

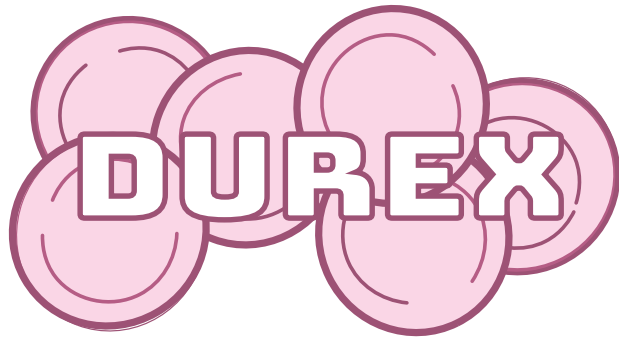


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**D**urex, is derived from the three words, "*Durability, Reliability and Excellence.*" This iconic Condom brand was founded in 1915 in London, Great Britain. It is a large internationally recognized brand, so it has offices all over the world. To name a couple, It's US headquarters is located in New Jersey and in the UK, Slough, England. In its early years it manufactured its product in the UK, however, since 2007 it has moved to China, India and Thailand. It is #2 in the US to Trojan, however it dominates the European market. Its other notable competitors are Lifestyles SKYNS, Astroglides lube, Cupid's female condom and Kimono microthin condoms.

**D**urex's portrayal in the USA is, "REAL GOOD SEX FOR ALL," which makes the company appear to be supportive of all lifestyles and also emphasizes the importance of enjoyable sex. Interestingly enough in China Durex appears to take a more discrete approach to their brand because the topic of sex is less open.



**T**o end on an interesting note: Durex was the first condom company to develop and use the electronic test. This test set an international standard that a condom must be able to hold 18L of water; a Durex condom can hold up to 40L without compromising the rubber.