

# INTERIJER CENTAR SOLIDUM



## Market

Solidum, centre for interior design, was formally opened on 15 May 2004 in the presence of the President of Croatia, Stjepan Mešić, and numerous other distinguished guests. With over 40,000 m<sup>2</sup> on two floors, it is the largest interior design furnishing store in Croatia and it offers the widest range of well-known brands in furniture and equipment on the Croatian market. Nowhere in Croatia can you find such a complete offer – represented by the most respected and well-known brands for interior and exterior design in the world. It is well known that more and more people are deciding to shop at large retail stores where they can find everything they need on one location, and this is precisely the advantage Solidum Centre has over other stores – an unbelievable selection that satisfies every customer's needs.

## Achievements

Quality and superior design are the main characteristics of Solidum products. A testament to this is the International Award for Excellence in Products & Services, which they received in 2007, and represents Croatia's entrance into the international market in the leading business sector. The award was founded by the

Editorial Office publishing house from Madrid in cooperation with The Trade Leaders' Club, to award companies whose products and services over the years deserve recognition for their excellence.

The 18<sup>th</sup> World award for product excellence and service, also known as the New Millennium Award, was given out on 19 November 2007 in Madrid. Solidum received the prestigious award, while the company's director, Željko Žužić received special recognition and was awarded The Golden Medal for Global Quality Management.

Director and founder, Željko Žužić thus became an example of a successful and modern entrepreneur who has achieved exceptional results, and has contributed to the development of the Croatian economy. As the word spread of the company's quality in doing business, Željko Žužić has achieved impressive results in export, as well as in the wood industry branch in Croatia. According to the Croatian Chamber of Commerce, Solidum has, in the past eight years, become one of the most high-ranking companies in the export of wood industry products.

With a clear strategy for development, competent leadership, motivated and professional staff, Solidum plans further development and intends to accomplish its mission: to affirm its quality of doing business at the

highest level, to broaden the production of wood and to reposition the wood industry in the Croatian economic framework, and to confirm its quality on foreign markets.

## History

Solidum Group is a project founded by owner Željko Žužić, whose futuristic vision has enabled the development of the company from a small factory operation to a leading company in flooring and veneering. The first production plant, under the name Solidum, was established on 1 September 1990. Today, the company employs over 400 workers.

Solidum is mainly occupied with wood processing the production of flooring and veneers. Production takes place at two separate production plants on two separate locations. The first is in Velika Gorica where veneer is produced, along with regular parquets: laminate flooring, LISTONCINO AND LISTONI PARQUETS. The other factory is in Petrinja (Finel), where cut veneer is produced along with double-layered industrial parquets. The production assortment offers several types of wood: oak, maple, beech, cherry, pear, walnut, but also more exotic wood like the African iroko, doussie, the Indonesian teak and wenge. An interesting fact is also that the products are exclusively Croatian and are almost



completely intended only for export. Such instances are rare and definitely deserve praise.

Solidum's wood industry is concentrated on foreign markets and exports 99 percent of its production, while placing most of its products on markets in Italy, Spain, England, Portugal, Switzerland, Austria, countries of the Benelux, America and Morocco and is cooperating with the most successful companies abroad, with which it has long-term business contracts.

Successful business has resulted in the purchase of the former bankrupt Marko Šavrić factory, on which Solidum interior centre was founded, and is an integral part of the Solidum Group.

## Product

Everyone that has at least once furnished their home knows how much effort and time is needed to find adequate furniture which has to suffice numerous criteria – from the way it looks, its quality and functionality, to the price. All this must properly be put into context as a whole, along with every detail; from lighting, carpeting, drapes and decor, to pictures and fine decoration – because only when all these things are put together, does the home reflect our character and makes us feel comfortable.

