

Romanian company specialized in manufacturing hard wooden and garden furniture is looking for partners under a distribution agreement

Summary

Profile type

Business request

Company's country

Romania

POD reference

BRRO20231010010

Profile status

PUBLISHED

Type of partnership

Commercial agreement

Targeted countries

• **World**

Contact Person

[Andrii KUTS](#)

Term of validity

10 Oct 2023

9 Oct 2024

Last update

10 Oct 2023

General Information

Short summary

Romanian company founded in 1993 in Transylvania, as a family business, has more than 20 years of experience in the field of wood processing. In the company's portfolio it can be found solid wood furniture, windows and wooden doors or wooden constructions, but the most important furniture from firewood.

The company is looking for international cooperation in the form of distribution services agreement.

Full description

The Romanian company was founded in 1993 as a family business. The team formed in 1993 represented the development core of a company, whose keywords are: experience, professionalism and unity in the development of new and competitive products in every market. Over the years the company had only one field of activity: manufacturing garden furniture from softwood.

Nowadays the company is a tough player on the international market, a well-known manufacturer in Europe, and believes in awareness and in work done well. Their personal goal is to always innovate and deliver the highest possible quality with every product they make.

The furniture made from firewood and solid wood is the flagship of the new production line. In 2016 they started working on a new series of products designed in Romania with the aim of challenging and pushing the boundaries of contemporary manufacturing techniques while exploiting traditional and modern Romanian motifs and shapes.

In this newly created collection we can find products with a high added value:

- LOW-POLY TABLE - is a piece of furniture that's a little heterogeneous. Wood and metal don't make natural decorative allies, they make natural constructive allies, but instead of hiding the boldness that stems from joining these two materials, they decided to flaunt it.
- LOW-POLY CUPBOARD - this piece of furniture has to be the sturdy soldier that keeps your home visitable. The wood will keep it looking friendly, while the metal in the joints will make it very clear, this is an important piece of furniture one shouldn't mess with.
- CLEAR SURF - is an exercise of perception and transparency which brings the floating sensation to everyone's attention.
- RABA - a static table otherwise, becomes very easy to handle by applying simple principles of movement. The incorporated wheel turns from footing into a mobile element, easing the pain of any movement.
- EQUILIBRA - marble and wood are connected through brass, resulting in a sculptural, harmonious object, ready to dominate the room.
- PACKMANN - a perfectly rigorous and finished shape meets natural wood. The metal's sharp lines overlap the wood's irregularities.
- FLIP - the table-top can be used in 2 different positions giving you the possibility of having either a perfectly flat surface or a central storage tray for exhibiting your favourite plates or containers.

In the company's portfolio, it can be found beside furniture from solid and fire-wood, windows, wooden doors or wooden constructions and garden furniture, as follows:

- Garden furniture - the material used to manufacture the garden furniture is softwood - spruce, chosen with care and efficiency. Some of the products have fittings from angled steel, pipes painted by dipping or by request in electrostatic field. The quality means durability, naturalness, design and reliability.
- Doors & Windows – the wood is used for strength and rigidity in the frames and sash, beauty on interiors and for its overall thermal performance that is hard to beat. Each wood product is clad to resist the elements and provide a low-maintenance exterior that never needs painting.

Wooden constructions – are made from wood panelling of 19, 28 or 40 mm thickness, in a wide range of sizes and configurations, the small garden houses manufactured can be personalized according to the available space of the customer's garden.

In terms of cooperation, the company is looking for distributors and trade representatives interested to sell the products on the EU market. The company would like to establish cooperation with furniture stores which sell directly to final receivers or service providers & professionals from the field (architecture companies, interior design companies other etc.). Potential partners should be oriented towards high-end products. Exclusive distribution for a particular market is possible after achieving the certain value of sales.

Advantages and innovations

With 20 years of experience in the domain of woodworking, the entrepreneurial vision, the fiery ambition that always accompanies the success, the research and the continuous improvement of the products, allow the company, today, to offer the best solutions to meet all the demands. Today is a tough player in the foreign market, a well-known manufacturer in Europe, with products made with awareness of the well-done work, innovation and quality.

The products are offering real benefits and advantages, this is the reason why they enjoy the confidence of the architects, artisans and constructors from Romania.

Over the years the company had only one domain of activity: manufacturing garden furniture from softwood. In the evolution of the company, it can be distinguished several stages of development:

- stage I — a small production workshop was created;
- stage II — development of the company and equipping it with drying plants and a production hall of 800 sqm;
- stage III — 1.5 million euros were invested in a new platform of 6,5 hectares, machinery and equipment;
- stage IV — constant investments of over 5 million euros in modern spaces, new plants, finishing equipment, production lines for boards, software and competitive tools;

The products are exported in countries like Germany, Austria, Italy, Hungary, France and Finland.

Technical specification or expertise sought

Type of partner sought: SMEs

Distributors interested in representing the product line of the Romanian SME, with a good network of clients. The company would like to establish cooperation with furniture stores which sell directly to final receivers or service providers & professionals from the field (architecture companies, interior design companies etc.). Potential partners should be oriented towards high-end products. Exclusive distribution for a particular market is possible after achieving a certain value of sales.

Stage of development

Already on the market

IPR Status

Sustainable Development goals

- **Goal 12: Responsible Consumption and Production**

Partner Sought

Expected role of the partner

Potential partners are offered a commercial agency agreement or distribution services agreement. The partners should have a good network of clients.

Distribution services agreements are also envisaged. The distribution agreements can be exclusive or not. A distributor is a company that buys and sells products from another company. It is not possible to set up a distribution agreement for services.

Type of partnership

Commercial agreement

Type and size of the partner

- **Other**
- **SME 11-49**
- **Big company**
- **SME 50 - 249**

Dissemination

Technology keywords

Market keywords

- **07004005 - Furnishing and Furniture**
- **09004002 - Office furniture and other professional furnishings**

Targeted countries

- **World**

Sector groups involved

Media

Images



[solid furniture](#)



[Windows and doors.jpg](#)