



KEUNE

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## Company

Keune Haircosmetics is an independent family owned Dutch producer of hair care products for the professional hairstylist. Established in 1922 by Jan Keune – one of the founders of the perm formula- Keune has developed into a multinational, specialised in high quality professional hair care products for the beauty industry.

The Keune Headquarter is based in Soest, the Netherlands. The ultra modern business premises accommodate besides offices, a studio and laboratories, a factory of 20.000m<sup>2</sup> and a logistic centre of 10.000m<sup>2</sup>. All Keune products are developed and manufactured in the company's laboratory and factory in the Netherlands.

## Organization

### Board of Directors

The Board of Directors consists of George Keune Sr, president and company owner, George M. Keune, vice-president and export manager.

### Export Department

The Keune Export Department is responsible for the distribution of Keune products to more than 60 countries. The success of local marketing organizations is responsible for the tremendous increase in Keune's production. Local Keune organizations handle marketing and training in their respective countries. The Export Department, however, provides these countries with marketing information, training and logistics support.

### Marketing Department

Keune manufactures a complete line of outstanding hair care products, which are marketed exclusively for professional hairdressers. Marketing policy on positioning strategies and all aspects of the Keune products marketing mix are defined centrally from the Keune headquarters in Soest, the Netherlands, and is implemented by the branch offices and Keune distributors worldwide. The Marketing Department supports the Research & Development Department in market-oriented product development and monitors the up-to-dateness of the current product line in terms of range, packaging and formulation. It also continuously develops contemporary Point of Sale materials, product promotions and product information for all the Keune products to ensure an optimum introduction of new

products and expand the company's worldwide market share. Media planning & advertising is coordinated and handled by the Marketing Department at Keune Headquarters. The Department is also responsible for the Keune Website and (international) presentations at shows and trade fairs.

### **Keune Technical & Creative Centre**

The Keune Academy is an important company department, since it functions as a training centre. The creative team provides professional technical support for both national and international hairdressers who work with Keune products. The team regularly visits Keune distributors abroad to train local technicians and give various presentations. In the Studio the team offers courses for professional hairdressers. Furthermore, they cooperate closely with Research & Development and Marketing to test and evaluate new developments to guarantee high-quality products.

### **Research & Development**

Keune's Research & Development applies the science of beauty to new, innovative hair care products. A team of specialists working at Keune laboratories develops products using the best and highest quality cosmetic and natural ingredients. International hairdressers share their expertise with Keune Research, helping to create trendy global products for the professional market. Keune Research & Development emphasizes on product safety, quality and respect for the environment. The department is ready for the new technological challenges that will enhance the strength of scientific expertise.

### **Quality Assurance**

Quality Assurance is a very important element in the Keune organization. Quality Control\* is concerned with sampling, specifications, testing, organization and documentation of manufacturing to ensure that the necessary and relevant checks are carried out and that materials are not released for use, nor products released for sale or supply, until their quality has been judged satisfactory.

Keune operates according to the Cosmetic Good Manufacturing Practice\* guidelines. The guidelines have been produced with a bias towards the cosmetic industry, taking into account the specific needs of this sector. Cosmetic Good Manufacturing Practice is that part of Quality assurance which ensures that products are consistently produced and controlled to the quality standards appropriate to their intended use and as required by the product specification. Registered specifications with regard to raw materials, semi-manufactured products and finished products are tightly controlled at the Quality Control Department.

In short, Keune Quality Assurance ensures an optimum high quality of Keune products worldwide.

(\* ) source: Draft Document. Cosmetic Good Manufacturing Practices. DG II European Commission.

## **Factory and Logistic Centre**

Mostly all Keune products are produced in the factory in Soest. In the logistic centre of 10.000m<sup>2</sup> the coordination takes place of all movement of goods. Keune delivers overseas orders in sea containers, which shortens delivery times for the marketing organizations.