

**Altom** | Piękno w domu...

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# The company

The Altom company was founded in 1991 by the Żurowski family. For over 30 years of activity, we have built a strong and recognizable brand on the market, associated with a wide range of household appliances, their high quality and professional commercial service.





## The company profile

We design and sell non electric household goods.

Our products include: kitchen utensils, porcelain, glass tableware, bathroom accessories, home textiles and decorative items.

We service the retail, commercial network and internet market as well as individual orders in Poland and Europe.

We possess our own Logistics Center.

Total Polish capital. 100% of the company's shares are owned by the Żurowski family.

**30+**  
years of  
activity

**50**  
cars in the  
fleet

**~200**  
workers

**7000+**  
SKU

**10500 m<sup>2</sup>**  
warehouses

**1000+**  
business  
Partners



## Our products





# Location

The headquarters of our company is located in Gniezno in Greater Poland

Altom sp. z o.o. sp. k.

ul. Roosevelta 116a

62- 200 Gniezno

Access along the route S5

A2 - 25 km

Poznań Ławica - 65 km (~1h)

Warszawa Okęcie - 290 km (~3h)

Berlin Brandenburg - 305 km (~3h)

The main warehouse is located in Kocanów in close proximity to Gniezno.

Access along the route DW194

S5 - 10 km

A2 - 26 km

Gniezno - 20 km



# Our values

Altom's secret lies in the values and principles we believe in. The values of the company's founder are crucial for the functioning and coherence of the company's activities. That is why over the years they have been successfully implemented in all areas of the company.

They affect into our market success, solidarity in action and a motivating family atmosphere in the company.

*„We wish beauty appears in every home.“*





## Family company



Waldemar Żurowski is the founder and owner of Altom. He is an ambitious man with a vision, always very active, charismatic and persistent in pursuing his goals.

For many years he ran the company with his wife Mariola and daughter Paulina. Together, they created a perfectly harmonious, valued and reliable company with numerous successes.

Today, the daughter takes over the succession and company reins. Paulina Żurowska - Wrzesińska, has been involved in the company's operations for several years.

## Timeline

<b>September 1991</b>	Starting a wholesale business, 3 employees.
<b>1997</b>	Transfer of the company's headquarters to Roosevelta street in Gniezno.
<b>2000</b>	Launch of the first products named with the Altom Design brand.
<b>2009</b>	Altom Design Studio is established. Launch of <a href="http://pieknowdomu.pl">pieknowdomu.pl</a> .
<b>2012</b>	Launch of the Silesia brand. Market launch of the VALDINOX brand.
<b>2014</b>	Launch of the MariaPaula brand.
<b>2016</b>	Commencement of the succession process in the company. Relocation of the Logistics Center to Kocanów near Pobiedziska

# The Academy of Personal Development



We create space for our team to develop their passion, stimulate creativity, share knowledge, gather experiences and take on new challenges.



*„We attach great importance to building opportunities for the development of competences, skills and gaining experience by the team. We are convinced that it is one of the key areas of employee development, building a stable team and defining the company's strategy.”*

Paulina Żurowska-Wrzesińska  
Vice-president for Trade and Marketing

Training and webinars

Raising of qualifications

For every employee

Dozens of trainings during the year



# Brands

In our daily work, we focus on providing our customers with functional, beautiful and durable products. In the company's development strategy, we have identified 4 main brands that are covered by the development and investment plan and promotion.







*Ten styl mi pasuje.*

Various Altom Design collections allow you to express your individual character and create a beautiful interior in your own style.

The idea behind the brand is "Mix & Match,,.

It means that any mixing and combining of patterns from the offered collections is possible.

As part of the brand's assortment, the customer can choose a ready arrangement for himself or compose his own perfect set. Thanks to this, everyone can express themselves and feel good in their own home.



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# Altom Design







MARIAPAULA

*Wzbogaca rodzinne chwile.*

The MariaPaula brand includes proprietary porcelain collections created with respect for tradition, beautiful in form and made of high quality raw materials.

They are produced in the best Polish porcelain factories.

The brand proves that classic porcelain is fashionable and timeless, thanks to which it can add elegance to any interior.



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# MariaPaula







A modern brand of cookware and kitchen tools created for cooking enthusiasts. In its collections, Valdinox focuses not only on expressive design, but above all on durability, functionality and thoughtful solutions.

Thanks to the emphasis on quality and usability, the brand's products provide customers with comfort of use and stay with them for many years.





# VALDINOX





# SILESIA

Gotuj, na zdrowie

Silesia is a stylish and timeless enamelware created for the most demanding customers allergy sufferers children and people who want to enjoy good and healthy cooking.

Years of experience and improvement of production techniques have made the brand one of the leading suppliers of enameled pots and saucepans.



