



Fresh drinks
Boissons fraîches

Food preparation
Préparation culinaire

Coffee
Café

French manufacturer of commercial electrical equipment for juice bars, snacking, coffee shops, hotels, bars, restaurants...

handmade
IN FRANCE

100% HANDMADE IN FRANCE 



- 📎 ... All our products are **designed and assembled in Santos** headquarters in Lyon.
- 📎 Professional equipment : Worldwide **B to B Market** - 80% export – 130 Countries

- ✍ 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 !)



Some Santos best sellers :



Citrus juicer
« Classic » N°11



« Silence » Coffee grinders
N°40A and 55



Juicers N°50 and 68



Full Juice Bar Solution





New product : NUTRISANTOS N°65



- ✓ **Commercial appliance:** Aluminum body and **stainless steel food zone**. Reliable induction motor.
- ✓ **Patented slow juicing system:** Slow extraction of juice preserving **nutrients, enzymes, minerals and vitamins**. Minimizing juice separation and oxidation.
- ✓ **A new way of juicing:** Set your **speed** and your **filtration size** to get the juice you want
- ✓ **Fresh raw juice:** made on-demand, in front of the customer.
- ✓ **Cost effective:** Extracts the maximum juice (**excellent yield**).
- ✓ **Easy to use:** **XL chute** (ø79,5 mm). Removable pusher and juicing system for an easy cleaning.

Always on top of trends

NUTRITION





Worldwide network & Experience

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



MILAN



SINGAPOUR



DUBAI



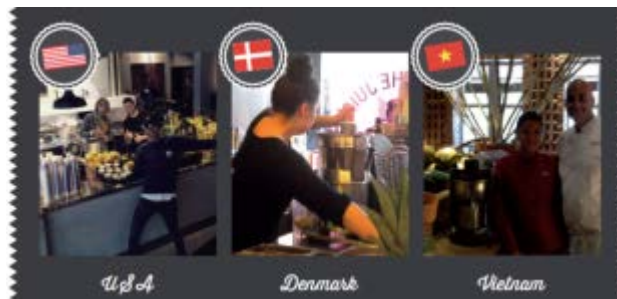
CHICAGO



MOSCOU



Santos products are all around the world!



... our users are our best Ambassadors



try it & you'll adopt it !



THEY PUT THEIR TRUST IN US...





Santos juice bar solution in chains

.....
A FEW EXAMPLES...



Industrial Designs - The Hague System

- 📎 Via our Patent Attorney
- 📎 Be one step further, **protect the investments**, keep the market monopole
- 📎 Industrial Designs are **very dissuasive** :
 - 📎 Very often used for letters of formal notice
 - 📎 No trial in our history (trials only occurred on technical patents)



No.	Pub. No.	Pub. Date	IPC Class.	IPC Class.	IPC Class.	IPC Class.	IPC Class.	IPC Class.	IPC Class.	IPC Class.	IPC Class.	IPC Class.
1	100011	2019-09-12	JPH	SANTOS	2019-09-12	21-00	JP 06343	Electric nut press machine	JP			
2	007958	2017-06-22	UK	SANTOS	2017-06-22	21-00	UK 2017 0001	Electric nut press machine	UK			
3	04992076	2016-04-15	FR	SANTOS	2016-04-15	21-00	FR 2992076	Electric nut press machine	JP/AR/US/UK			
4	100010881	2019-09-08	DK	SANTOS	2019-09-08	21-00	DK 30010881	FLAT PRESSURE JUB	DK			
5	14627	2012-11-29	CA	SANTOS	2012-11-29		CA 001 4627	MACHINE À CAPIE	CA			
6	10396	2011-03-22	CA	SANTOS	2011-03-22		CA 001 0396	MACHINE À CAPIE	CA			
7	10234	2009-11-05	CA	SANTOS	2009-11-05		CA 001 0234	MACHINE À CAPIE	CA			
8	10398	2009-08-11	CA	SANTOS	2009-08-11		CA 001 0398	MACHINE À CAPIE	CA			
9	10481	2009-08-27	CA	SANTOS	2009-08-27		CA 001 0481	MACHINE À CAPIE	CA			



