

meir.[®]



ABOUT MEIR

"THE LARGEST RANGE OF BLACK TAPWARE IN THE WORLD"

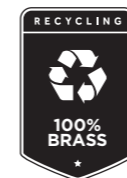
Meir is an Australian company that specialise in the design and manufacture of premium matte black tapware; with an emphasis on modern design and clean lines.

Our clients are top-tier architects, premium retailers, high-affluence individuals as well as developers, builders and plumbers.

Meir distributes to over 70 countries and has produced more than 27,000 units of matte black products in 2017.

Meir has the largest global coverage and highest-ranking position for Black Tapware on the digital market, and will continue to grow over the next 10 years.

- Meir selects only the highest quality European parts and components.
- Products are finished in an Electroplating coating.
- Meir offers an outstanding 10-year warranty on products.
- Products are expertly made from high-grade DZR brass which exceeds certification standards such as WaterMark AS/NZS 6400.

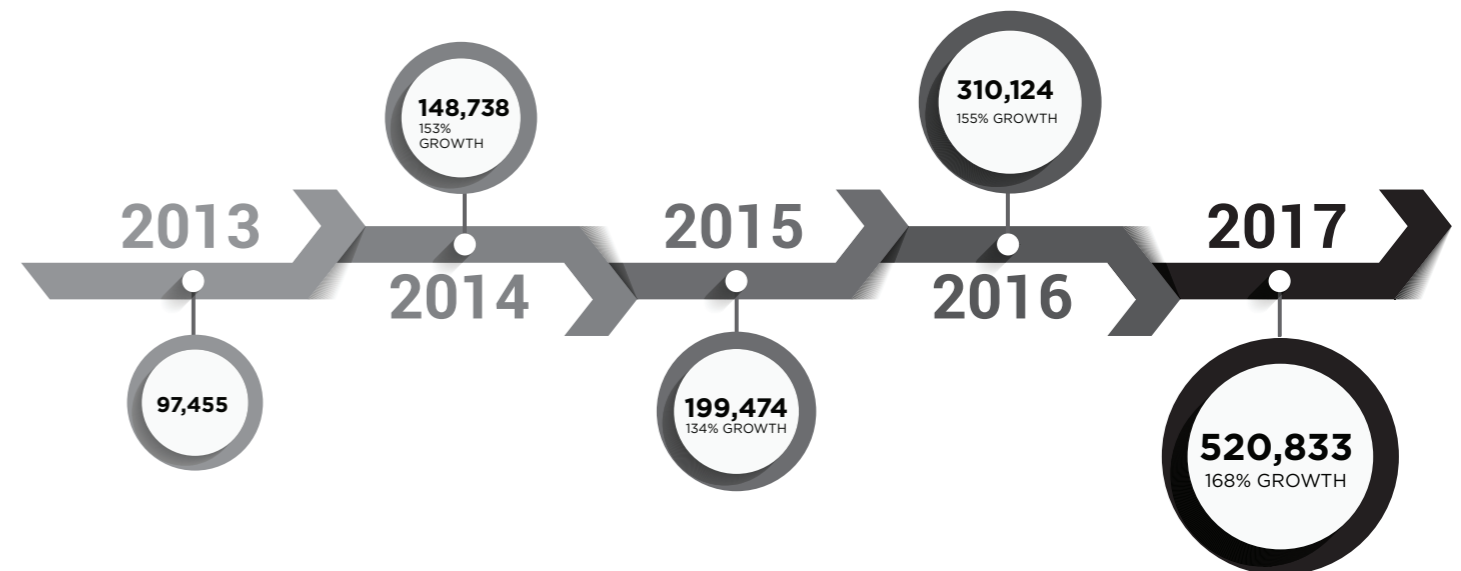


DURING OUR MANUFACTURING PROCESS, WE RECYCLE 100% OF ALL UNUSED BRASS



24-HOUR RECEPTIONIST

WEBSITE VISITORS





PRODUCT

HIGH-DEFINITION
PRODUCT PHOTOGRAPHY

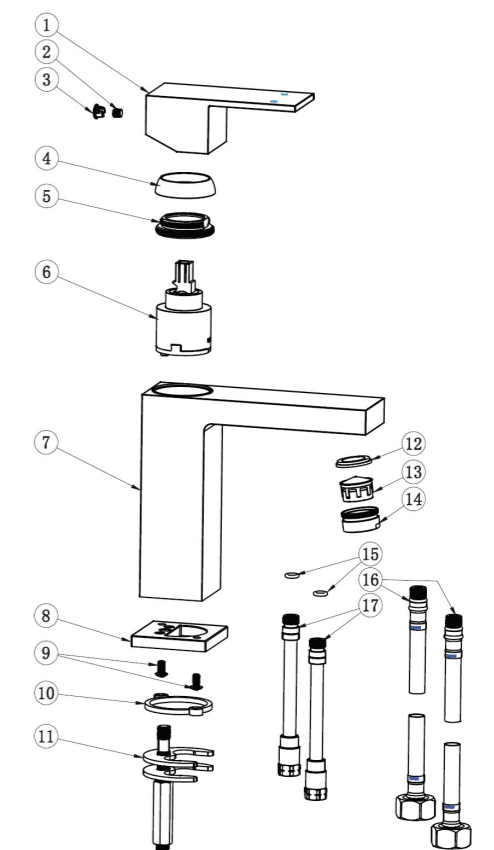
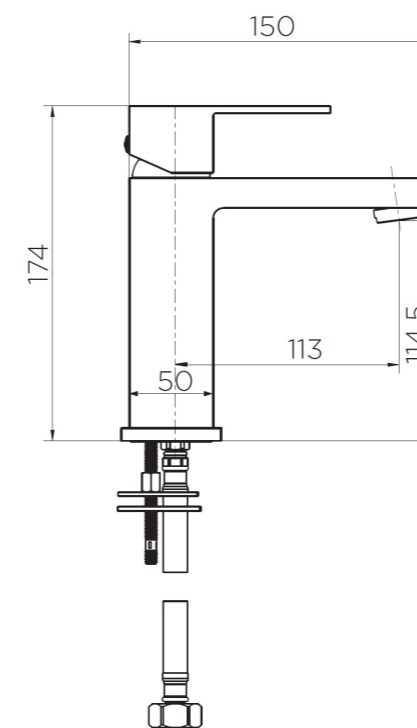


MATTE BLACK PRODUCTS CAN ADD A CONTEMPORARY TOUCH AND MAKE A BOLD STATEMENT.

BLACK IS VERSATILE TO USE WITH MOST COLOUR SCHEMES MAKING IT AN INCREASINGLY POPULAR CHOICE FOR INTERIORS DESIGNERS, ARCHITECTS AND BUILDERS.

MATTE BLACK TAPWARE IS BOTH GLAMOROUS AND STYLISH IN ANY SPACE. WHETHER IN TRADITIONAL, COUNTRYSTYLE HOMES OR MODERN APARTMENTS, IT CREATES A CONTEMPORARY LOOK WHILE STILL MAINTAINING SENSIBILITY.

TECHNICAL DRAWINGS
IN PDF & CAD (DWG)



DIGITAL FOOTPRINT

MEIR IS THE #1 SEARCH RESULT FOR “**BLACK TAPWARE**” IN OVER 40 DIFFERENT COUNTRIES, INCLUDING:

