



French manufacturer of food, coffee, bar and juice equipment

An SME business using The Hague System

# Santos : Made in France, exported worldwide



130 countries

*65 years of experience  
all around the world*  
*Une expérience enrichie  
depuis 65 ans à travers le monde*

**Spain**  
Gazpacho

**United States**  
Food coffee frappe

**France**  
Espresso

**Hong Kong**  
Carrot juice

**Morocco**  
Orange juice

**Brazil**  
caipirinha

**Australia**  
Coffee

**Santos world tour**  
Le tour du monde Santos

A Santos product for every need,  
everywhere in the world  
Un produit Santos pour chaque besoin,  
partout dans le monde



- 📎 ... All our products are **designed and assembled in Santos** headquarters in Lyon.
- 📎 Professional equipment : Worldwide **B to B Market** - 80% export – 130 Countries
- 📎 SME business – 50 people – 20M€ annual turnover – family owned

- Santos was **created in 1954** by André Fouquet, to provide **commercial electrical equipment** to bars, restaurants, hotels, coffee shops, juice bars...
- A worldwide trademark synonymous of **reliable and sturdy** products.

The trademark :



via **WIPO** since **1988 ! (Madrid treaty)**

## SANTOS ADVENTURE

**1954**  
The beginning

**1<sup>st</sup>**  
Trade show and 1<sup>st</sup> Advertisements

**80's**

**90's**

**20-00's**

**20-10's**

**Today**

**65 years of history**

**Aurelien & Nicolas Fouquet**  
join Santos



# Some of the Santos best sellers :



Citrus juicer  
« Classic » N°11



« Silence » Coffee grinders  
N°40A and 55



Juicers N°50 and 68



Blender N°62



Full Juice Bar Solution



## FOOD AND BEVERAGE SOLUTIONS PROVIDER



New!

# COMPACT BRUSHLESS BLENDER #66

Available  
from June 2021  
**Pre-order now!**



[www.blender66.fr](http://www.blender66.fr)



# Worldwide network and experience

- ✎ Santos is represented in more than 130 countries
- ✎ We participate in the most important tradeshows all over the world



Milan



Moscow



Dubai

Singapore



Chicago





# B to B Promotion :

- Tradeshows : Milano, Shanghai, Dubai, Chicago, Moscow, Singapour, Hong-Kong, and many others, directly by Santos or with his importers



**DUBAI**

- Professional press



**THE BRUSHLESS TECHNOLOGY**

- Long Lifetime
- Extremely Quiet
- Two-way rotation
- Excellent energy efficiency
- No maintenance

**BRUSHLESS BLENDER #62**  
The first brushless blender in the world

[www.santos.fr](http://www.santos.fr) - [santos@santos.fr](mailto:santos@santos.fr)

**SANTOS**



**INFATIGABLE**  
*depuis 1954*

**SIRHA - STAND 6A94**  
[www.santos.fr](http://www.santos.fr)

**SANTOS**



**SANTOS**

*The best ON Juicer*  
**THE MARKET**

**JUICE EXTRACTOR #68**

**YOUR JUICE PARTNER SINCE 1954**

*Come & see us*  
**NAFEM, ORLANDO**  
stand #4710

[www.santos.fr](http://www.santos.fr)



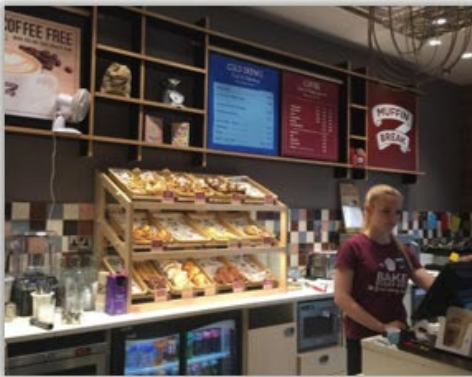


Ivory Coast April 2021

Our young sales team - Trip to Senegal end 2021



# Santos Juice bar solution in chains



**To work with bigger than you, better be protected by IP right**



# Our History of IP



1960's – The technicians want to protect their inventions !

