

Distribution Partnerships



Steri-bottle is a leading brand in the UK infant feeding market. It was seeking to expand its business through exports to emerging markets.

Steri-bottle is a leading brand in the UK and recognised globally. Steri-bottle produces an original, single-use infant feeding bottle and teat that is manufactured aseptically and supplied ready for use out of a box. Further to recent successes in East Asian markets including Japan, they were looking to expand into China.

Steri-bottle had exhibited at various trade shows in China and had undertaken much detailed consumer research. Research confirmed Steri-bottle was in demand; with trade shows also confirming interest for representation of Steri-bottle in China from qualifying distributors, retailers and wholesalers.

Jolyon Money, Asia-Pacific Managing Director, recalled: "We were pleased by the endorsements from Chinese consumers. However, we did feel that the approach taken for distributor selection [relying mainly on trade shows for candidate introductions] was somewhat random and we wanted a more planned approach."

Steri-bottle commissioned an OMIS project with China-Britain Business Council (CBBC) to research national market representative candidates. The investigation included research into leading players, introductions and further planning to enable Steri-bottle to present an innovative cross category market entry strategy to sector trade parties.

It was one of CBBC's introductions that led to the selection and appointment of Asian 'power house' LF Asia (a division of the Li & Fung Group) as Steri-bottle's appointed exclusive representative in China. Jolyon explained: "The qualified introduction and recommendation by CBBC, with initial meetings set up at an appropriate management level, was extremely helpful to us and I would like to offer our thanks to the whole CBBC team for the excellent assistance they provided us."

David Wang of LF Asia said: "We are delighted to have added Steri-bottle to our consumer baby products portfolio range, an established brand in many countries and a highly innovative and attractive new category product proposition, which is unique to China."

LF Asia recently launched Steri-bottle, which will be co-branded in China under their 'Baby on the GO' range. Steri-bottle recently exhibited at the 2013 Shanghai Children, Baby & Maternity Products Expo.

Fast Facts		
Company:	Steri-bottle	
Location:	London	
Sector:	Infant Feeding	
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