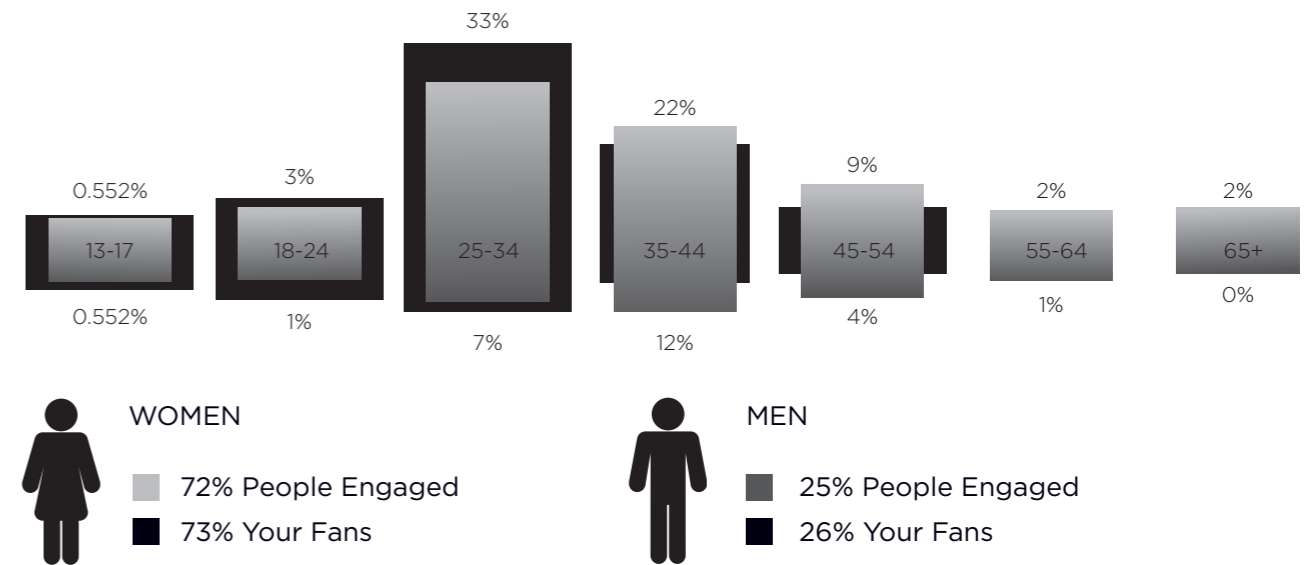
#1 in Spain	#1 in Malta	#1 in Belarus
#1 in France	#1 in Albania	#1 in Australia
#1 in Ireland	#1 in Czech	#1 in UK
#1 in Italy	#1 in Bosnia	#1 in Canada

TOP EU COUNTRIES WHO VISIT MEIR.COM.AU

COUNTRY	%
Netherlands	23.15%
Russia	11.30%
Belgium	10.56%
Germany	9.06%
France	7.57%
Spain	5.07%
Poland	5.02%
Ireland	4.46%
Italy	4.39%
Norway	3.59%
Sweden	3.57%
Switzerland	2.79%
Denmark	2.43%
Hungary	1.56%
Austria	1.32%
Slovenia	1.07%
Slovakia	1.07%
Croatia	1.01%
Malta	1.00%



