

STIPIC

i n t e r a r t

Market

Interior design and room furnishing before today mostly resorted to two extremes. One extreme saw importance only in the practical aspect of furnishing without paying attention to the visual aspect of design – not devoting any attention to quality, look, arrangement and the all-out impression it made. The other extreme was more characteristic of the higher social classes, that would design and furnish their interiors like fancy showrooms – deprived of functionality – they were used more to show off luxury than to provide for those that lived or worked in them.

Today the situation is completely different; where modern interior furnishing meets attractive design that's functional. Let us not forget that we spend most of our lives in closed areas: our homes, the office, school etc. That is why a well designed and furnished interior, spells – high quality living!

With this in mind, it is obvious that companies that do business in interior design have their work cut out for them, especially if they offer complete service from design to realisation. And that is precisely what Stipić Interart, the most recognisable market brand of the Stipić Group, has to offer!

Achievements

Very soon after its founding, Stipić Interart became the leading interior design and furnishing company in Croatia. What brought Stipić Interart to the top was its founder's vision that is based on a unique and exceptional approach towards customers. Interior furnishing in residential and workplace areas has to be satisfied by: unique ideas and the wishes and needs of every customer. The design and its functionality aren't only an image of the client's needs – but also a reflection of his or her own personality, an identity that needs to be respected.

Highly trained staff comprised of experts in architecture, design, sales and after sales service – all stand behind Stipić Interart's reputation, quality and image. In short, for Stipić Interart, investment in knowledge and staff is a continual process and is connected with every movement and novelty that surfaces on the international market.

It is precisely through the continual tracking of world trends, but also the international reputation the company has earned as a reliable partner; that have brought Stipić Interart to become a



representative of a large number of the many world renowned producers of office and residential furniture, ceramics and sanitary facilities. Cerim, Jacuzzi, Laufen, Gessi, Tubex, Lago, Tekno, Interstuhl and Hali... are only a few of the names that can be found in Stipić Interart's catalogue. These brands were carefully chosen because Stipić Interart sets the highest standard and criteria for excellence in every offer and service. With every criteria satisfied: with a wide range that suits even the most demanding customer; and excellent offer of, not only furniture, but also the complete design and decoration of interiors – are all key elements that make Stipić Interart – the most exclusive market brand in Croatia. Some brand names in Croatia like Hali (office furniture) and Lago (home furniture) can only be found in Stipić Interart.

The company has been awarded on numerous occasions for its achievements. Some of these awards can be seen in the company's showcase such as: the award for best designed exhibit area at the Ambient 2006 fair – and the Gazelle Award in 2007, as the fastest growing company in Croatia. Nevertheless, for Stipić Interart the most important achievements are its references: the company has carried out interior design projects for many well-known commercial spaces, buildings and complexes; and educational institutions throughout Croatia. To mention a few: Turbo Limač, Hypo-Alpe-Adria Bank, City Centar

One shopping centre, Euro Tower, Zagrebtower, Eurocenter, Volksbank, Kvarner Wiener Städtische Insurance, The Regent Esplanade – Zagreb hotel, Astoria – Opatija hotel, Bristol – Opatija hotel, and many more (www.stipic.hr).

History

Stipić Interart was founded in 1994 with headquarters in Lučko, Zagreb. It is a member of the Stipić Group, which at first had only ten employees. Today that number is around 300, divided between three members, each of which is a trademark brand on its own. Along with Stipić Interart, these are: Stipić Constructa, founded in 2007, that deals in everything related with building construction; and Stipić Nekretnine (Real Estate), founded in 2009 is their youngest member, and covers business that deals in commercial and residential real estate.

In the first few years since its founding, Stipić Interart mainly focused on major clients. Expanding business has

led to a momentum in retail and in 2005 the company opened its first showroom and sales furniture store in the very centre of the company, in Ventilatorska Street, Lučko. The design and furnishing of the store perfectly fits the exclusiveness that they strive for. It has an area of 1,700 m², with designer furniture, ceramics and bathroom facilities – all designed to create an inspiring atmosphere that will make buyers wish they had the same in their homes and offices.

