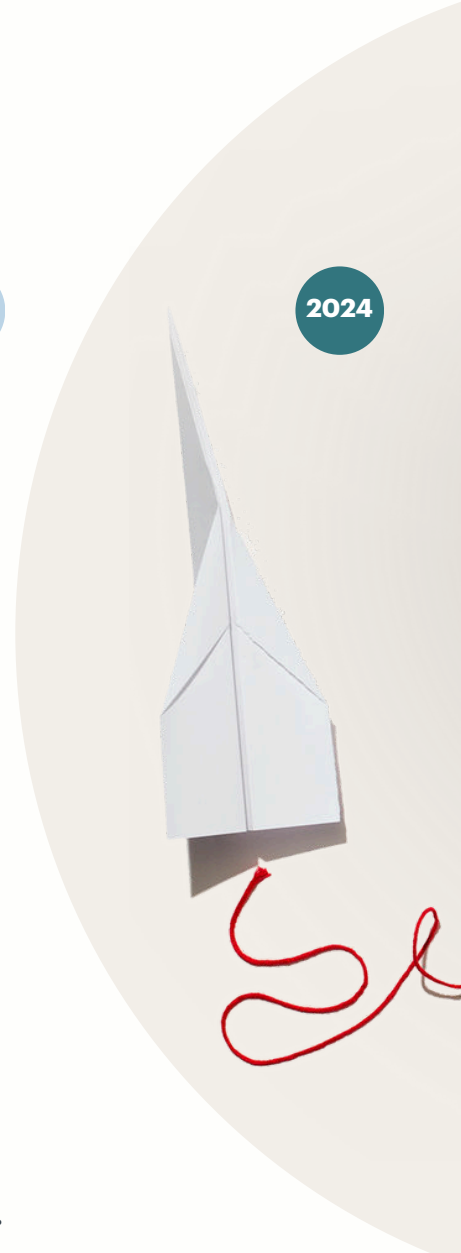
2005 Schneider innovates with early plasma screens.

2015



2015 Relaunch of consumer electronics with appliances.

2024



Brand Values



LOYALTY

A long-standing favorite in the hearts of European consumers.



QUALITY

A reputation for quality, thanks to highly reliable products.



RELEVANCE

Products that meet consumer needs and evolve with society, fashion, and trends.



PRACTICALITY

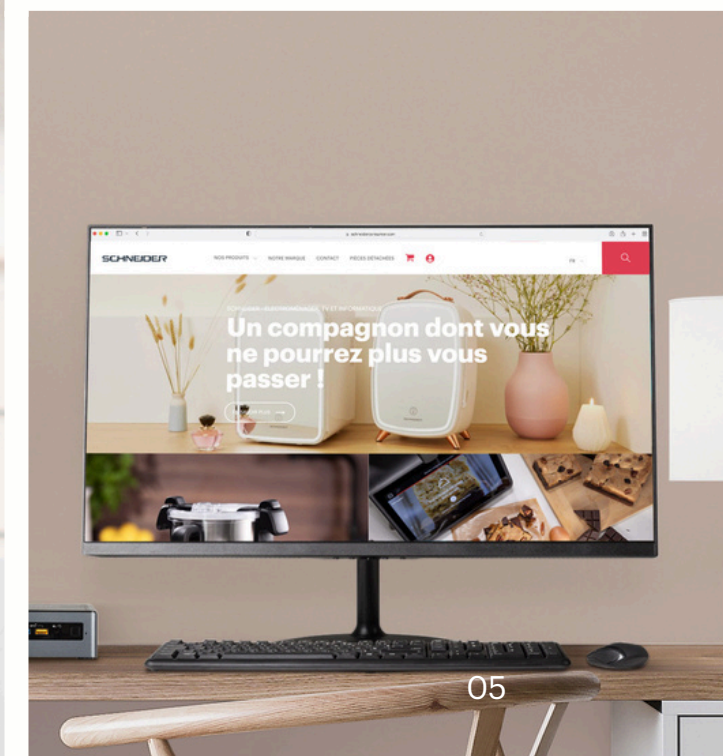
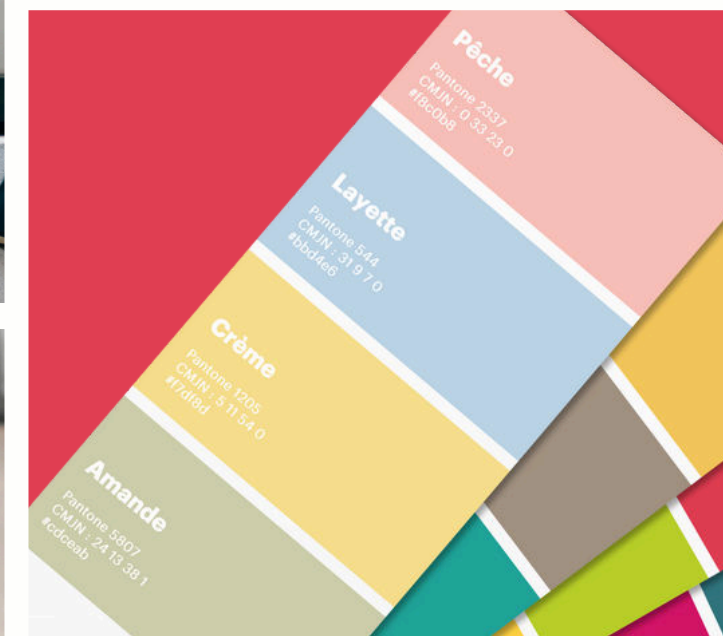
Designed for ease of use and everyday functionality.