MEIR'S AUDIENCE

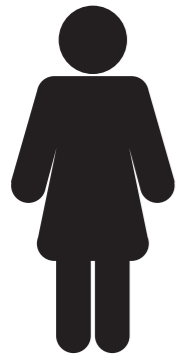
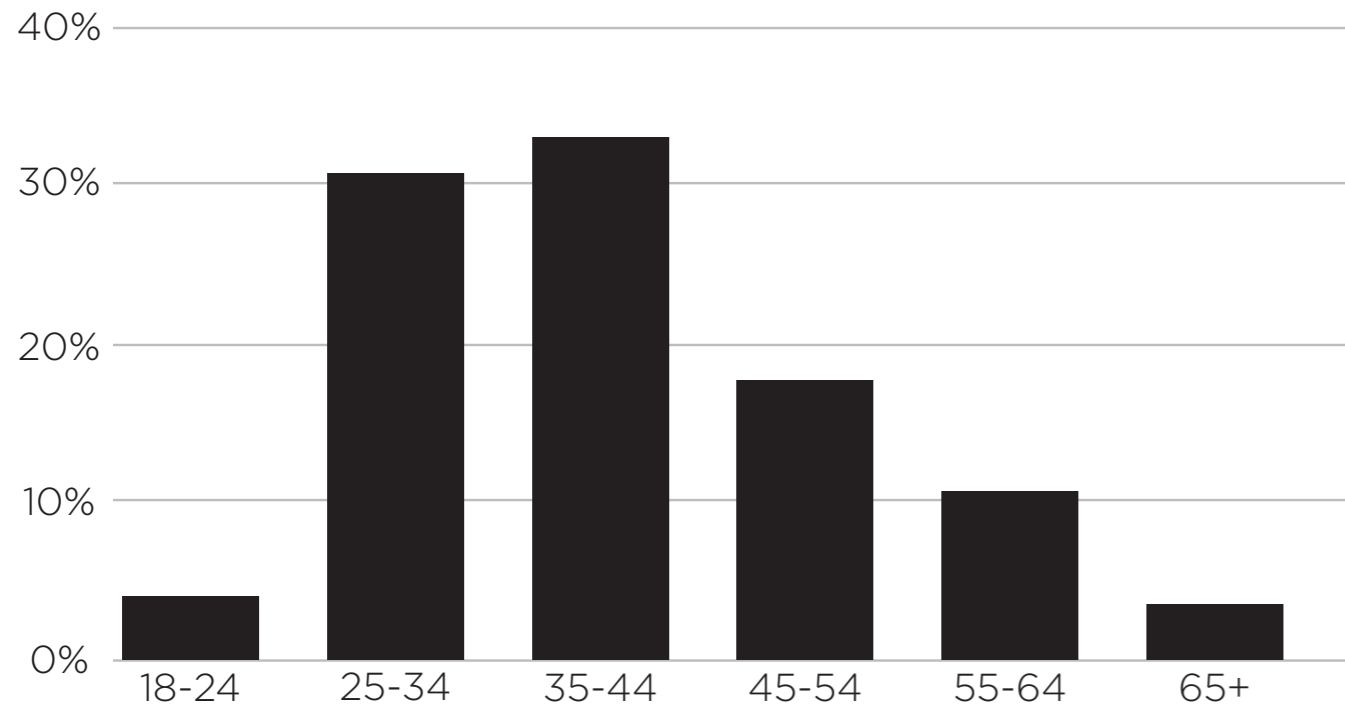


520,833 VISITORS IN 2017

INCREASING MONTH ON MONTH

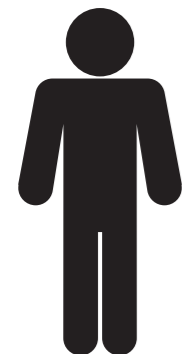
65,000 VISITORS IN DEC '17

DEMOGRAPHICS



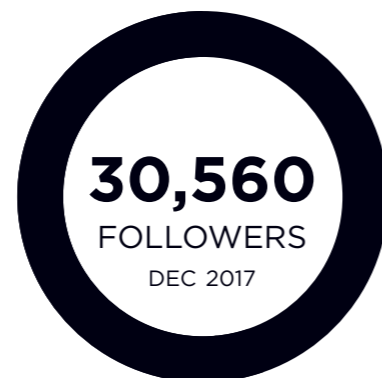
WOMEN
63.2%

MEIR AUSTRALIA'S PRIMARY CUSTOMERS ARE WOMEN AGED BETWEEN 25-45 YEARS OLD. HOWEVER WITH MEN MAKING UP 37% OF MEIR AUSTRALIA'S CUSTOMER BASE, THEY ARE ALSO A SIGNIFICANT CUSTOMER SEGMENT.