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# SILESIA





# Design Studio

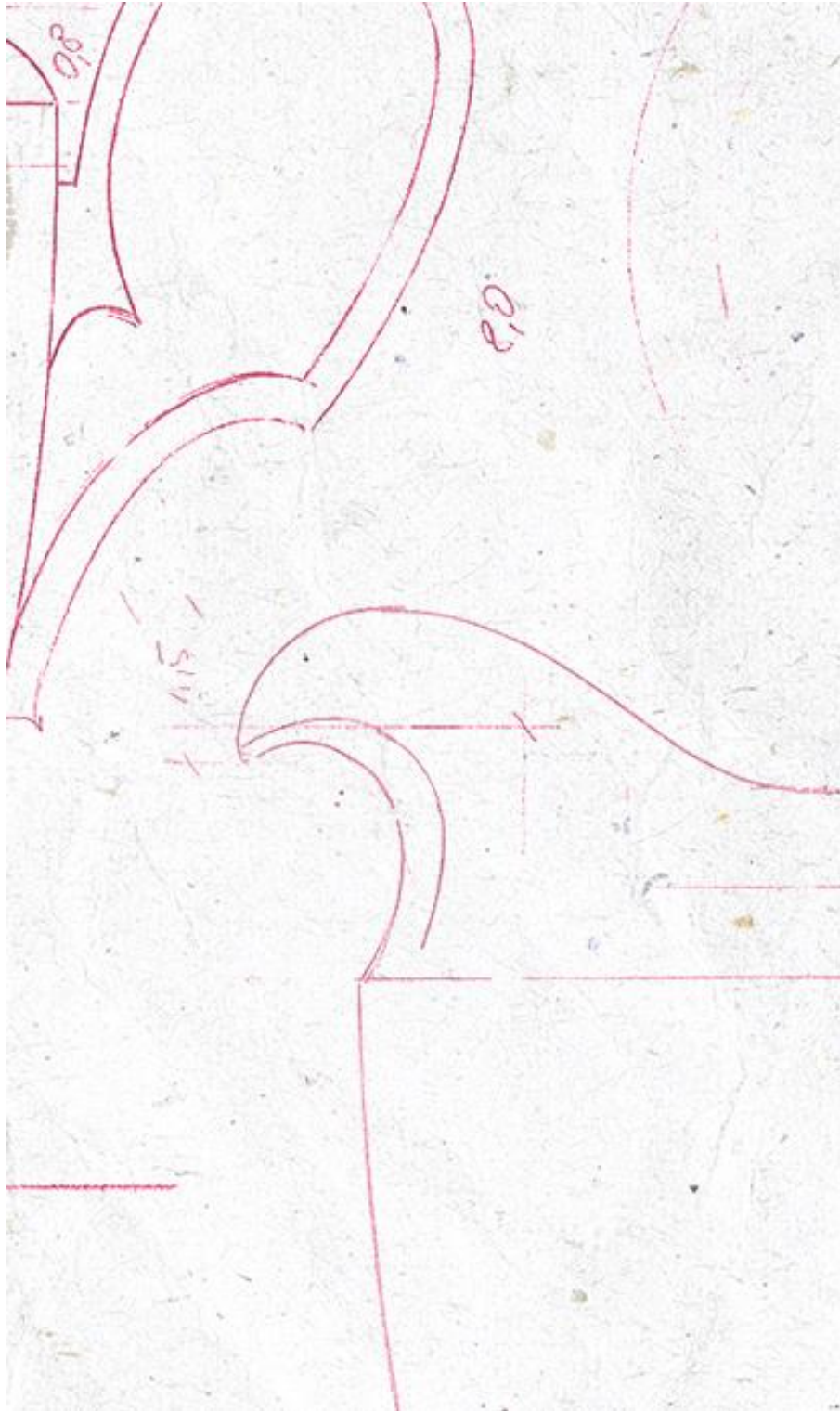


We have our own design studio and a team of creative graphic designers who create our products as well as original collections for individual customer orders.





## Starting with design





# Production

We outsource the production of our goods to reliable suppliers in Poland and abroad. All products are manufactured in accordance with Polish and EU standards.

We invest in our own lines for firing decorations and personalized product labeling on special customer orders.





## Our capabilities

We have a ceramic decal printing house and a decoration department that gives us possibility to create products with original decorations.

We have a line for firing decorations on glass and porcelain. Thanks to this, we can carry out dedicated and personalized orders.

We offer comprehensive solutions in the field of design of decoration and it's execution as well as in offering decorations for individual orders of business clients.

We have our own production of cardboard packaging, which allows us to adapt to our customers needs





# Logistic hub

We own the Logistics Center located in  
Kocanów , 20 km from Gniezno.





## Logistic hub

The area of warehouses in Kocanowo equals to 8,000 m<sup>2</sup>. An additional 2,500 m<sup>2</sup> of warehouse space is located in Gniezno.

Storage height reaches 14 m.

Over 25,000 of stockpile pallets.

Our own fleet of trucks and vans allows us to quick response to the current needs of customers.

We have an excellent efficiency in the field of product storage, order picking and delivery.





# Trade cooperation

For over 30 years we have developed our sales in many sales channels. Thanks to this, we have become a stable and reliable partner for our clients in the field of offer, product delivery and after sales service.





# Sales chennels

Our sales team consists of over 60 people who contact with our Business Partners and Customers in Poland and abroad.

We have also been selling via the Internet for a decade. We have spent last years for the dynamic development of the internet platform for wholesale clients [hurt.altom.pl](https://hurt.altom.pl) and individual clients [pieknowdomu.pl](https://pieknowdomu.pl).





# Our business partners

The largest retail chains in the renovation and interior finishing industry.

The largest retail chains in the food and drugstore industry.

Over 3 900 stores offering household goods in Poland.

Internet sales platforms.

HoReCa industry.

Decorative industry.





## Reasons to start cooperating with Altom

We provide ready made, comprehensive sales and promotional solutions for household appliances for the arrangement of the kitchen, living room and bathroom.

The sales team consists of over 60 people who help our Business Partners to fulfil every day orders.

We own Logistics hub, stocks of products and car fleet, which allows us to fulfil orders efficiently.

Our own design studio enables us to create unique collections and to implement individual orders of Partners.

Over 7 000 different products available in our offer allow our Partners to expand their own offers.





# Contact

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*Thank You*