Visual Identity

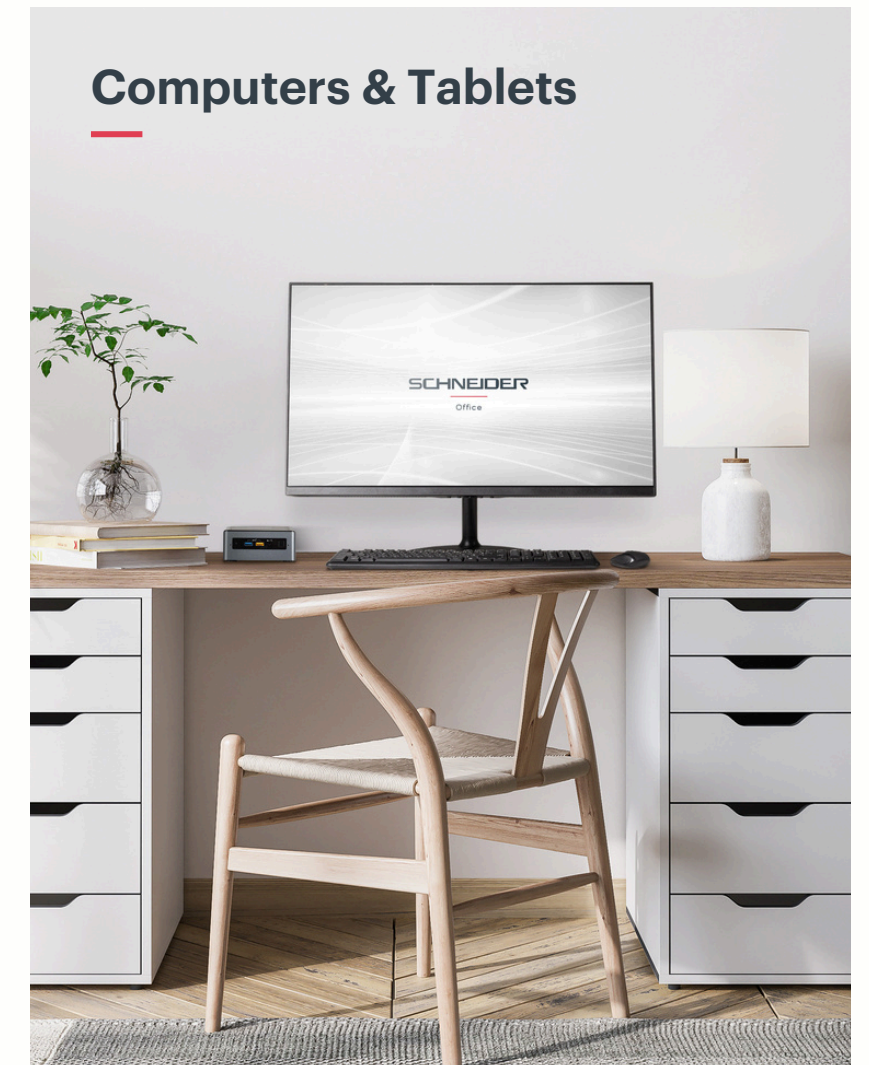
We equip you with comprehensive toolkits and guidelines, offering **personalized support** to ensure your brand shines while meeting your unique needs.

