



**ZEPTEK MEDICAL**



**ZEPTEK COSMETICS**



**ZEPTEK LUXURY**



**ZEPTEK HOME ART**



**ZEPTEK HOME CARE**

**Market**

Throughout the world, natural disasters are becoming more frequent: floods, earthquakes, fires and diseases that are seriously beginning to affect our lives as well as the planet. Our environment (for living beings) is becoming unhealthy and uncomfortable. Life from day to day is becoming more difficult, unhealthy and dangerous. Nature on its own cannot remedy what man's greed and actions can destroy.

Zepter International offers hope and gives direction on how to live healthy, while respecting nature's laws. Zepter produces, sells and distributes exclusive quality consumable products world wide, via direct sales.

From its beginning right up until today Zepter aims to improve man's way of life across the globe and become an integral part of man's daily life. During the past decades, Zepter has become a global company, present on the markets of more than 40 countries on five continents. The countries in which Zepter sells and distributes its products are: Albania, Australia, Austria, Belarus, Bosnia and Herzegovina, Brazil, Bulgaria, Czech Republic, Denmark, Estonia, France, Croatia, Italy, Israel, Jordan, South Korea, Kazakhstan, Latvia, Hungary, Macedonia, Moldavia, Monaco, Germany, Norway, New Zealand, Poland, Romania, Russia, U.S.A., Slovakia, Slovenia, Serbia, Spain, Sweden, Switzerland, Turkey, Ukraine and Great Britain. Zepter's products are manufactured in seven factories across France, Germany, Italy and Switzerland. All Zepter's products are of high standard and production quality given that the latest technology is used in the production process which is supervised by more than a 1000 specialized experts in various fields.

**Achievements**

Every two seconds somewhere in the world, a Zepter presentation begins which is done by one of the 120,000 advisors. There is an attendance of 60 million participants per year at these presentations. There are 65 million satisfied Zepter customers and over 600 million products have been sold either through a direct sale or in the 300,000 m<sup>2</sup> premises, owned by Zepter. Numerous satisfied customers, acknowledgements and awards bare witness to the excellence of Zepter's products.

The other aspect besides its high quality products that makes Zepter world known is the concept of direct sale. For many years, the only way to purchase Zepter's products was through direct sale, which Zepter perfected through the years. Therefore, one can say that Zepter's success is not only due to its innovative products but also to its experienced and motivated employees and especially its sales personnel.



**HIGHER PRINCIPLES**

WE ARE PROUD OF OUR PRODUCTS.  
WE ARE PROUD OF THEIR UTMOST QUALITY,  
EXCEPTIONAL DESIGN AND OUR ADVANCED TECHNOLOGY.  
WE ENJOY IN THE WORK WE DO.  
WE RESPECT THOSE WHO WORK WITH US.  
THERE IS A ONE, THE MOST IMPORTANT PRINCIPLE  
BEHIND ALL OUR ACTIONS:  
**YOUR HEALTH AND BEAUTY.**

Philip Zepter  
*Philip Zepter*

In other words, a sales advisor that directly contacts a potential buyer carries the sole responsibility of making the sale for the business success of the group.

**History**

Since Zepter's establishment in 1986, its products have rested on the same standards; quality, value and style. Zepter's products are manufactured according to the latest available technology in seven of its factories in Germany, Italy and Switzerland. Improvement and development is the continuous imperative.

With continuous expansion into new markets and the desire for improving and developing its products, Zepter has assembled hundreds of experts in its global mission for the purpose of satisfying and serving its clients. In other words to make man's life better, happier and longer.

Developing and perfecting Zepter's products has always been based upon a simple idea; continuous work on perfecting the highest quality product and the simplest implementation possible, in other words that





each product is easy to use, whether it is used in the office, apartment, holiday home, car, doctor's consulting rooms; everywhere and for everyone.

## Product

Zepter has a wide range of products on offer, from medical products, cosmetics, utensils and luxury equipment. Therefore, globally, Zepter has five basic categories of products divided into five basic brands: Home art, Home care, Medical, Cosmetics and Luxury. Zepter's medicinal products have shown to be unbelievably efficient therefore making progress in healing and therapy of injuries and illness, as well as speeding up the recovery process. The products are also easy to use in the comfort of one's own home. Among the many medicinal products Bioptron, Vital system and Therapy air need to be mentioned. Bioptron – a patented system of light therapy. Therapy air – a system for purifying air and professional aromatherapy. Vital system – an intelligent line of medical and cosmetic equipment that open up new horizons in the field of health, beauty and others.

Products for skincare, make up, perfumes, deodorants and others are manufactured in the best laboratories in Switzerland, Italy and France and are based on natural extracts and active plant components, picked in the untouched areas of the Swiss Alps. Echinacea, edelweiss and other plants are the basis for the production of A grade cosmetics and other products with active components that give the body all it needs to stay healthy and beautiful. La Danza, Swiss Nature, Swiss Nature Sun, Swisso Logical, and Swisso Logical for babies are just some of the products indicating that Zepter cares for everyone.