MEN
36.8%

SOCIAL



VISITORS - AUSTRALIA

Meir Australia Google Analytics in 9 months - (Data Range: February 1, 2017 - November 30, 2017)

User Type	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Sessions	Avg. Session Duration
	150,884 % of Total: 100% (150,884)	58.74% Avg for View: 58.74% (0.00%)	88,636 % of Total: 100% (88,636)	49.55% Avg for View: 49.55% (0.00%)	3.19 Avg for View: 3.19 (0.00%)	00:02:55 Avg for View: 00:02:55 (0.00%)
1. New Visitor	88,631 (58.74%)	100.01%	86,636 (100%)	53.78%	2.80	00:02:13
2. Returning Visitor	62,253 (41.26%)	0.00%	0 (0.00%)	43.53%	3.73	00:03:56

SESSIONS BY DEVICE

Meir Australia Google Analytics in 9 months - (Data Range: February 1, 2017 - November 30, 2017)

Device Category	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Sessions	Avg. Session Duration
	150,884 % of Total: 100% (150,884)	58.74% Avg for View: 58.74% (0.00%)	88,636 % of Total: 100% (88,636)	49.55% Avg for View: 49.55% (0.00%)	3.19 Avg for View: 3.19 (0.00%)	00:02:55 Avg for View: 00:02:55 (0.00%)
1. Desktop	72,552 (48.08%)	56.63%	38,913 (43.90%)	39.80%	3.81	00:04:00
2. Mobile	61,971 (41.08%)	64.04%	39,691 (44.78%)	59.64%	2.52	00:01:44
3. Tablet	16,353 (10.84%)	61.35%	10,032 (11.32%)	54.55%	2.97	00:02:37