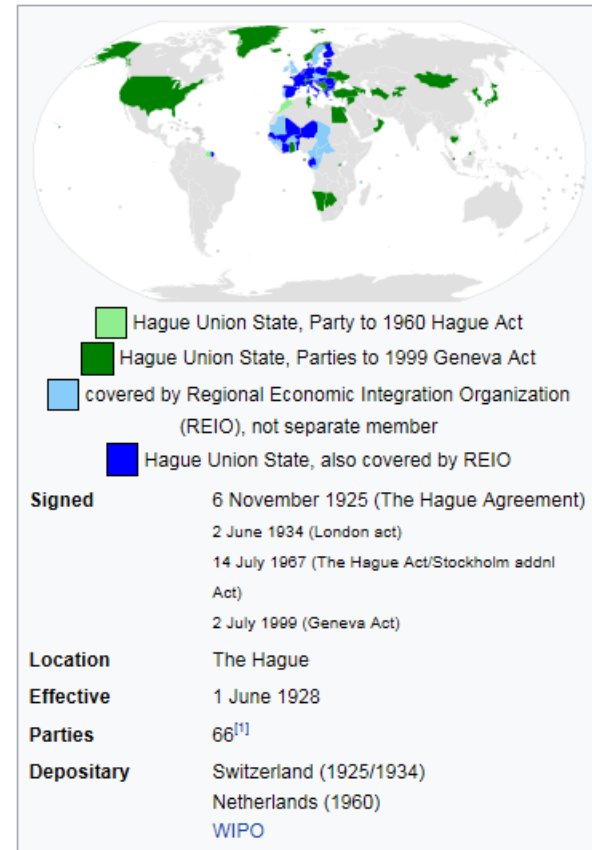
Industrial Designs - The Hague System

- ✍ Advantages of The Hague System :
 - ✍ Better **cost efficiency** / budgets
 - ✍ Easier and centralized **portfolio management**

- ✍ High interest for **new members** in the system (Japan, South Korea, USA...)

... for a «worldwide » protection of our products

Hague Agreement Concerning the International Deposit of Industrial Designs



Source : Wikipedia : https://en.wikipedia.org/wiki/Hague_Agreement_Concerning_the_International_Deposit_of_Industrial_Designs

Despite the guidance on WIPO website, it's hard to avoid extra costs

(http://www.wipo.int/export/sites/www/hague/en/how_to/pdf/guidance.pdf)

hatching, etc. in the representation.
¹² Where the United States of America is designated, it should be noted that sometimes shading or hatching or other lines may be self-explanatory and sometimes shading or hatching or other lines will need further explanation for the design to be fully disclosed and understood.

