

## Market

The company Abc interijer is 100 percent privately owned and as such is aiming at constant growth and development.

As much as 78 percent of total turnover realized by Abc interijer on the territory of the Republic of Croatia pertains to the distribution of sanitary equipment while the remaining 22 percent pertains to the construction activity.

For the needs of its basic activity, the company has 46 full-time employees and, depending on extra business activity, it employs some 80 more workers by agency.

## Achievements

Ever since 2003, Abc interijer has been the proud holder of the "Zlatna kruna" award.

Each year, it is presented on the well-known Zagreb Fair demonstrating the items from its range of products to Croatian citizens. Its presentation has been awarded several times the title of the best exhibition stand. Since 2008, it has been a proud holder of the ISO:9001 and ISO:14001 certificates and since 2009, it has also been a holder of the prestigious Superbrands title for the Republic of Croatia. The company holds the said certificates both for its range of products as well as for the very production of exclusive tailor-made furniture. By constantly maintaining integrated systems and improving the level of its business, Abc interijer strives to surpass its existing market competitors.

Having received international acknowledgements from foreign companies, Abc interijer is recognized for its high level of business excellence and fairness of its overall undertaking.

Throughout 2009, it has excelled in innovative management leadership and did not succumb to the aggressive world-wide crisis. A new sales centre opened in Ambienta, new workers were employed in the marketing area and on-site, and the basic logistic centre in Dubrava was modernized as well.

## History

Established in 1991, Abc interijer has been present on our market for as long as 19 years and recognized by many domestic and foreign companies as an exceptionally reliable partner.

Under constant active leadership of Boris Blažević, BSc Arch, the first showroom of sanitary equipment



and ceramics opened in the Zagreb Fair in 1991. The showroom's basic purpose was to present the products to a small circle of known clients at a high-service level. Thereat, the innovative method of presentation soon made the showroom a widely known and mandatory destination of every potential customer from Zagreb and its suburbs who wished to arrange his or her private or public area.

The showroom's surface initially covered some mere 80 square meters but, in the following years, it spread onto 800 square meters and thus was able to present Zagreb with the largest number of world-known producers in one place.

Since 1997, it has been organizing the opening of own smaller sales centres throughout the Republic of Croatia, made them independent and subsequently detached some of them as franchise partners.

In 2003, it opened its first salesroom on 1,200 m<sup>2</sup> in the business complex in Zavrtnica, with the aim to cover the central and eastern part of Zagreb. In 2007, it extended its above-mentioned showroom onto a

respectable surface of 3,600 m<sup>2</sup>.

In 2006, it opened its first logistic centre in the very centre of Dubrava, thus approaching its products and services to the end users.

In 2002, besides its primary business activity, Abc also opened the construction department which has built and equipped over 1,000 apartments / suites until the present day on the territory of the entire Republic of Croatia. In the said domain, Abc interijer no longer acts only as the supplier and contractor but also as an independent investor.

In 2008, because of the need for expansion, Abc interijer moved its showroom from the Zagreb Fair into the AMBIENTA department store next to the newly built business and shopping centre Avenue Mall where it now exhibits its products on over 1,800 contemporarily arranged square meters.

In 2009, it opened a separate marketing department which was primarily intended to provide constant creativity and promotion of own products on the entire market of the Republic of Croatia.





## Product

Abc interijer is one of the leading regional companies which basic activity is the distribution of sanitary equipment and ceramics, both for indoor and outdoor areas.

Ever since 1994, Abc interijer has been encouraging and participating in the organization of production plants for furniture production and distribution on the territory of the Republic of Croatia.

Since 2004, Abc interijer officially added the furniture production programmes, created in the designer department of Abc interijer and placed both on the Croatian and the European market, onto its list of additional services. Quality, design and innovation of the said items were also recognized upon the introduction of the very ISO certificates and on that occasion, these were implemented into the overall production range.

Constant changes in the global trends, interior design and equipment are monitored and analyzed on a daily basis and that is how Abc interijer is able to provide us with up-to-date information and products ranging from those by the most renowned world producers to those with prices anyone can afford. Some of the renowned brands are: APARICI, APOLLO, AQUALLUX, AZTECA CERAMICA, BRANCHETTI, CATALANO, CERAMICA DOLOMITE, CERIM, DEL CONCA, DURAVIT, FANTINI, FAP CERAMICHE, FLAMINIA, FLOOR, GRES, GEBERIT, GESSI, GLAMOX, GROHE, HANSA, HANS-GROHE, HATRIA, HIDRA, INDA, IMOLA, ITC CERAMICA, JACUZZI KERAMAG, KERSTONE, KLUJDI KOLPA-SAN, LAUFEN, MEBLO, MEGIUS, NEA, PAFONNI, POZZI-GINORI, RAGNO, REFIN CERAMICHE, REX, SICHENIA, VILLEROY & BOCH, ZUCCHETTI.

