



Diane Products' planoguide



## Fromm International's Diane Products

Although the word “sundries” literally means “various items not important enough to be mentioned individually,” according to the Compact Oxford English Dictionary, many in the beauty industry use the term to label any product that doesn’t wash down the drain. While the category helps to classify some odds and ends, like hair nets and bob pins, it’s a misnomer for other salon sundries, from combs and brushes to shears and color accessories.

“[Sundries] are essential, not only to professional hairdressers, but to consumers,” said Kevin Johnson, president of Fromm International, a leading manufacturer of professional beauty products. “Combs and brushes, for example, are a really important part of the daily grooming process. Instead of calling these things ‘sundries,’ the real word that should be used is ‘essentials.’”

For the past 100 years, Fromm International has specialized in making top-quality essentials for the beauty industry. Though it started as the Illinois Razor Strop Company in 1907, this third-generation, family-owned company has increased its footprint in the beauty industry through a series of acquisitions over the past 40 years, including Fromm Cutlery, Jaguar of Germany scissor brand, André salon apparel, Mebco Double Dipped Combs and Diane Products, as well as securing the U.S. distribution rights for Solis Hair Dryers.

To discover the latest trends in sundries and to find out tips for how retailers can quickly move these essential beauty supplies, *OTC Beauty Magazine* chatted with Johnson about Fromm International’s Diane Products brand.



Kevin Johnson,  
president of Fromm International

### A Staple in the Multicultural Market

Known for its Princess Diane Shears, Diane Products, which introduced a men’s line of brushes, combs and blades in the early 1970s, was one of the first companies to organize those products for distribution in the ethnic markets. When Fromm International acquired the Diane brand in 2004, it used the transition to update the product line’s packaging and expand the brand’s offerings, adding a wider array of combs and brushes and introducing a line of color accessories, as well as an assortment of foot files, hair donuts and doodles.

And the strategy is working. Over the past three years, Fromm International has seen a 30% increase in sales of its Diane brand in the multicultural market, and the addition of several products that are more appropriate for Caucasian hair has allowed it to establish a stronger presence in mainstream retail outlets as well.

Currently, Diane’s product lines continue to speak to the needs and tastes of the multicultural market. For instance, its popular line of club and palm brushes, which feature 100% boar bristle and a durable wood finish, remain a staple in

### Fromm International's Diane Essentials

1919 Stanley St.  
Northbrook, IL 60062  
800-323-4252  
www.frommonline.com

#### Top 3 Products:

- D8167 Men's Palm Brush
- D40 Thick Rat Tail Comb
- D22B Shaper Blades

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## MANUFACTURER PROFILE

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the homes of many African American men. Plus, Diane's assortment of round brushes includes numerous gold metal brushes, which not only help people style their hair using heat, but also continue to be a popular color choice in the African American market.

Unlike men, African American women tend to rely on combs for the majority of their hair-styling needs, and Diane offers a comb for every hair type, whether it's long or short, curly or straight, coarse or fine. Diane's combs are made out of an ABS virgin-type plastic material, which holds up better against the chemicals used in hair than a comb made out of a recycled material. In addition, Diane Products offers a line of ionic combs, which reduce frizziness by helping to control the static electricity generated during hairstyling.

While consumers may need to own only a couple of combs to meet their hair's unique styling needs, professional must have a variety of tools at their disposal to tackle the wide range of hair textures they encounter daily. Diane's convenient 10-pack assorted comb kit offers professionals the widths and diversity of combs that they need, from cutting and styling combs to rat-tail combs for use in color to pick-and-lift combs.

### Hot Products

But Diane's product lines go far beyond combs and brushes, and Fromm International continually adds new items to the mix to keep up with the latest trends in hair care. For instance, hair-color sales continue to grow, and OTC stores need to make sure that they maintain a diverse selection of color accessories for both professionals and home hairdressers to keep up with the demand, from pre-cut foil and tint brushes to timers and tipping caps.

Plus, updos are gaining popularity, which Johnson attributes in part to the introduction of a new hair donut made out of a more versatile material than the traditional foam. "We developed a mesh nylon material, and it's formed in the shape of a hair donut; a very long, straight doodle; or a small puff," Johnson said. "One of the main advantages of this material is that it has a really good memory, and you can slide the pins right into it. It makes it really easy to work with, for home use or salon use, to create some really interesting, fun and upbeat updos."

