

## GROUP PROFILE



Paul Maguire, Chief Executive Officer,  
McPherson's Consumer Products

### Consumer Products

#### Australasia

McPherson's Consumer Products is the market leader in non-electrical housewares products in Australasia.

McPherson's Consumer Products produces an extensive range of housewares, kitchen utensils, glassware, cutlery and hardware under the Wiltshire brand and other market-leading brands. It also produces the leading ranges of beauty care and hair care products as Manicare and Lady Jayne. The Impulse Merchandising business produces integrated programmes of 'impulse' products for major retailers.

Multix produces a wide range of products in the household plastic bags, food wraps, baking accessories and aluminium foil categories for the Australian and New Zealand retail markets under the Multix brand. The Swisspers business produces personal care products including cotton wool balls, pads, squares and rounds, and facial and baby wipes.

McPherson's key brands are supplemented by some of the world's leading brands in housewares and skin care which are distributed by McPherson's under licence in Australasia.

#### Singapore

McPherson's Asian operation is focused primarily on personal care and more recently, housewares products, operating throughout Asia with a combination of McPherson's operations and agency arrangements.



Alan Fahy, Chief Executive Officer,  
McPherson's Printing

### North America

Regent-Sheffield, McPherson's North American business, distributes kitchen knives and other housewares through leading housewares companies in North America.

### Hong Kong

McPherson's Hong Kong manages the contract manufacturing for the Group's products, which is generally outsourced to specialist manufacturers. It performs the quality assurance function and also works with marketing personnel on product design.

### Printing

McPherson's Printing Group is Australia's leading producer of books, offering a wide range of integrated products and services to publishers and commercial print users.

### Corporate

The Group's Corporate Office is based in Mulgrave, Victoria and provides corporate services for the Group including treasury, accounting and company secretarial functions.