As an authorized agent and distributor of more than 60 renowned world producers and owing to its developed logistics, Abc is able to cover the needs of the entire Republic of Croatia.

Following the development of the construction department, Abc interijer has also been placing a larger number of residential areas, urban villas, apartments and suites on the market of the entire Republic of Croatia.

## Recent Developments

By constant professional orientation, Abc interijer's management is working on reinforcing its position on the domestic market. Its efforts show the desire to

develop further distribution onto the foreign markets of the countries such as Italy, Slovenia, Hungary and Serbia. Owing to its constant investments into informatisation, it exceeds in innovative IT technologies in the area of its web portal where it has been providing its wholesale partners a simple overview of the overall repertory and realization of orders via the internet since April 2009. In such manner, Abc interijer's partners are provided insight into the reserves as well as into the very orders and reservations regardless of the working hours of the Abc's employees.

As an example, Abc interijer has been offering the possibility of individual method of choosing equipment to each client as well the virtual implementation of that equipment in 3D programmes, with the possibility of visualizing the buyer's future area. Complete project documentation can be drafted for each client which minimizes the possibility of mistakes both upon making orders and the very installation of the chosen products.

Since November 2008, Abc interijer has been offering its clients the possibility of installation of all purchased products.

By opening the logistic centre in Dubrava, Abc interijer laid down a good basis for opening its new showroom in the eastern part of Zagreb.

In 2009, at the famous Cersaie Fair in Bologna, in cooperation with the Italian partner Hidra, Abc exhibited its line of products of sanitary ceramics and thus also presented it on the international market. The very creation of the said line of products, designed by famous Italian designers, lasted for more than a year.

The above said exhibition established Abc interijer as not only a reliable distributor of renowned producers in the Republic of Croatia but also as a very high-quality producer of sanitary ceramics.

## Promotion

Everyone remembers the old "Every morning I wake up at 7 and tap my way barefoot over the tiles to the toilet". This jingle was played way back in 1992 on the Zagreb radio stations and its funny lyrics brought early morning smiles on the faces of the people of Zagreb and its suburbs. Until today, Abc interijer has grown to become a serious company which is investing more and more resources year after year into marketing campaigns. Thus, today, Abc is being advertised in more than 16 specialized magazines, 7 radio stations, on the national and local TV networks and on over 160 billboards throughout Croatia. These are not the usual

marketing investments and this is proved by Abc's constant investment into the intellectual development of young and professional people for which it organizes regular visits to international fairs and factories, as well as numerous lectures and professional trainings.

So, for example, in 2009, it took the students of the Faculty of Architecture in Zagreb to several factories in Italy, organized professional training for them, as well as necessary work material, etc. Its socially responsible behaviour is also proved by the introduction of the ISO 14001 certificate, that is, special care for environment protection through the entire business process.

Besides the above, Abc also excels in constant training of its employees as well as donations and sponsorships in the domain of sports (basketball and rugby clubs).

## Brand Values

The very value of the Abc interijer brand has been created over almost 20 years of hard, but primarily fair work. This is evidenced by more than 130 regular foreign and more than 600,000 domestic partners and customers achieved until today. Abc has been known for a long time as a desirable business partner which, even at the time of crisis, continues to expand its own business, present new furniture product lines and expand the interest for producing sanitary elements.

[www.abc-interijer.hr](http://www.abc-interijer.hr)



THINGS YOU DIDN'T KNOW ABOUT...

## Abc interijer

- Abc interijer sells more than 170,000 m<sup>2</sup> of tiles a year. With this amount, the entire city of Rijeka can be tiled almost 4 times.
- Abc was the first in Croatia to open up a sanitary equipment web shop (back in 2005).
- In the crisis year of 2009, Abc interijer presented itself in cooperation with Hidra-ceramiche at the Italian CERSAIE Fair in Bologna and thus spread its distribution outside the borders of the Republic of Croatia even when Croatian economy was undergoing its most difficult stages.

