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Subject: Theory of Organization

Topic: History of the Durex brand



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- ▶ 1915 - the year L. E. Jackson founded the London Rubber Company, selling condoms and hairdressing products
- ▶ **1929 London Rubber Company registers the Durex brand**
- ▶ 1950s Durex produces the first lubricated condom
- ▶ 1953 Durex is the first to test products electronically
- ▶ 1960s Durex launches the world's first anatomically shaped condom
- ▶ **1970s Durex was the first to promote condoms worldwide**
- ▶ **1990s Durex was the first to adopt international quality standards**
- ▶ 1995 Durex introduces a new range: condoms in different colours and flavours
- ▶ **1996 Durex is the first to launch a website. There are now Durex websites in 42 countries where the brand is present**
- ▶ 1997 Durex introduces Avanti non-latex condoms. They are made of a hypoallergenic material developed by Durex, a synthetic polyurethane that is softer and more elastic than natural latex
- ▶ 1997 Durex is the first to conduct a Global Survey and publish the results
- ▶ 2001 Durex introduces Pleasuremax®: condoms that guarantee pleasure for both partners. The world's first condom that combines a ribbed and dotted structure for maximum stimulation for both partners
- ▶ 2003 Durex launches Play® range of arousal gels
- ▶ **2009 Durex turns 80!**
- ▶ 2010 At the International AIDS Conference in Vienna, Durex supports the UN 'Condomdomize!' initiative and donates 220 000 condoms
- ▶ **2010 Reckitt Benckiser purchase of the Durex brand**

Durex is a trademark registered in **1929** by **L. E. Jackson of** barrier contraceptives and related products for safer sex, manufactured by the British company SSL International.

- ▶ Durex grew out of a very different business. In 1915 the company was called London Rubber Company and its main income was products for hairdressing salons. Importing and selling condoms was one of the company's additional businesses. However, having seen great potential here, Durex was formed in **1929**.
- ▶ Today, the company has a **35% share** of the condom market and works with over 150 countries.
- ▶ Many people mistakenly deciphered the name as "**Durable** Latex", whereas the name is derived from another, somewhat similar acronym: **Durability**, Reliability and Excellence.



Durex has become recognizable and almost an essential attribute of life in any developed society. The brand began to conduct annual global research on sexuality on Earth. It established and subsequently developed programs that promoted a safe and healthy kind of sex.

The company embarked on a very responsible and important mission of raising awareness around the world about the problems and dangers of **AIDS**, spending multimillions of dollars to do so.

In the world, Durex has become a kind of promoter of healthy sex, constantly bringing its innovations to people. Thanks to the excellent quality of its own products and consumers' association with safe intimacy, it still continues its ascent in markets around the world.



Principles of

Success:



- Responsibility. The brand always carefully checks its own products and has therefore become associated with completely safe sex;



- reliability, comfort and durability. These are the three leading principles that Durex rigorously adheres to in the production of its own products. That is why its products are trusted;




- innovation. The company never ceases to amaze its own customers with new developments that make sexual relations even more comfortable and enjoyable.



Brief information about the brand



- ▶ - the date of creation is **1915**;
- ▶ - The country of manufacture is Great Britain ; 
- ▶ - The company was the first manufacturer to offer lubricated condoms to consumers. It also began to produce condoms that were not made of latex;
- ▶ - In more than **40** countries, the company is the undisputed leader in the sale of products for safer sex;
- ▶ - Durex is deservedly considered #1 worldwide, with a **35** percent share of the four-billion-dollar (global) condom market.





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durex
extra large



durex
extra large

Thank you for your
attention!



I might not
have been
born!