



 **WESTPOINT**[®]
Create emotions

CFFEE-WESTPOINT INTERNATIONAL is part of a family Group established in Bordeaux (FRANCE) since the 18th century, when Bordeaux was one of the most important European Atlantic port.

Historically dealing in Shipping & International Trading, CFFEE began its WHITE GOODS activity in 1960, when it became the sole distributor of the THOMSON-BRANDT French Group for Africa and Middle East markets.

In the late 70', THOMSON-BRANDT decided to concentrate its development on the European market and dropped their "Tropical" line.

In 1978 CFFEE officially bought from them the Tropical brand "WESTPOINT" and since then it has been serving millions of homes worldwide with its various range of Home Appliances and Air Conditioners.

Today WESTPOINT is a French global brand which is sold in over 80 countries, supplied from manufacturing facilities in over 20 countries through state-of-the-art logistics and supply-chain systems.



WORLDWILDE SALES | \$150 MILLION

\$150 MILLION in worldwide sales.

Over the years, WESTPOINT confirm its ability to generate growth, both in terms of revenue and results, in a difficult and uncertain environment.

*“Our continued growth is due to **greater penetration into international markets** as well as continuing to **diversify the WESTPOINT offer** in our historical markets.”*

*“Again we would like to thank our dealers for their support over the last years and **look to the future with a great sense of enthusiasm.**”*

*Mr Jérôme de La Rivière,
President*



OUR WORLDWIDE OPERATIONS

THE GROUP also enjoys subsidiaries & assembly-lines located in :

- China Hong Kong
- China Mainland
- Italy
- Morocco and Tunisia

WESTPOINT aims to bring products in line with the wide variety of consumer needs. Each market being – first - carefully reviewed, to provide units meeting local specific requirements.

SOURCING is made from a dozen countries, according to geographic strategy & market specifications, using the latest manufacturing technologies and quality control processes (Italy, Portugal, France, China, Korea, Thailand, Brazil, Turkey, etc).

Since its inception, **WESTPOINT** has been led by its core values. They shape the culture and define the character of our company. They guide how we behave and make decisions.

RELIABILITY

From design to shipment, we make sure that everything we sell is defect free & will make our customers happy. Our Brand influence is of highest importance; we provide competitive, durable and reliable products.

MARKET FOCUS

We are market-focused. We pride ourselves on our ability and willingness to listen to what the market needs and provide a high quality with effective solutions.

PARTNERSHIP

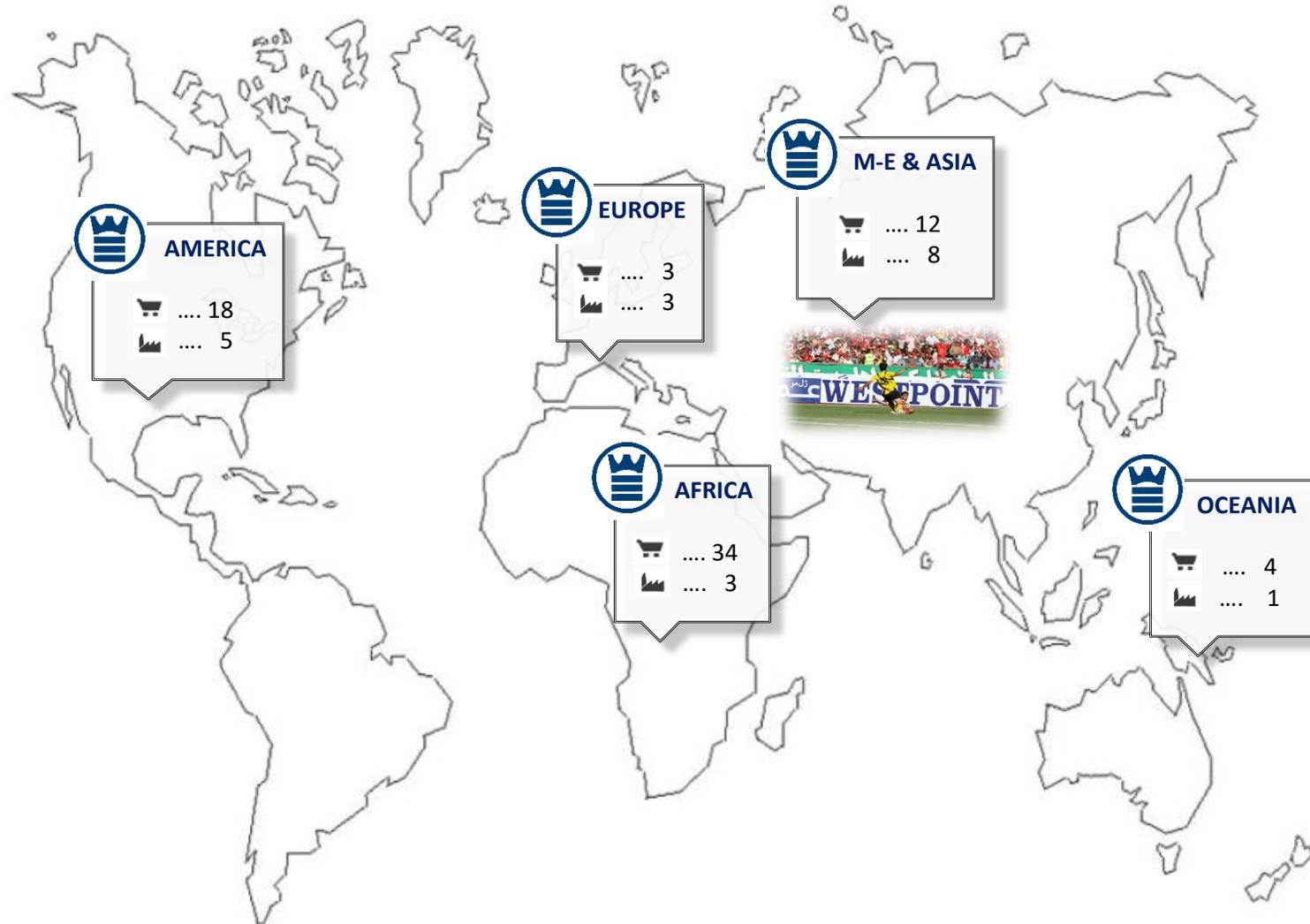
Our goal is to develop win-win partnerships with all our principals and dealers for the long-term mutual benefit of both our organizations. WESTPOINT is a human company looking to promote the well-being of its customers and staff alike.

