

## Market

As the Leading Company in the Albanian Market, Univers Reklama obtains 55% of the local market share, at present.

What Univers Reklama has achieved so far is not only because of its work and several million Euro investments in Technology, but also because of the support and trust of its main Partners who have contributed to its further success and growth in years.

Univers Reklama counts the major local Companies as its best Collaborators which have relied on Univers Reklama since its establishment. At present, part of the network are the main Companies, such as: Agna Group, AM Group, Marketing & Distribution, etc; Main Banks, such as: National Commercial Bank (BKT), Intesa Sanpaolo Bank, Raiffeisen Bank, NBG Bank, Societe General Bank, etc; Hospitals, like: American Hospital, Saluss, Hygeia, German Hospital; other Companies like: Philip Morris Albania; Sigal, Eurosig, Teleperformance, Dast-Delta Home – Deutsche Color, Plus Communication, Telekom, etc.

Univers Reklama pays attention to long term cooperation and relies on its partners

who have contributed and supported Univers Reklama along its way to growth and development. Its main Suppliers are well known International Producers, such as 3M, Avery, Triline Rowmark, etc, as well as the main local Suppliers.

Univers Reklama will continue its work to expand the market through more intensely commitment, growth of investments in technology and human resources, in order to continue to be a Leader of the advertising industry.

## Achievements

Univers Reklama has been classified by HP as the "Showroom for the South Eastern Balkan Region" in its evaluation in 2010. It has also been selected by the Chamber of Commerce of Albania as "The Most Innovative Company in Albania" in 2013.

Such certifications and evaluations complement the intensive work of Univers Reklama in years, which represents a well known Brand in Albania, and obtains all the capacities and experience for other international markets, which is now somehow an achieved objective, through

projects and representations in Macedonia, Kosovo, Italy.

## History

Univers Reklama has been established since 2001, and today it is the leading company in the Albanian market as far as large format digital printing (for indoor and outdoor use), illuminated and non-illuminated signs, car branding, façade branding, fuel station rebranding, event design and management are concerned, thus offering a complete cycle to the customer.

Univers Reklama offers the latest innovations to the market as a promoter of the latest technology development of the advertising industry, and as such, it offers a wide range of products and services not only to the Albanian market, but also to other neighboring markets, which are in full compliance with the market increasing and new demands.

## Products

Large format digital printing  
Technology that Univers Reklama applies in



## THINGS YOU DIDN'T KNOW ABOUT

### UNIVERS REKLAMA

Univers Reklama is the largest and leading Company not only in Albania but also in the whole region which obtains the best resources to provide complete cycle of services and products not only in digital printing but also in sign manufacturing, rebranding and other similar products.

Univers Reklama has been awarded and classified by Hewlett Packard as the "South-East Balkan Showroom" for the technology it runs and obtains"; by the National Chamber of Commerce as "The Most Innovative Company in Albania";

Univers Reklama counts the most important and major local Companies as its Partners, which have been collaborating for many years. Its capacities have been further developing to offer its services not only in Albania but also in the whole region and broader.

Univers Reklama is continuously seeking new ways for development and investments which comply with the international technology innovations related to sign and digital printing industry.

digital printing is licensed and supported by HP (Hewlett Packard) with its latest digital plotters, for indoor and outdoor printing, as well as for rigid material direct printing. Univers Reklama applies pro-ecological and healthy policies which comply with the international requirements and standards. Its daily capacity reaches up to 2500m2 for outdoor prints, and 200m2 for indoor prints.

Car/Façade Branding, Events and other Promotional Fairs...

An important part of the products and services that Univers Reklama offers is that of Car Branding, Façade Branding, Event organizing and arrangement, set up of scenography, promotional displays, solutions for interior and exterior signs, etc. which meet any marketing and advertising need.

Univers Reklama is the preferred Partner for 3M Graphics, which relies on Univers Reklama on the professional application and presentation of its high quality graphics to the Albanian market.

#### Metal Processing and Gas Station Rebranding

Such technology has been developed due to the market needs for illuminated and non-illuminated signs, fuel station rebranding, and customized products. It consists of the latest development for metal processing machineries which complete the metal processing cycle, such as: cutting and engraving of rigid materials by the "CNC Kongsberg" Digital Router, cutting of metal materials such as aluminum, stainless steel, copper, etc, with "Bystar 3015" Laser, and it proceeds with bending and powder painting; 3D letter and signs made of respective processes, which altogether offer endless solutions and alternatives, and assure quality and quick delivery to customer requirements.

#### Recent Developments

As Univers Reklama is recognized for its approach to innovations and continuous investments which align with the worldwide developments, it has come with the most recent purchase of a Processing machine for 3D Metal Letters associated with the its complementary laser welding machine.

Such machine offers a wide range of options to produce 3D letters made of metal such as stainless steel, bronze, aluminum, copper, etc. Its complementary laser welding machine completes the production cycle with the latest technology in metal welding with the highest accuracy and speed.

In addition to that, the metal processing technology is supported further with Laser Machine "Laser Bystronic Bystar 3015" which offer good solutions for metal cutting such as aluminum, stainless steel, metal sheet, etc. The process is further followed with Bending and Powder Painting machines in order to come with a resistant and customized product which meets requirements for the purpose of application. Mainly applies for Fuel Station Rebranding solution, Metal displays, Outdoor Fascia Signs and Decorations, etc.

The entire metal processing line is

accomplished not only with the full range of machines required but also with the proper operational software and well trained engineers and technicians.

#### Promotion

What makes Univers Reklama unique in its business is seek for innovation, its persistence for improved and new services and products, satisfied customers and new markets.

In order to achieve this continuous challenge, it means regular efforts to invest not only in technology but moreover to invest on people who make this possible.

#### Brand Value

What characterizes Univers Reklama is its particular care to offer the best quality to its customer and its special attention to its human resources.

Univers Reklama objective is to exceed the market and customer expectations by offering:

Innovative Products and services of High Quality;

Professional customer service;

An increasing customer network and portfolio;

Univers Reklama is located in an area of around 5,000 m2, just outside Tirana, the capital of Albania, and at present counts 95 employees.