DISTRIBUTOR NETWORK



NETWORK

www.meirblack.com

www.meirblack.co.uk

www.meirblack.com.au

www.meirblack.nl

www.meirblack.de

www.meirblack.it

www.meirblack.in

www.meirblack.es

www.meirblack.co.za

www.meirblack.ae

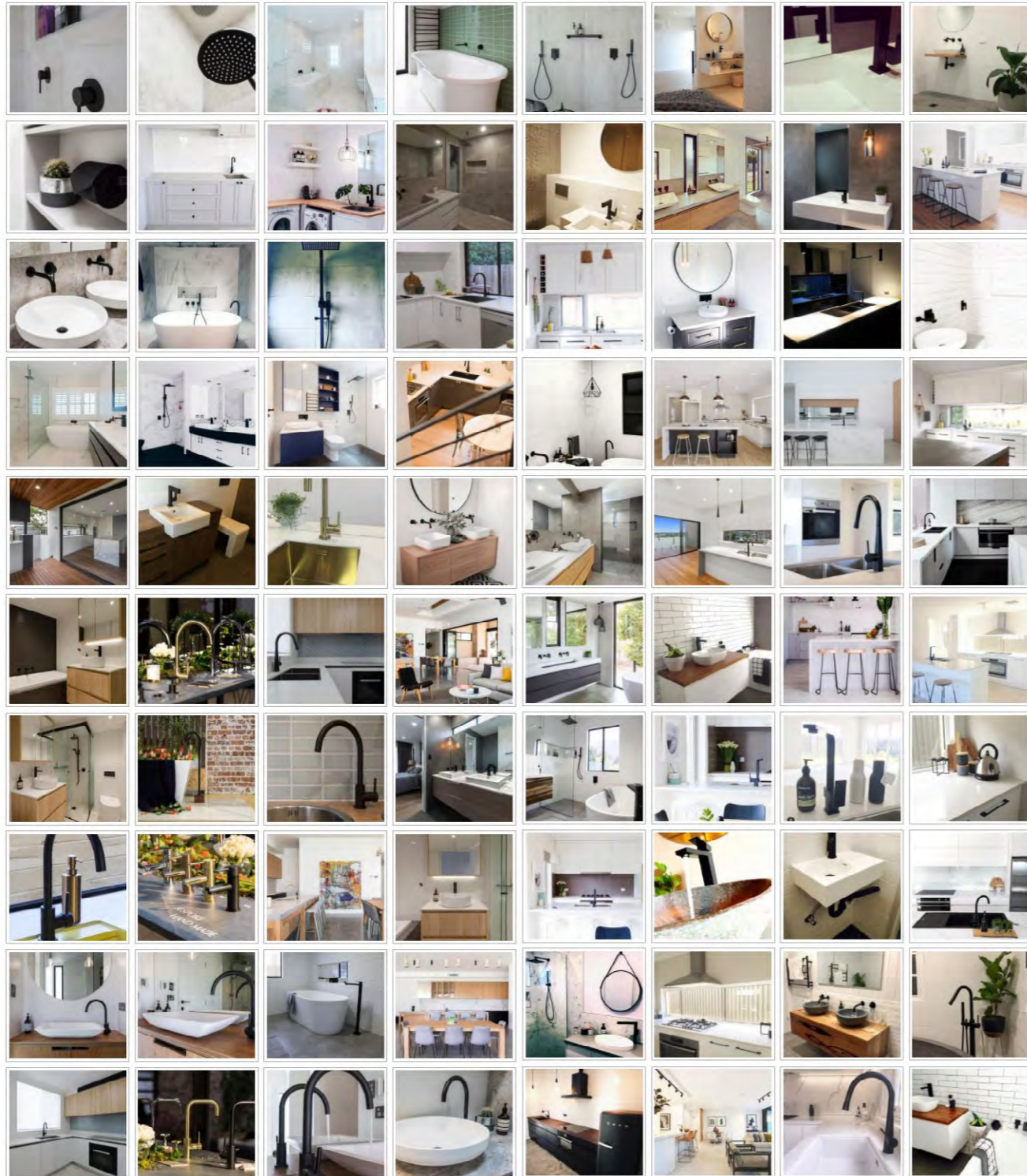
www.meirblack.co

www.meirblack.ca

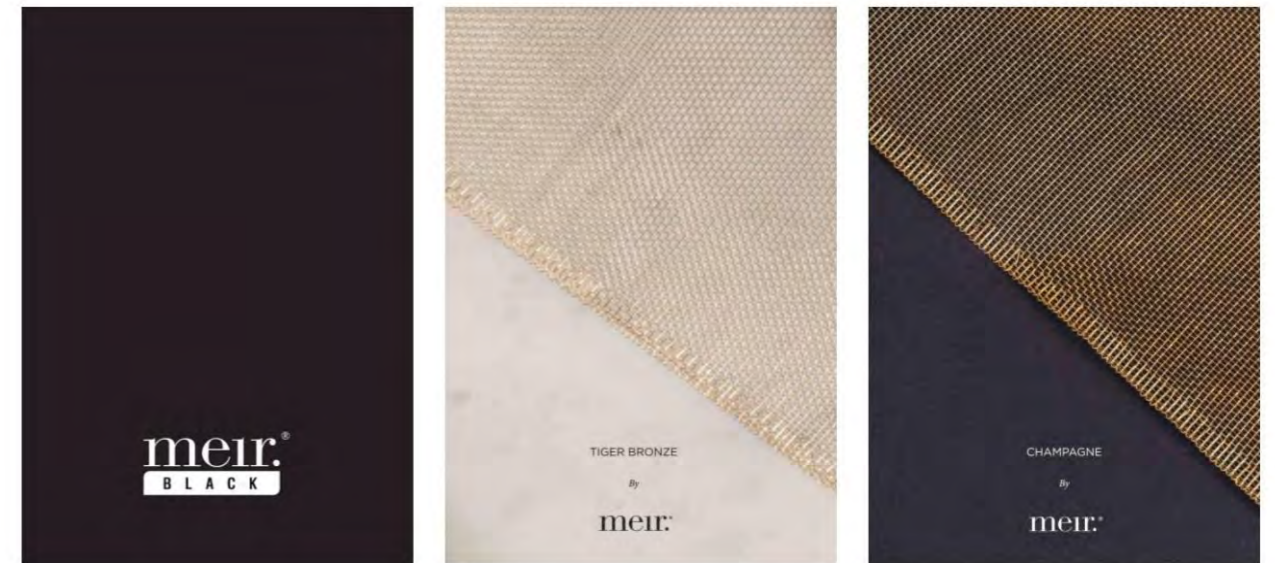
www.meirblack.co.nz