A curated selection of brand assets to bring your visual communication to life:

- Brand logos
- Brand guidelines (colors, fonts, etc...)
- Packaging guidelines & toolkits
- Packaging source files & examples
- Icons
- Video assets : intro/transition/outro
- Vintage posters, vintage videos & TV advertising materials,...



Key Product Categories



Key Product Categories



Positioning

Consumer Electronics



1° | JVC, Brandt, Telefunken

2° | Toshiba, Sharp
SCHNEIDER

3° | Samsung, Philips, LG, TCL, Hicense

4° | Panasonic, Sony, Loewe

Positioning

Domestic Appliances



1°

Beko, Candy,
Midea

2°

Hicense, Whirlpool, Brandt
SCHNEIDER

3°

AEG, Bosch, Siemens,
Haier

4°

Miele, Liebherr

Brand Collaboration

Schneider maximizes **brand presence at major national and international tradeshows worldwide**, supported by the brand community. This includes:



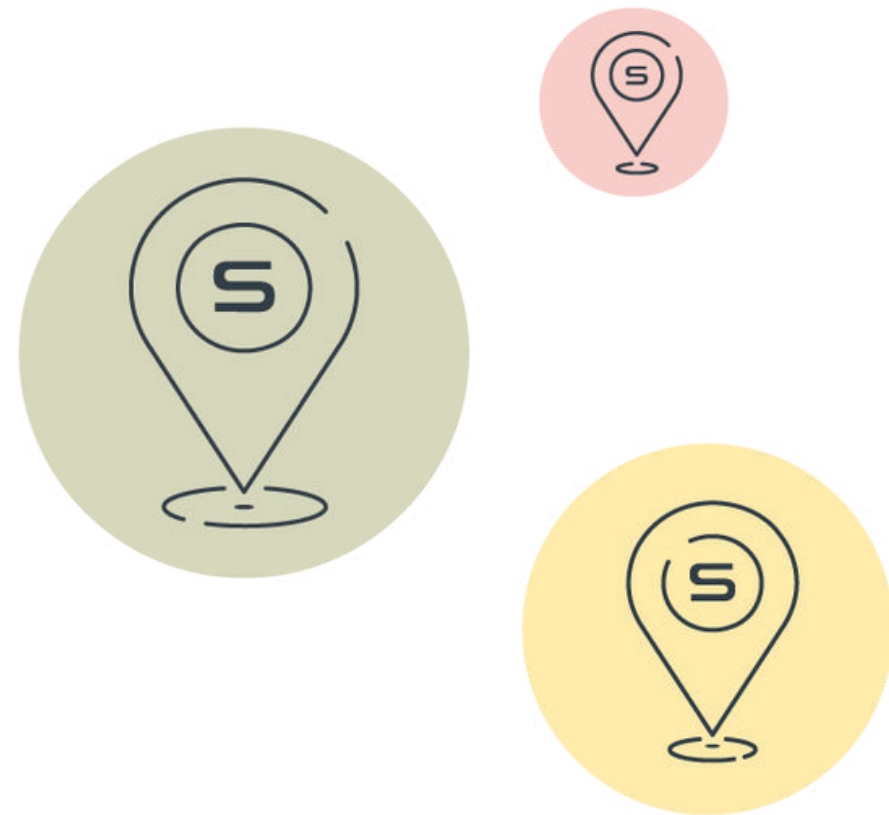
These events provide invaluable opportunities to showcase the latest innovations and engage with a diverse audience, **reinforcing our commitment to delivering cutting-edge technology globally.**

Established. brings partners together to drive better results for all our licensees.