Patents



1980's – The worldwide salesman want to protect the brand !

Trade Marks



2000's – The nice designed products have to be unique !

Designs

2020's – Exist in the globalization in front of big groups

Global IP



## Why do we use IP ?

- **A Strategy, an investment, which can be easy to use and cost effective even for SME businesses. A long time oriented asset.**
- **Protection of our inventions worldwide**

### We protect :

**New inventions  
= Technical  
Patents**



**Designs  
= Design  
Patents**



**Our Brand**



- 📎 Santos strategy :
  - 📎 10% of our annual turnover is invested in R&D
  - 📎 1 new product every 1 or 2 years (including restyling)
  - 📎 **Each new product has an Industrial Design patent**



**... because we want it to be unique !**

**Competitors having the same technology / performances, will at least have a different look !**

**A tool for “fair competition”**





## IP timing :

- **Protect the product before showing it**
- **Develop quickly the sales, and worldwide**
- **Decide about the international extensions before 6 months**

French patent office link to WIPO website for international Design :

### Le dessin ou modèle international

Par une demande unique auprès de l'Organisation mondiale de la propriété intellectuelle (OMPI), vous pouvez demander une protection dans un ou plusieurs pays membres de l'Arrangement de La Haye. Le dépôt se fait directement auprès de l'OMPI car l'INPI ne peut recevoir les dépôts internationaux. La demande internationale peut être déposée en français, en anglais ou en espagnol et donne lieu au paiement d'une taxe unique. L'enregistrement est publié en français, en anglais et en espagnol.

› Site de l'OMPI

<https://www.inpi.fr/fr/valoriser-vos-actifs/faire-vivre-votre-dessin-ou-modele/se-proteger-l-etranger>

## Our Juicer no 50 from 2002

Hague  
D058631  
Juice extractors  
2002-01-21  
*SANTOS (SOCIÉTÉ PAR ACTIONS SIMPLIFIÉE)*



**(81) Designated Contracting Parties**

**i** II. BX, CH, DE, GR, IT, MA



<https://www.wipo.int/designdb/en/index.jsp#>

## Our Juicer no 68 from 2014

Hague  
D083063  
1. Electric juicer  
2014-03-07  
*SANTOS (SOCIÉTÉ PAR ACTIONS SIMPLIFIÉE)*



**(81) Designated Contracting Parties**

**i** II. MA III. SG, TN, TR



<https://www.wipo.int/designdb/en/index.jsp#>

## Some examples of our Design portfolio (extract, global more than 300)

D 10L0130		BLENDER (MIXEUR) COMPLET	JAPON
DET 14L0035		CENTRIFUGEUSE ELECTRIQUE N°68	JAPON
DET 16L0350 JP		COLD PRESS JUICER N°65	JAPON
DET 14L0029		CENTRIFUGEUSE ELECTRIQUE N°68	EMIRATS ARABES
DET 16L0349		COLD PRESS JUICER N°65	EMIRATS ARABES
DET 14L0032		CENTRIFUGEUSE ELECTRIQUE N°68	INDE
DET 21L0107		BLENDER 66	INDE
DET 14L0039		CENTRIFUGEUSE ELECTRIQUE N°68	INDONESIE