MARKETING

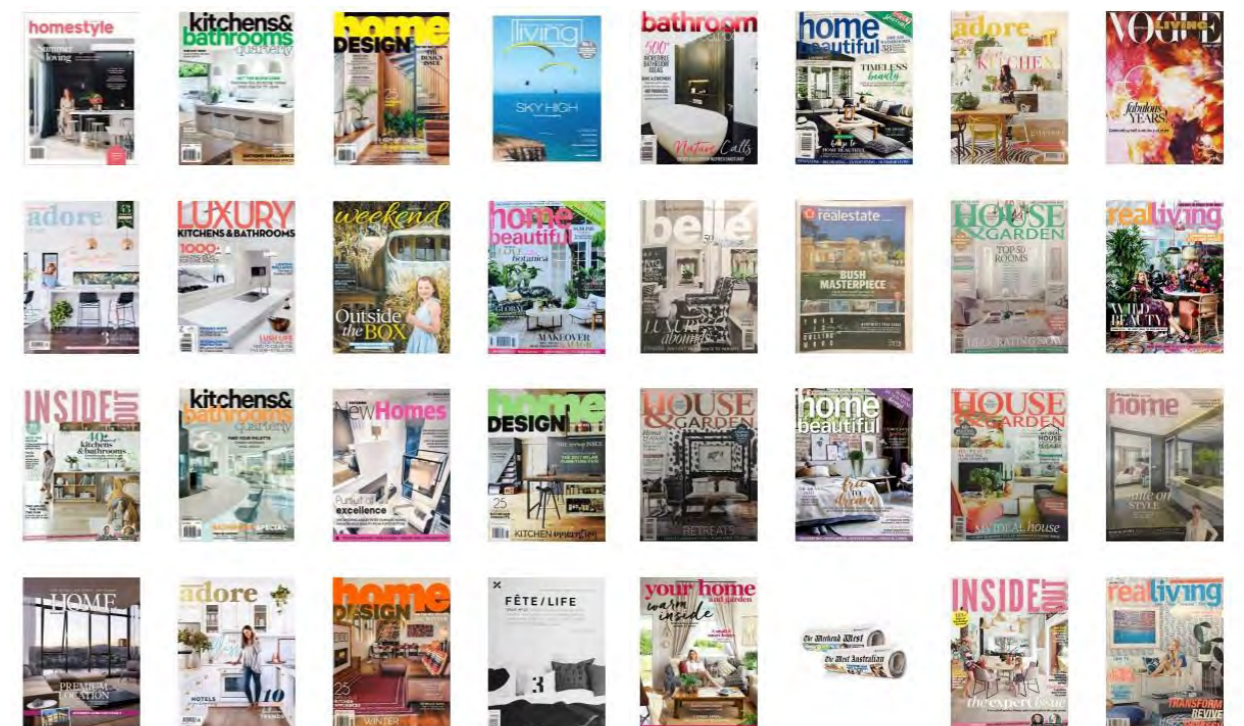
EXTENSIVE LIBRARY OF IN-SITU ASSETS INCLUDING VIDEO



CURRENT CATALOGUES



EDITORIALS IN 2017





PREMIUM DISPLAYS

We offer tailored display solutions to suit each client's showroom from wall-mounted display panels to free-standing units, in high-quality white, gray or wood-grain finish.