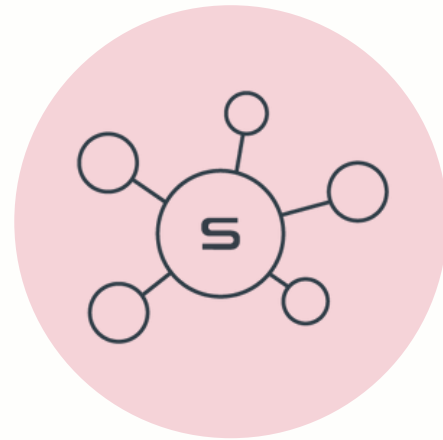
Brand Presence

- 📍 A tight network across **Europe**.
- 📍 A strong influence in **North Africa**.
- 📍 Strategic development in **Asia**.
- 🎯 Expansion goal in **Americas**.

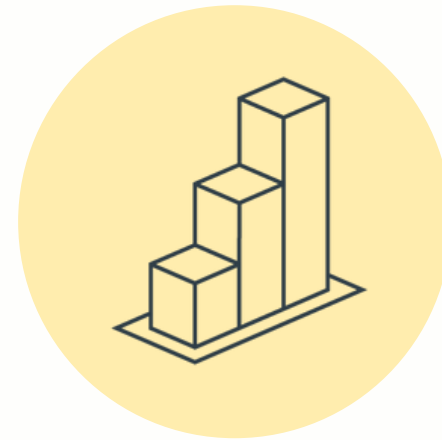


Business

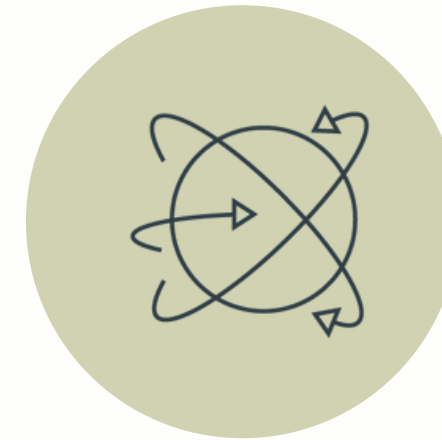
Discover the numbers that reflect the global success and growth opportunities of the Schneider brand worldwide.



14
Licensees



150M
Global Retail Sales



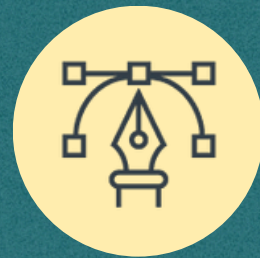
74%
Awareness

Support



Business Development & Retail

We partner with you to create a custom business strategy, provide the tools and platforms needed to launch your products online, and collaborate with partners like Amazon to drive your growth.



Brand Identity

We equip you with comprehensive toolkits and guidelines, offering personalized support to ensure your brand shines while meeting your unique needs.



Marketing & Communication

We guide your marketing journey with social media insights, impactful advertising strategies, and opportunities at global trade shows like CES and IFA.



Quality Assurance

We maximize product potential with rigorous testing, troubleshooting, and customer feedback to deliver top-tier quality.



Legal Services

We safeguard your business with services like trademark protection, slogan development, and copyright management.