### Moving the Merchandise

In addition to manufacturing the products,

Fromm International works closely with beauty supply retailers to help them merchandise their selection of beauty essentials in a way that will help each OTC store move the items quickly, while enabling them to buy the mix of products that best matches their target customers' specific needs.

Retailers can boost their bottom line with a little creative merchandising. For instance, selling low-cost combs in groups of three or four for a dollar encourages consumer to grab a few extras to have on hand. While grouping all of the combs together may encourage your customers to pick up an extra style when they're browsing, cross-merchandising the nicer, single-packed combs with other products—putting a few rat-tail combs with the haircolor or shelving styling combs alongside the scissors—will increase your chances of triggering an impulse buy.

"We designed the packaging so it fits on pegs and maximizes shelf space," Johnson said. "We do planoguides for customers so that all the essential items can be organized within the space that the retailers have available. With the right selection and the right package presentation, their customers will come to recognize that they can always get those products there—they're easy to find, and they're in stock."

"Our pricing structure allows OTC stores to turn their inventory more quickly," Johnson continued. "We have a tiered pricing program, which allows stronger margins. We're not asking the OTC store to purchase the quantity to get a tiered price, but the right amount. For example, we have 10 different sizes of magnetic rollers. In our program, we allow retailers to mix and match all sizes to get to the best price, as opposed to other manufacturers that will make them buy a large number of each roller size to get the better price. This idea of mix and match amongst the families of products allows the OTC to carry less inventory at the better price and to turn it more quickly."

By buying only what you need when you need it, you can create a healthier cash flow and operate your beauty supply store more profitably. And by routinely stocking the essential products relied on by professional stylists and consumers alike, you not only boost your chances of generating an add-on sale, but you also give your customers a reason to return to your store whenever they need to pick up a few sundries for their hair care needs. It's an easy way to stay in the black. JM

## Professional Beauty Products by Diane Products Inc.

### Brushes

Bristles, brush shape and handle style are personal choices for stylists and consumers. Diane's extensive selection of brushes offer something for everyone, from boar and nylon bristles to paddle, vent, thermal and wig style to wood, cushion, foam and comfort grip handles.

### Color Accessories

Colorists need the best tinting caps, dye brushes, foil, bowls, timers, gloves and towels to get perfect results every time. Salon Elements ColorSafe towels, available in black or white, can be washed with bleach to maintain like-new color and softness.

### Combs

Styling, rat tail, pin tail, pik—Diane uses everything from aluminum and plastic to ionic and heat-resistant materials to manufacture the must-have combs of stylists and consumers alike.

### Cutting Tools

Whether they're offset, barber-cut, thinning or texturing, Diane's quality shears can be sharpened 10-15 times before stylists need to purchase a new pair. But it's not a do-it-yourself repair. Shears won't cut if the cutting edges don't come together consistently, so advise your customers to send dull scissors to a trained technician for sharpening.

### Electrical

Diane's line of diffusers, nozzles, pics and adapters gives professionals the versatility they desire when using their hair dryers as styling tools.

### Hair Apparel

Conveniently and economically packaged, Diane's wave nets, triangle nets and nylon hair nets come in many colors.

### Manicure & Pedicure

From European foot files to German corn and callus tools and cuticle nippers, Diane's manicure and pedicure products shape, shorten, smooth and buff superlatively.

### Manikins & Wig Supplies

What would stylists do without manikin heads for training? Diane manikin heads are all made with 100% human hair and come with or without the block holder. Diane wig clips, wig brushes and wig blocks are key, quality accessories for styling wigs.

### Pins & Clips

Both professionals and consumers know the difference between good pins and the rest. For instance, Diane French hair pins have high tension and rounded tips. Diane also offers ball tipped hair pins, and Diane bob pins come in assorted colors and sizes.

### Rods & Rollers

Diane's rods & rollers are available in dozens of styles and sizes, from traditional favorites to new shapes for contemporary texture.

### Salon Essentials

From doodles and donuts to mirrors and neck dusters, these everyday tools are organized in an attractive set that offers the best selection, value and quality available.

### Skin & Face

Diane's new Bump Solutions reduces redness from shaving and waxing and destroys problem-causing bacteria with soothing salicylic acid while moisturizing the skin and helping to prevent ingrown hairs.

