

# Ansell

## THE MARKET

Ansell Limited is principally engaged in the worldwide manufacture and marketing of latex-dipped and other natural and synthetic rubber products. Ansell operates in three broad market segments, being Professional healthcare (surgical and examination gloves), Occupational healthcare (industrial hand protection) and Consumer healthcare (condoms, personal lubricants and household / DIY gloves). Ansell is recognised across the Americas, Europe, Middle East, Africa and the Asia Pacific region.

## ACHIEVEMENTS

In 2005, Ansell will be celebrating its centenary. From humble origins as a small, one-man operation in Richmond, Melbourne, Ansell has become one of the world's largest manufacturers and marketers of natural and synthetic latex gloves and natural latex condoms. Ansell currently employs over 12,000 people in more than 20 countries and is still growing. In 100 years Ansell has become a truly global organisation, positioned as an innovative leader of latex technologies and able to move successfully into the twenty-first century.

During the early 1960s, Ansell launched the Chekmate condom which has become an Australian icon. In the 1980s, Ansell began selling the extensive LifeStyles condom range. Of all current condom users, 97 per cent<sup>1</sup> are aware of at least one of the Ansell Chekmate and LifeStyles brands. In 2003, Ansell's share of the total Australian condom market was approximately 70 per cent.<sup>2</sup>

Ansell's household gloves have been an ongoing force in the marketplace since 1925.

In 2003, Ansell was the market leader of gloves in grocery with an approximate 42 per cent<sup>3</sup> market share. The iconic Ansell 'Pink' Silverlined glove



and the patriotic 'green & gold' Ansell SuperGlove, together hold an approximate 28 per cent market share<sup>4</sup> in the regular glove segment, where there are six competing 'super' brands, plus private labels – totalling over 100 different gloves.

## HISTORY

In 1905, the Dunlop factory ceased the manufacture of condoms, a decision perhaps made in keeping

with the community values of the day.

Eric Ansell, (born in London in 1878) was at the time employed in the engineering section of the Dunlop factory. Under his direction, the condom plant was disassembled. Eric Ansell purchased the machine and resigned from Dunlop to begin his own production of condoms in a small rented house in Richmond, Melbourne.

In 1919, Ansell decided to expand into the production of rubber goods other than condoms.

He leased bigger factory

premises in Richmond to produce toy balloons. By 1925, the small company was producing surgical, household and work gloves.

In the USA, interest in Ansell's products had increased to such a degree that a local company was formed to service clients, and in 1967, Ansell won the Australian Government's Export Award. On 6 June, 1969, Ansell was acquired by Pacific Dunlop (then called Dunlop Australia), with the company's assets being valued at \$12.5 million. The acquisition by Dunlop provided Ansell with both the finance and expertise to expand its global activities. The first major breakthrough was the successful establishment of a glove factory in Melaka, Malaysia in 1975, based on the efficiencies of building a factory near to the source of the basic

raw material – natural rubber. Since then, Ansell has continued to grow and develop in both the Australian market, and in markets in the Americas, Europe, the Middle East, Africa and Asia Pacific, through acquisitions, factory establishment and innovative product development and marketing.



## THE PRODUCT

Ansell focuses on providing high quality healthcare barrier protection against injury, infection and contamination. Ansell's products are used by millions of people in the healthcare industry, the home and other special environments, such as food preparation and microelectronics.

In the consumer market segment, Ansell offers 22 branded household glove variants in the range of regular, disposable and Do It Yourself gardening gloves. Ansell also produces an extensive range of over four brands of condoms with eight flavours, four fragrances, seven colours, three textures and five different shapes to provide comfort and variety for the users of the product.

## RECENT DEVELOPMENTS

Ansell continues to explore and develop new ways of providing the best possible healthcare barrier protection, and strives to raise market awareness of its products and services.

Newly launched glove products contain moisturisers which

actively benefit the wearer's skin quality during use. The new Ansell 'Handy Care' disposable glove combines proven moisturising agents - chamomile and glycerine - to help improve the condition of the wearer's hands, while the soothing qualities nourish the wearer's skin through a specially formulated dry lining. In 2000, Ansell launched its innovative 'Fresh 'n' Dry' glove which is a general use, foamlined household glove providing enhanced perspiration absorption and comfort. With the increase in popularity of DIY jobs, Ansell supplies a range of DIY garden gloves, which provide strength, durability, comfort and protection for the wearer.

Technological innovations have allowed Ansell to create a number of different condom shapes, to make them easier to put on and for extra comfort during use. The Xtra Pleasure condoms have a generous oversized tip, to intensify stimulation for both partners. All Ansell condoms in Australia have been endorsed by "Sexual Health and Family Planning Australia" - one of the leading bodies promoting safe sex and STI prevention.

## PROMOTION

In addition to above-the-line advertising, Ansell promotes its range of condoms and household gloves through its active participation in trade show exhibitions as well as direct representative contact



with retail trade channels across Australia.

One of Ansell's priorities is to offer educational, promotional

## BRAND VALUES

Ansell's vision is to be a global leader in broad-based healthcare protection, providing exceptional solutions, products and value to its customers. It already has the support and commitment of leading customers in over 100 countries, and continues to expand its business.

In the Professional Healthcare market (Medical Gloves), Ansell is recognised as a premium-quality manufacturer and product innovator, with leading-edge science and technology. In addition, Ansell is the recognised global leader in Occupational Health and Safety gloves, and its Consumer Healthcare division is recognised for bringing unique and innovative household gloves and condom products to market.

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

<sup>1</sup> Roy Morgan, July 2003  
<sup>2</sup> Combined Aztec & Ansell data July 2003  
<sup>3</sup> Ansell MAT 26/10/03  
<sup>4</sup> Ansell MAT 26/10/03

and condom product support to the public healthcare community. Ansell has developed close relationships with the Sexual Health and Family Planning Association, Sex Worker Organisations and Sexual Health Education Providers, AIDS Councils, and is the longest standing supporter of the AIDS Trust Australia. Ansell's partners in the public healthcare community provide important feedback which assists Ansell in producing the best products for its customers.

In March each year Ansell supports the 'Clean Up Australia' campaign by supplying 30,000 pairs of gloves and cash for contribution.

Ansell sponsors the website free-condom-stuff.com which has constantly updated competitions, free downloads, games, news and interesting information to help people select the right product. The site encourages people to take a responsible approach to sex while being at the same time fun and non-judgmental.

Ansell sponsors a number of youth oriented events including surfing and snow boarding. It also actively promotes the proper use of condoms through targeting activity to relevant risk groups and by supporting the work of important sexual health organisations.

## THINGS YOU DIDN'T KNOW ABOUT ANSELL

- In the late '40s Ansell produced latex castrating rings for sheep.
- Ansell produces custom-made medical gloves for surgeons with special hand requirements.
- The old factory façade in Richmond, Melbourne is still standing and is now occupied by a grocery wholesaler.
- Ansell broke the world record for the single biggest shipment of condoms, with 213,600,000 sent to Brazil in 2003.
- Ansell was an official provider at the 2000 Sydney Olympics and approximately 100,000 condoms were supplied to the athletes' village.
- Ansell was a sponsor of the Gay Games in Sydney 2002.
- Ansell's household gloves are marketed throughout the world under a long-standing relationship with Freudenberg & Co, a leading European consumer products company.