Today's busy life offers little time to choose these very important things that greatly contribute to the quality of our lives. Solidum centre's greatest asset is precisely "time saving" – a wide selection of everything you need for your home at a single location. And so, their offer is intended to satisfy every need, style and criteria. Eighty exhibits at the Solidum centre truly present an extensive and impressive collection, which is mostly of medium or high quality from around the world. Living rooms, bedrooms, children's rooms, dining rooms and kitchens; upholstered furniture, kitchen, bathroom and home appliances, lighting and different kinds of flooring such as parquet, laminates and tiles – can all be found at the Solidum centre. Those looking for something more can have furniture made according to specific dimensions that will suit their homes, as well as furniture from exotic parts of the world – not to mention world famous designer brands from which to choose from. Moreover, they offer a rich selection of bathroom furniture, wall covering, decoration, drapes, as well as kitchenware and all kinds of home accessories.

The Solidum centre, along with everything else, is a modern upmarket location where world famous market brands can be found, such as Scavolini, Veneta cuine, Rolf Benz, Roberty-Himmola, Selva, Kler; but also domestic brands which are also world-class brands. Along with the mentioned wide selection and rich offer; a great advantage of Solidum is precisely the atmosphere where experience, different opinions, designer ideas, practical and artistic solutions for interiors and exteriors are exchanged.

## Recent Developments

Proof of Solidum's aim of constant development and improvement is its continuous drive towards innovation, and its intention of bringing world famous brands to the



Croatian capital. Solidum understands the importance of its clients and takes into consideration their profile and generation differences, while always placing them first. And that is why the Solidum centre, through companies that share its space every day, aims to further enhance its offer and diversity of its products.

## Promotion

With its promotional activities, Solidum centre is always reminding the market of its quality offer. As one of only a few centres in their line of business, Solidum has launched and successfully publishes its three-month periodical, "MOJ ŽIVOTNI STIL" (MY LIFESTYLE). This quality magazine, which is free of charge for every visitor who comes to the centre, enables Solidum to constantly keep track of customers' needs and wishes, answering to their inquiries in certain articles and informing them on what is new. Many respected individuals write for the magazine, from experts in interior design, designers and architects, to famous celebrities and well-known public figures in Croatia. It is precisely so that Solidum confirms its leading position by recognising and acknowledging the importance of every customer and business partner.

Another important promotional activity which separates Solidum from the rest is the "Dan arhitekata i dizajnera" (Architect's and Designer's Day), which has proven to be a very useful event for many who attend the occasion. Every first Saturday of the month, numerous guests visit the Solidum centre with photographs and blueprints of their interiors and exteriors asking for suggestions, which then designers and architects gladly oblige, offering their professional opinions, sketches, plans and solutions that will best suit customers' needs and possibilities. All day long

customers who are interested are free to consult architects, interior designers, landscape architects, fireplace, carpet, lighting and kitchen designers, not to mention acoustic sound specialists, "feng shui" advisers and experts on healthy rest and sleep.

## Brand Values

The name Solidum was given by the founder as his essential motto in doing business. The Latin word meaning adamant, strong, durable..., bears clear association with what the company is all about – everlasting quality. And so the name, which has Latin roots and is recognised by everyone, has become a lasting symbol of Solidum as a brand that is always recognised by partners and consumers alike.

Over the years, Solidum has built a positive image for its products and represents a brand of constant quality that is far ahead of the competition. Constant increase in value and profitability says – Solidum guarantees originality and quality.

Solidum has invested large amounts of capital and effort in building its corporate identity in order to ensure a flawless image of its offices, production plants and stores, as well as the interior of the centre itself. Its parking lots and surroundings are arranged and designed at an absolute world-class level.

The successful development of various promotional activities, with which the value of the Solidum brand is communicated to the target population, such as their very own magazine, numerous advertisers and PR companies in the media, events in the interior centre (reviews, special offers, prize games and on-location marketing such as project-design consulting), have built a true platform for furnishing and design, and have created a corporate identity as well as brand value at a superior level, and so have ensured a long-lasting strategic focus for the development of its brand.

[www.solidum.hr](http://www.solidum.hr)



THINGS YOU DIDN'T KNOW ABOUT...

## Solidum

- Solidum is No.1 in Europe when it comes to sales in veneers and parquets.
- Solidum, with its 40,000 m<sup>2</sup> and 80 salons is the largest specialised centre for home furnishing and appliances in Croatia.
- Solidum has achieved and maintains good relations with fashion designers. One of Ervy room's first debut collections was presented at IC Solidum.