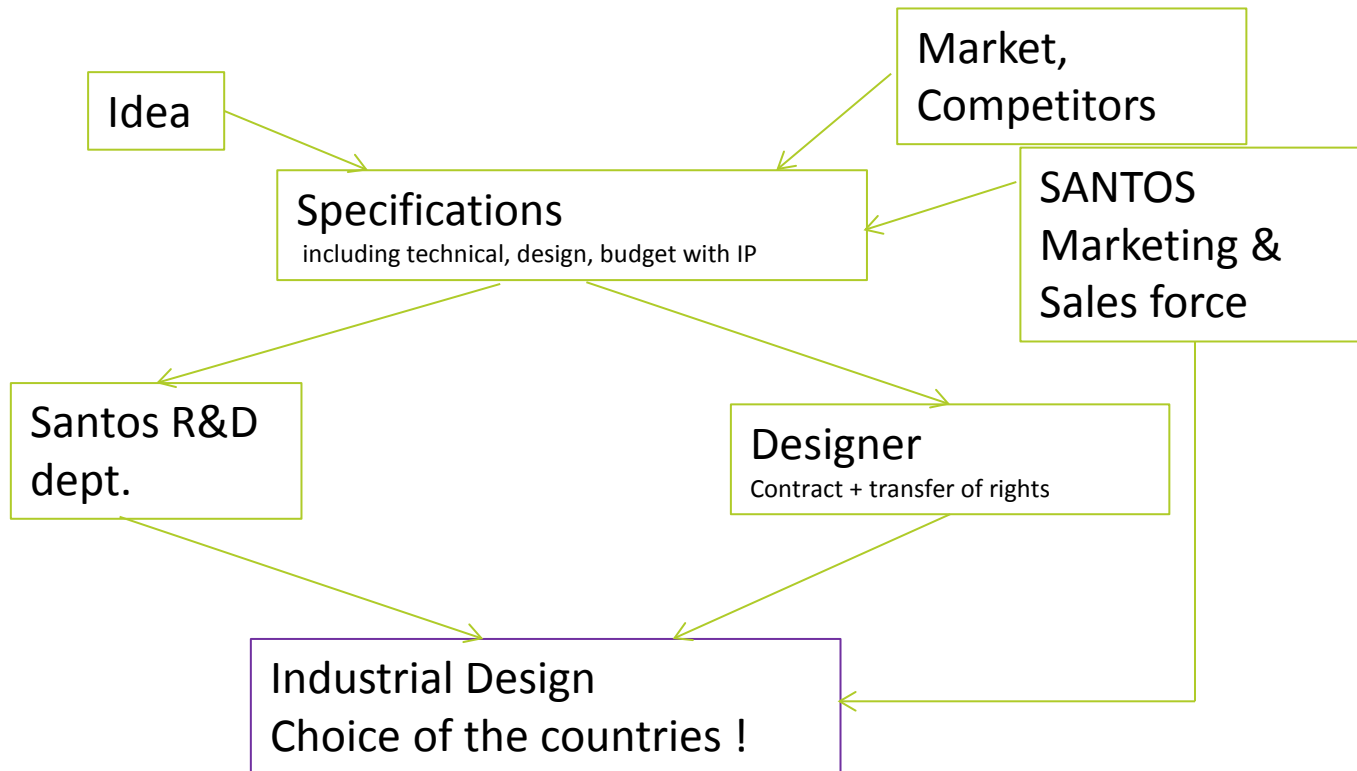
	1. Electric juicer	MA,SG,TN,TR	1		
US.D07-665	Juice extractor		US	1	

- 📎 Official letter + answer → extra cost of 1000 to 1500 \$ for the USA ?
- 📎 This could be a too high extra cost for SME or smaller businesses ? What about startups ?
- 📎 Major actors shall join The Hague System : China, Russia ?



R&D Budget – IP Budget

- ✍ 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**





IP = Dissuasion

📌 Example on the Blender :

Current Status

MA,SG,TR

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

<http://www.wipo.int/d/esigndb/hague/en/>



Blender

US D637862 S1

RÉSUMÉ disponible en

IMAGES (6)



Numéro de publication	USD637862 S1
Type de publication	Octroi
Numéro de demande	US 29355 799
Date de publication	17 mai 2011
Date de dépôt	15 avr. 2010
Date de priorité (1)	15 oct. 2009
Autre référence de publication	CA135086S
Inventeurs	Nicolas Fooquet
Cessionnaire d'origine	Santos
Exporter la citation	BIBTeX, EndNote, RefMan
Révisé par (7), Classifications (3)	
Liens externes: USPTO, Cession USPTO, Espacenet	

DESCRIPTION

FIG. 1 is front view showing the new design of a blender according to the

REVENDICATIONS (1)

1. The ornamental design for a blender, as shown and described.

<http://google.es/patents/USD637862>





Thank you for your attention