



delta home
kitchen and sofas for friends!

Market

Delta Group has made its entrance in the market at the earlier 1996, with its first company "Delta", that starting at this year have fulfil most of the needs of the Albanian market for products like parquet, tiles, hydrosanitary and various accessories. It has begun as a necessity to introduce brand names products and it still continues to answers to the market demand as the biggest and most trusted distributor for any wellknown world widely client, as Hansgrohe, Duravit, Geberit, Saloni, Aparici, Iris, Krono etc.

Right in the centre of Tirana, in the area named "blloku", during 2012 has start it's activity Delta Home, by introducing in the Albanian market a full range of products needed for the interior and the exterior design of the living spaces, products originating from Veneta Cucine, Natuzzi, Ipe Cavalli, Cantori etc.

With the intention to complete the cycle of the production line, the group has made the agreement to produce and distribute locally the polisterol products of Thermoswiss, from the February 2015. Almost 70% of the volume produced, goes for the export ad that is a guaranty for success to come.

The experience throughout the years, the newest technology introduced, and the coherent designs, has made possible to Delta Group to fulfil any increased need of the industrial and consumers market.

Achievements

Delta Group is a brand name in the Albanian market because has won the trust of its consumers through the brands that already

represent.

Delta has managed to sign important, exclusives contracts with companies, products of them are world widely known, by offering to the clients' coherent designs and best prices ever in the market.

Through Delta Home well-known brands has made their apparition in Albanian market, realising the dream of the interior architects to realise projects of the same level as in most developed markets, by transforming the living spaces in oasis of relax and ecstatically beautiful and nicer. Thermoswiss has arrived in the market to complete the range of the products to be offered to the clients, by making the Delta Group one of the biggest in the construction market of the Balkans.

History

Delta Group is situated in the city of Tirana and is composed by the already well-known companies like Delta home, Deutschcolor, Thermoswiss, Dast and Delta.

During the 1996, in the city of Elbasan, the Delta company was present with a modest shop dedicated to the tiles, hydro-sanitary and various accessories. At earlier year 2000 a modern warehouse took place, offering even an exposing area, with a wider range of products and a price range diversified.

Becoming the trend of the moment Delta has start to offer to its clients better products, high quality and affordable prices by positioning itself in the best way possible, gaining reputation and popularity. The demand has become more and more bigger, and to be closer to the clients,

Delta has move it's headquarter in the city of Tirana and by building a new warehouse and a new exposing pavillon in the "Jordan Misja" street.

During 2006-2007, a new warehouse and exposing area has been build in the Durres city.

Delta has chosen the city of Durres as a strategic geopolitical point to increase the market coverage in a point of convergence for the south of Albanian market and close to the biggest port of the country.

In the year 2009 Delta inaugurate two exposing areas in the city of Tirana, in the center of the city, as well as in the area of Lapraka with a warehouse also.

The year 2012 sign the expanding in the city of Saranda, the city situated in the south of Albania. The warehouse and the modern exposing area are now a point of interes for the local building companies and individuels who need the materials of the group. The newst evolution within Delta Group has arrived in March, 28, 2012 with the introduction on the market of the Delta Home that opened the doors to the clients in the center of Tirana. Delta Home brings in Albania the exclusivity of the best brands in the desing of the spaces with the following products: kitchens, bedrooms, living rooms, armchair, sofas, children's rooms, offices, studio and wardrobe from the classics to the most modern. Delta Home brings all these, exclusively for you, from the best known names of interior design.

In July 2013, it was inaugurated a chain of exposed areas with diversified products, on the city of Fier.

Meanwhile, on October 3, 2013, opened in



Tirana, the new showroom, as an example of perfectionism and also one of the largest and most modern in the region. Thermoswiss Since February 2015 is part of Delta Group. Thermoswiss is the new factory for the production of polystyrene in Albania. We are close to our customers and their demands, offering the most economic products, with highest quality, for all space and facilities to make their life simpler and more beautiful.

Products

We believe that our decoration or designing of our environments will change our world, going beyond our imagination. Delta Group companies are pioneering of the transformation, quality and design. They can make a real difference to people and the environment of our cities through brands that transmit warranty. Delta Group adapting to the clients' needs, is in full compliance with the environment needs for essential ingredients that make life more affordable through offers by Delta. Delta has imposed the most important market criteria: quality and excellence, not only for products but also for services offered. Our main goal is to be geographically closer to the customer, offer exactly what he wants, and at the most appropriate price. Those who contribute every day to move forward Delta, to develop and grow, are people with the knowledge, experience and competences. Delta range of products offered are flooring, tiles, sanitary facilities, valves, various accessories, etc. coming under international brands such as Hansgrohe, DURAVIT, Gefen, Saloni, Aparici, Iris, Krono and many others.

Delta Home has brought in Albania exclusively the best international brands for the design of your interiors, as kitchens, bedrooms, living rooms, sofas, children's rooms, offices, studio and wardrobe, hotels, bars, restaurants, from the most classic to the most modern of the most renowned names for the interior design as Veneta Cucine, Natuzzi, Ipe Cavalli, Cantori, Cattelan Italia, Las Group, Batistella etc. Delta Home's philosophy was not only just trading of the product, but also assisting the client for every request, realising an artwork from a well done work of a professional team of architects, for any request or suggestion that the client may need. Delta Home has primary aim to offer commodity, relax and comfort through its products chosen for each part of the living space of the client, and therefore the biggest commitment is to meet the customers' satisfaction. This



is the emotional attachment and the motivation commitment of the Delta Group. It connects us with the real world around us and allows people to benefit from what we offer.

Recent Developments

Delta Group, has a unique standard that is at the basis of the daily tasks, it's vision. Each and every one is conscious of the tasks and duties to accomplish during the day, that at the end of the day should be in line with the company's vision, so each client knows what to expect from the Delta Group. Its vision reflects the main principles: Security, integrity and durability and make them a reality. The main principles are crucial to the company's vision in delivering high performance. Vision is more than sales targets or other parts of the market it's about you, acting in a way that allows people to know that they can rely on it to do the right thing. Our philosophy is evident in respecting the values, traditions and innovations and the key words for us are trust, continuity and longevity. It is something that makes us proud and guarantees the every day living at Delta Group.

Promotion

Delta Group through the years has become a fully consolidated name in the market, thanks to a well-studied marketing and im-

plementation strategy.

The intertwining use of different marketing channels such as television, radio, printed media, indoor, outdoor, and online marketing at sites with high visibility or in different social networks, has realised that the customer is always informed for each and every step that the companies of the Group make in their profit.

A novelty brought by Delta as part of the marketing group is a tool of mobility training center which in quite modern conditions makes possible the development of training seminars wherever professionals and product's users of Delta Group are. There are many cultural events sponsored by the Group as sport and artistic activities, supported through the years locally and in the Balkans area.

To meet customer satisfaction is the key to the success of the Delta Group marketing team doing that every marketing campaign be under extreme focus of this mission.

Brand Value

DELTA GROUP was established in May 2013, time in which the competitive companies were at the highest level of their success. Arriving in such a short time, in a single name, and so great as DELTA GROUP, was not by chance, but as a result of a huge increase in the number of investments, import-export, the expansion of the customer portfolio, etc.

THINGS YOU DIDN'T KNOW ABOUT

DELTA GROUP

Deltagroup is among the first and the only Groups in Albania that can offer a wide range of products, starting from the building materials, ending at the designed personalised elements to decorate the inner living and working spaces.