Modèles - 362



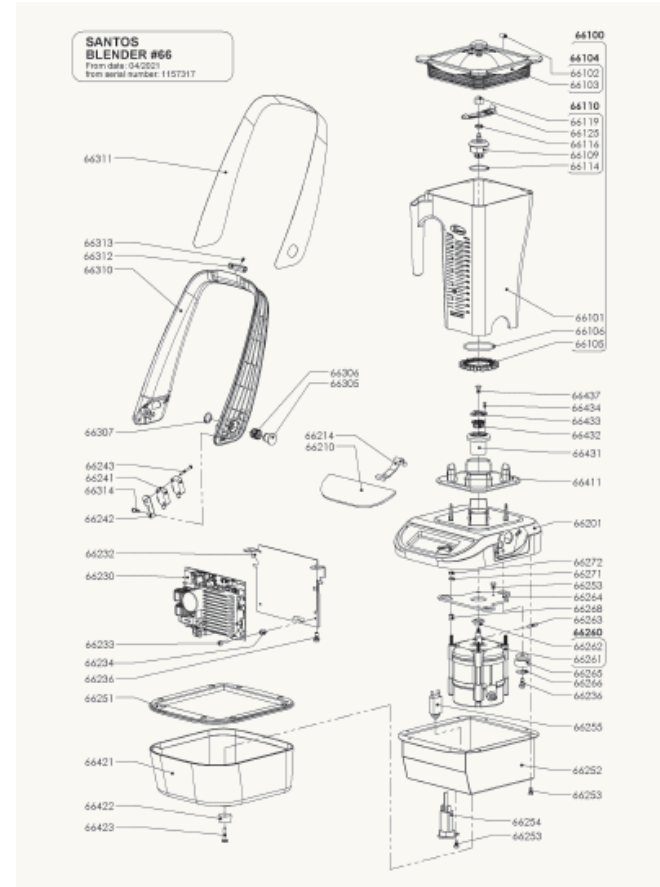
# Industrial Designs - The Hague System

- ✍ We file in via our **Patent Attorney**, for global IP Strategy (Patents, Designs, Brands)
- ✍ Be one step further, **protect the investments**, keep the market monopole
- ✍ Protecting the business of our **distributors** worldwide (a sales tool), they ask us to fight against unfair competition. Our market is their market.
- ✍ Industrial Designs are **very dissuasive** :
  - ✍ Very often used for **letters of formal notice** (With our international **Lawyers**)
  - ✍ (Hopefully) No trial in our history (trials only occurred on technical patents)
  
- ✍ “Copyrights” is not strong enough worldwide? It is the last solution for very old products (more than 20 years), and only against purely servile counterfeits



- Example on the new Blender no66 : Exploded view showing all spare parts is already available freely

Brand



Technical patent

Model

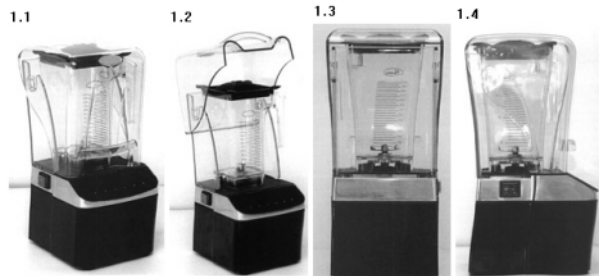
📎 Example on the Blender no62 :

**Current Status**

Registration under 1999 Act	
(11) International Registration Number	DM/073 524
(15) Date of the international registration	14.04.2010
(18) Expected expiration date of the registration/renewal	14.04.2020
(22) Filing date	14.04.2010
(73) Name and address of the holder(s)	SANTOS (SOCIÉTÉ PAR ACTIONS SIMPLIFIÉE) 140-150, avenue Roger Salengro, F-69120 VAULX-EN-VELIN (FR)

**(81) Designated Contracting Parties**

📍 II. MA III. SG, TR



<http://www.wipo.int/designdb/hague/en/>



# When you are copied, it may be the price of success... ... or it is too late...

 Peut-on avoir raison de la contrefaçon ?

3 – Les victoires de SANTOS dans la lutte contre la contrefaçon



VRAI      FAUX      FAUX      FAUX



One slide from the presentation to the French Authorities made by Nicolas FOUQUET, SANTOS, in 2010, about the fight against counterfeits

## Better prevent by filing...

**SMEs, Startups from small countries, let your innovations conquer the world !  
= a positive globalization**

**Thank you for your attention**

**Nicolas FOUQUET**  
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