SCHNEIDER is a proud part of established.inc

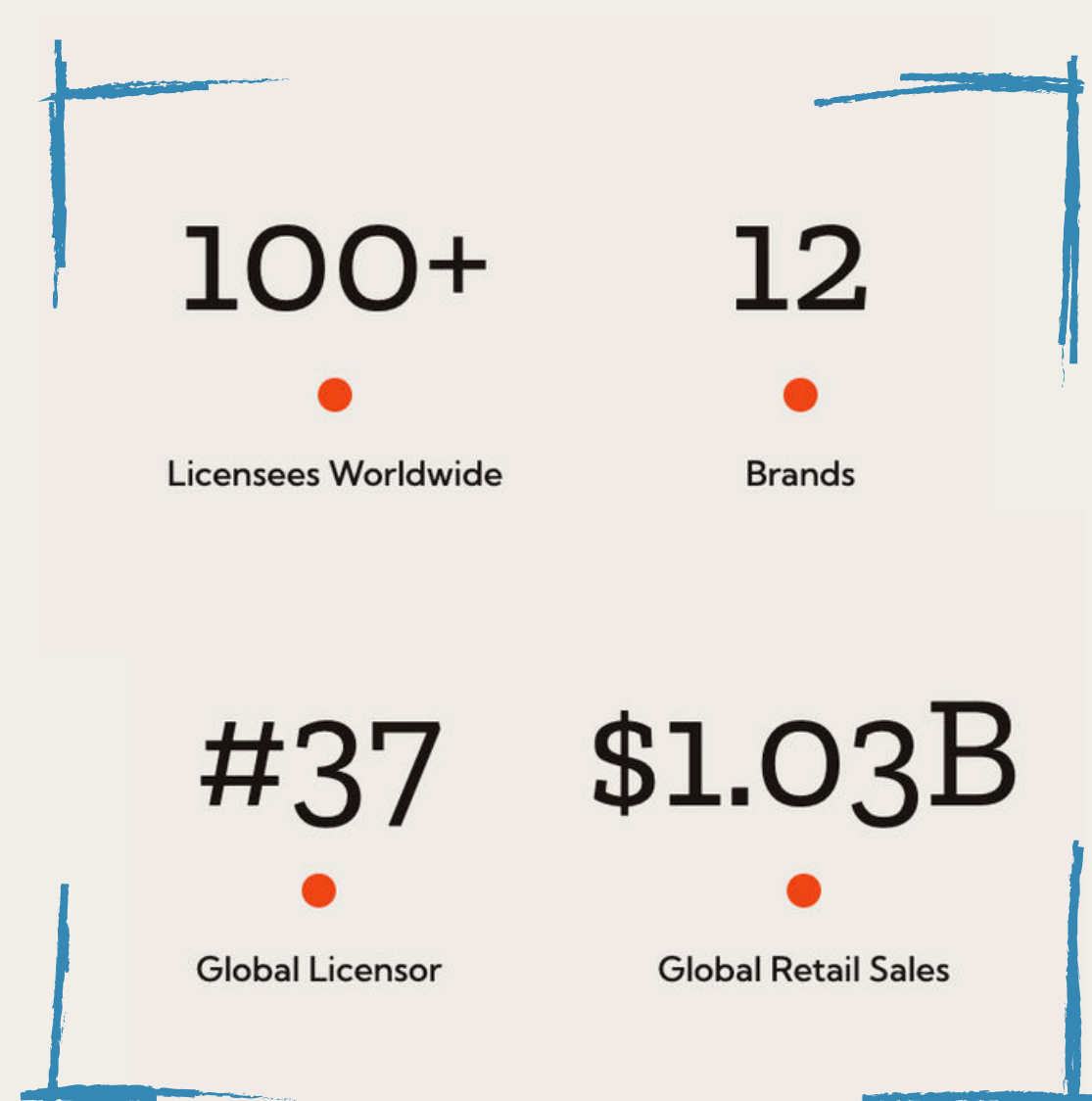
At established.inc we think beyond the contract. Signing a license is just the beginning. Without the right licensor, a brand's value can fade fast. We don't let that happen.

To us a licensing deal isn't just a contract—it's a commitment to success.

We actively grow our brands, adapt to market needs, and provide our licensees with the strategy and support to keep their business strong—year after year, market after market.

That's why 100+ manufacturers work with us—and why they stay.

We provide the expertise, the connections, and the stability that turn licensing into a real business opportunity.



Point of Contact

Feel free to contact us directly with any inquiries
or questions regarding the brand.



Claire VILLENEUVE
MANAGING DIRECTOR
claire@established.inc



François SCOLIÈGE
BUSINESS DEVELOPER
francois.scoliege@established.inc



Norman PRALOW
B2B MARKETING DIRECTOR
norman@established.inc



Thierry MÉTAYER
MARKETING DIRECTOR
thierry@established.inc



Nicolas BEAUBATON
QUALITY DIRECTOR
nicolas@established.inc



Danay CATALAN ALFARO
DESIGN DIRECTOR
danay@established.inc



Bruno ESTÈVE
PRODUCT & BRANDING DIRECTOR
bruno@established.inc



Clélia GOAZOU
ACCOUNT MANAGER
clélia@established.inc



**Lisa BIRCH
GEARHART**
MARKETING ASSISTANT
lisa@established.inc



Fanny GUENNEC
MARKETING ASSISTANT
fanny@established.inc



**Davilone
CHANTHAVONG**
PROJECT MANAGER
davilone@established.inc



François DOMERGUE
BRAND MANAGER
francois@established.inc

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Enhance your everyday life.

THANK YOU