

Lake Industries

.....ready for European Market Opportunities

Lake Industries originally established in 1979 as a California Corporation, is now a subsidiary of Nutri-Stahl, (USA) Inc., an Ontario, California based direct sales international wholesale supplier. Conveniently located alongside Ontario International Airport, Lake Industries has always been irrevocably committed to the direct selling industry.

“My late Dad owned a very small percentage of a direct sales cookware factory in Cape Town, South Africa and once direct selling gets into your blood, that’s it, you are in it for life” says Saville Kellner President and CEO of Lake Industries. “When I first emigrated to the United States in the early 80’s I thought that I was going to take the American Market by storm. It took me about 10 seconds to figure out that in South Africa we were way behind in our marketing concepts and ideas. Twenty five years later I am still learning each and every day”, Kellner continued.

Global Growth

Over the past 16 years Lake Industries has been one of the fastest growing direct selling wholesale suppliers in the world. Now they are ready to continue their growth throughout Europe. With the goal of become a publicly traded company within the next 5 years Lake Industries has realized that achieving this goal would be very difficult without establishing a foothold in Europe. Lake Industries recently took the first few steps in achieving this goal. In May 2007 they relocated to a new corporate headquarters, with over one acre of office and distribution facilities under one roof. They also made sure that they are located a stones throw away from one of the international gateways to southern California’s giant economy. “It is so easy for our clients to visit us and for us to visit them with an international airport at our doorstep. We can literally pick up a client or vendor at the airport and be sitting in one of our meeting rooms within 10 minutes of their arrival” said Alex Roque, Director of Marketing.

With European growth being the prerequisite to global growth Lake Industries has created a

development plan that will help them achieve their goals in very short order. A print advertising plan, spearheaded by inclusion in Direct Selling News Europe is foremost. Furthermore, Lake has appointed a European team of three sales development

professionals to assist their newly acquired clients in growing and developing their business, which will naturally result in the growth of Lake’s European business. Additionally, Lake has forged a very successful non-traditional revenue relationship with Clear Channel Communications, the advertising and media conglomerate, and they are hoping to leverage that relationship throughout Europe.

Lake’s vision of redefining the way we eat, drink and breathe is something that they believe will be embraced by the European community. On a recent visit to Europe, Lake employees were delighted to see how aware consumers were with regard to health-related items with an emphasis on anti-oxidants, nutritious

foods, pure air and drinking the right kind of water. These are all subjects that Lake excels at.

A group of products that Lake believes will be an instant and incredible success in Europe is its Anti-Oxidant Water Ionization machines. The water generated by these devices is rich in oxygen, plentiful in anti-oxidants and high



Saville Kellner President and CEO of Lake Industries



in alkaline. There is a growing body of research indicating that ionized alkaline water is the most superior drinking water available. Researchers believe that an acidic environment is a haven for disease and that our bodies need to be able to eliminate or buffer these acidic conditions by drinking water that is high in alkaline.

Lake's Air Purification systems and Nutritional Cooking systems are also product categories that are almost a necessity nowadays. "With the incredible growth that we have already experienced in a market that is not as sophisticated as Europe in terms of health and wellness awareness we can only imagine the explosive expansion that we and our partners will experience throughout Europe", said Saville Kellner.

Health & Wellness Industry

Lake Industries has aggressively begun to focus on the Health & Wellness category within the direct sales industry. "It's all about the air you breathe, the Water you drink and the Food that you eat. And we have all of those bases well covered" commented David Burtch, Sr. Vice-President of the company.



Lake offers a wide variety of products, reserved exclusively for the direct selling industry. A quick sampling of these products range from Stainless Steel Waterless & Nutritional Cooking Systems to Air Purification Systems to Water Ionizer Systems that Lake claims to be the hottest new trend in the health & wellness Industry.

With their new distribution facility in full swing, Lake Industries is ready to service the entire European market place. "We send multiple containers to Europe on a monthly basis and with our incredible relationships with UPS, DHL, FedEx and a great team of Freight Forwarders and customs experts at our disposal I am confident that we can multiply our distribution to Europe from our current facility" said Candice Blackmon, Director of Operations.

"We are so excited about the opportunity of doing business throughout Europe. I have taken one trip already this year and the European work ethic and commitment to the direct selling industry amazed me. In Europe, direct selling is a serious, life-long career. I guess once it's in your blood...." concluded Saville Kellner.