CUSTOMER SERVICE

Providing a good aftersales service is not just good business sense, it is crucial to business survival.

This commitment means WESTPOINT brand loyalty for long-term, sustainable and business success.

WORLDWIDE NETWORK



As a worldwide leader in Home appliances & air conditioners in many countries, **WESTPOINT** is always striving to expand geographically and become a major **EUROPEAN** player on new market segments.

 Sales markets

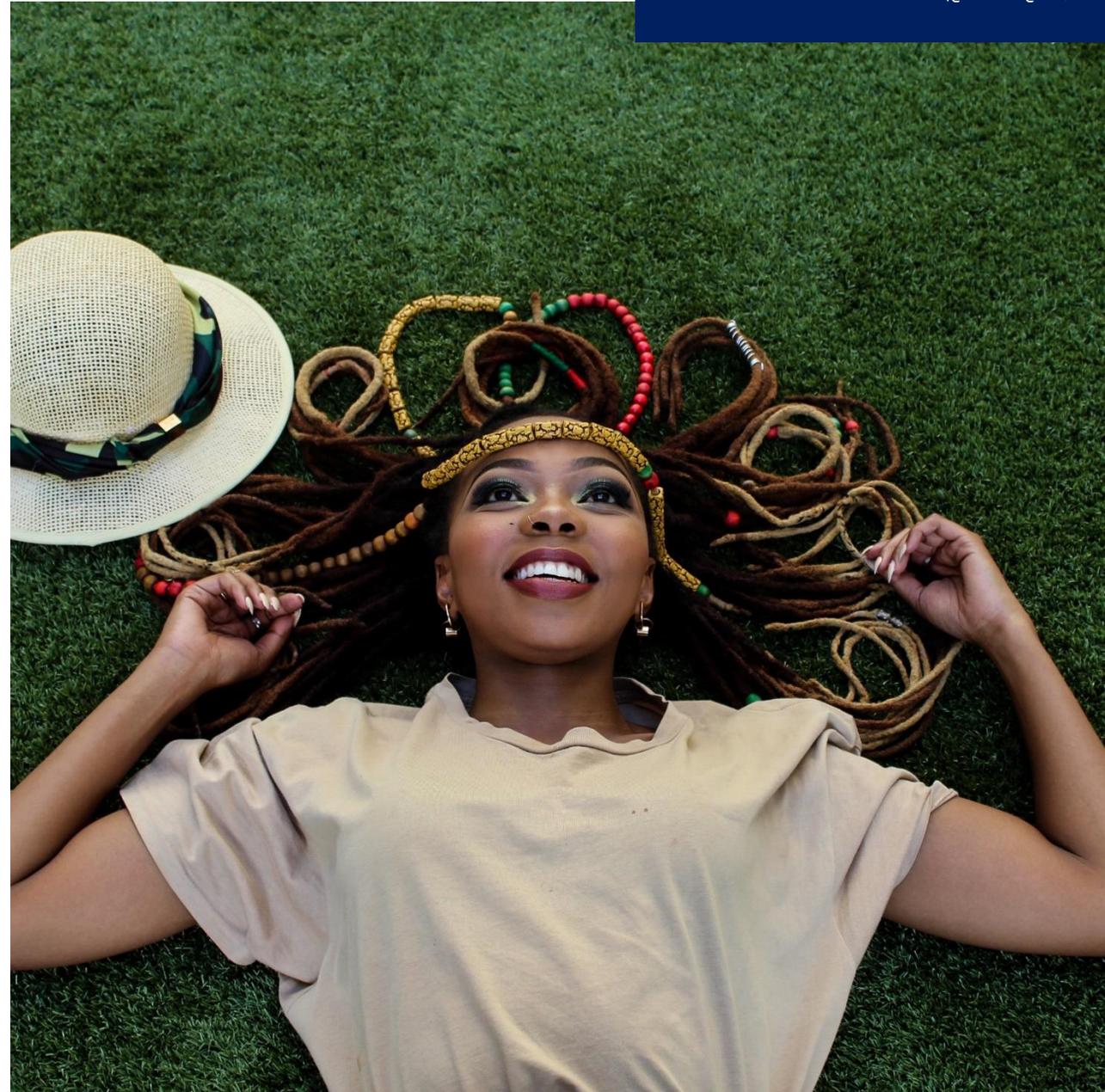
 Manufacturing countries



HOME SOLUTIONS FOR EVERYBODY



AIR CONDITIONER



WASH & DRY



REFRIGERATORS



FREEZERS



COOKERS



*Internal use only

FANS



ICE MAKER | WATER DISPENSER



LED TVS



SMALL APPLIANCE





SOLUTIONS FOR ALL PROFESSIONALS



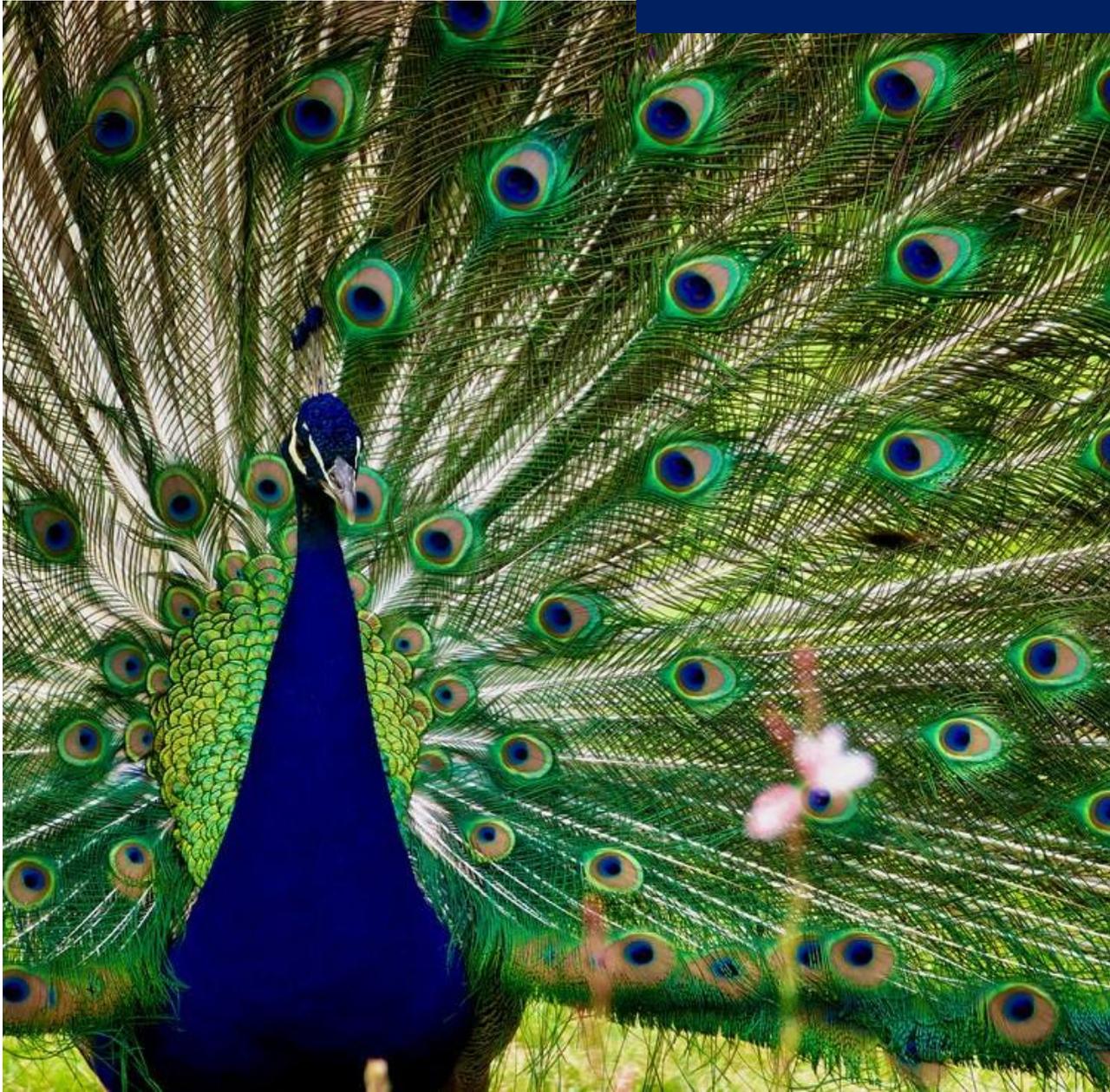
SOLAR & LED LIGHTING



REFRIGERATION



COMMERCIAL AIR CONDITIONERS





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