The autumn of 2009 represents yet another accomplishment when they opened another retail



store in Cascade shopping centre in the very heart of Zagreb, in Tkalčićeva Street.

Product

Stipić Interart is able to deal with the most demanding projects when it comes to interior design – residential or commercial. Highly qualified and kind employees and staff are always ready to listen to the wishes and needs of the customer; give advice and suggestions, and in the end fulfil and implement what the buyer has decided on.

Their catalogue offers furniture and facilities that can fit into the following categories: office furniture, residential furniture, ceramics, bathroom facilities, lighting and dry construction. As was mentioned, their offer without exemption includes products of the most well-known world designer-companies, whose names are synonymous with quality and style. It is exactly the unlimited possibilities of combining these products which are exclusive in every way, that enables Stipić Interart to successfully comply with every idea of even the most demanding customer.

Recent Developments

Stipić Interart is mainly focused on expanding in retail sales by opening new stores and widening their offer in general. Of course, with this the number of staff and employees also has to be expanded. Concerning recent projects, the one in the centre of Zagreb should be pointed out – the new store in the Cascade shopping centre. A location in the very heart of Croatia's metropolis doesn't only represent business expansion, but also getting closer to the clientele. As is the first furniture store in Lučko, the new store is also designed to present the whole company and its image, and not as a simple showroom. The idea for the new store is to keep it simple, yet modern and free of unnecessary



detail by sticking to simple and "readable" shapes. While strolling through the store, where some of world's top designer brands are on display, customers feel as if they are exploring – more than just merely shopping. The store displays interiors where people spend their everyday lives: from bathrooms, to offices, all the way to bedrooms. In short, the store suggests to clients that the possibilities of interior furnishing, offered by Stipić Interart and their famous designer associates – are simply infinite!

Naturally, by opening this new store in Zagreb, Stipić Interart doesn't intend to stop. One of their future plans is focusing on development in other regions of Croatia.

Promotion

Stipić Interart devotes great attention to promoting their company through marketing. Every couple of months, the company launches a new campaign with the goal of sustaining Stipić Interart's position as a leader and expert on the market for interior design in Croatia. Through mass media channels (radio, high-circulation papers, billboards, displays,

specialized brochures) and PR events, emotional and status-image messages are presented to the public about the benefits of owning exclusive furniture, through images of inner satisfaction, harmony and inspiration.

Every campaign consists of its very own artistic concept. Congruent with the company's philosophy, the interaction between – The Person and His or Her Surroundings – is shown with an "additional" piece of furniture from their exclusive selection. Satisfaction, relaxation, the joy of life and freeing the unbound human imagination – is what Stipić Interart is all about.

Brand Values

Stipić Interart market brand, along with their great reputation and all the renowned brands the company represents is one of the most popular brands among Croatian citizens. When one thinks of Stipić Interart, they think innovative approach to customers, exclusive offer, marketing originality and recognisability. Stipić Interart's clients can be sure that they'll receive and be greeted with kindness, great service and professionalism. Stipić Interart products and service represent an investment; one that provides a feeling of quality, efficiency, status and security – to each and every customer. In short, you really don't need to shop outside of Croatia to get the best interior

design and furniture money can buy with full satisfaction in quality and prestige.

The company's goals for the future are focused on continually creating and sustaining a strong identity and image that will always imply an offer of the highest quality – and to secure consumer loyalty in its customers.

www.stipic.hr



THINGS YOU DIDN'T KNOW ABOUT...

Stipić Interart

- Stipić Interart is the first to introduce Girly on the Croatian market, a urinal designed for women. It's made from the best ceramics – and is mostly purchased by young, working women up to 35 years of age.
- Another product that Stipić Interart offers is the Silver chair, designed and produced by Interstuhl; it was featured in the Hollywood hit Quantum of Solace, another 007 blockbuster. These extraordinary chairs were used to furnish the MI-6 fictive office.