Systems for cleaning maintenance at home; appliances for air and water purification, steam irons etc. enables quality maintenance of apartments, homes, offices or any other living spaces and therefore create healthy and safe places for everyone.

The high quality cooking utensils enable cooking and the preparation of food in a healthy way, without the use of fat, water or salt – the food cooks in its own juices, does not lose its nutritional value, smell or taste and does not take in harmful substances when using oil or fat during preparation. Zepter cooking sets guarantee the preparation of and consumption of healthy food. Cutlery, crockery, glasses, table cloths or storage containers – with vacuum packing becoming an additional possibility; creating a whole package.

Zepter's watches, jewellery, pen and pencil sets, textiles and other products are not only a symbol of prestige but also of a true awareness of premium quality and refined taste.

## Recent Developments

Zepter in Croatia was established in 1990. Since the

very beginning, it was recognized as a prestige brand of lasting value with unsurpassed style and quality. This was the road to a better future. Today Zepter is recognized and regarded as the most valuable market brand in its field. There is almost virtually no home or family that does not own at least one of Zepter's products. Today in Croatia Zepter has more than 1,800 associates. More than 2 million presentations have been held and more than 1.6 million contracts have been signed. A few years ago, Zepter in Croatia was best known for its cooking utensils but today the other segments are also recognizable, accepted and used in offices, homes, apartments, consultation rooms and wellness centres. Zepter is present throughout Croatia. Today, in Croatia, one can confirm that it is very difficult to imagine a healthy, comfortable and prosperous life without some of Zepter's products. This is not only because of the quality of Zepter's products but also because of its qualified and educated sales personnel, managers and advisors. With their motivation and diligence towards their work, they are the ones tipping the scales towards success. Zepter is known among the first in the world to recognize and appreciate and continually invest in all of its employees: everyone who wants to work, be educated, progress, be the best in their work, can expect to find Zepter's support, sponsorship and friendship.

According to the last survey done at Zepter, 53% of the interviewees have one of Zepter's products in their homes. Over 80% of surveyed were familiar with the concept of direct sales, while 73% of them identified the term as Zepter.

## Promotion

Zepter invests a great deal of knowledge, effort and energy into giving today's man the opportunity for a healthy, long and happy life. It also supports sport, culture, art and all those values that are prosperous for the whole of humanity.

Zepter has sponsored many teams in various sports through the years. Among the many sponsorships, the most prominent ones were: Formula 1 (main sponsor for the Arrows team for 1997 & 1998; main sponsor for first prize in Brazil 2001), athletics (main sponsor of the Golden League in Monte Carlo from 1997 to 2000), ice hockey (sponsor of the world championships from 1998 to 2006 as well as sponsoring various countries), basketball (sponsor of the world championships and various clubs), tennis (tennis tournaments in Monte Carlo, Stuttgart and Hanover), handball (European championships in

Slovenia 2004).

Zepter also provides strong support for cultural events and for the growth and development of young artists (Artzept).

With equal attention and energy Philip and Madlena Zepter support and assist a whole spectrum of cultural and other events, humanitarian projects and anywhere, where one can add a little health, beauty and humanitarianism.

In Croatia Zepter is present as a sponsor or partner in many cooking, health and educational television shows for the purpose of introducing the public to advanced quality projects and healthy technologies as a holistic advantage for human health; from a healthy way of preparing and storing food to the protecting and caring of body and health, Zepter's medicinal products are also finding their way in the healing and rehabilitation of many illnesses and injuries, enabling a quick recovery back into sporting activities and everyday life.

## Brand Values

Each Zepter product, on its own, is high quality, unsurpassed in style and lasting in value and even more, according to that which it offers its customers; quality of life, health, assurance and beauty – the possibility of change for the better.

Today, Zepter is not just a symbol of prestige and individuality but also the leader in elegance and taste.

In a world of plagiarism and sub-standard products, it aims to represent quality, style and elegance. Due to

its work and success, and due to the quality of the products and contribution to the economy of the countries it operates in, Zepter received numerous awards and acknowledgements of which the following are most prominent:

**Golden Mercury**  
1994, 1995, 1996 and 1997  
– Italy  
"Cavaliere del Lavoro della



**Repubblica Italiana"**  
1997 – Italy

**B.I.D. Gold Award**  
(Business Initiative Directions)

2004 – Frankfurt, Germany  
**30th (New Millennium Award)**

2000 – Madrid, Spain

**14th International European Award for Quality**  
2000 – Paris, France

**Profilaksis sign of cholesterol**  
1994 – Warsaw, Poland

[www.zepter.com](http://www.zepter.com)

THINGS YOU DIDN'T KNOW ABOUT...

## Zepter

- Every 2 seconds somewhere in the world, a Zepter presentation begins.
- Zepter has 120,000 sales personnel.
- There are more than 60 million participants annually at Zepter's presentations.
- There are 65 million satisfied Zepter customers.

