

BABY PRODUCTS AND NURSERY FURNITURE PRODUCTION



80 YEARS ANNIVERSARY

experience & innovations

Since its foundation in 1941 as pram manufacturing company, Polini Group has been developing dynamically and has demonstrated its commitment throughout the years to a set of core values. From a small workshop and a team of a few people, it has expanded to be a widely acknowledged company with 3 factories and more than 800 employees.

Today, Polini Group's has expanded its business portfolio to baby and children furniture, bedding textiles and accessories, highchairs,

playpens, mattresses – and all these products are distributed in more than 20 countries under own brand name, and also as OEM and ODM products produced for market-leading companies.

We are working continuously towards strengthening and improving our profile as a trusted and competent producer in the field of nursery and children products

Polini Group is the leading Russian manufacturer of different products for various consumer categories, and our portfolio includes different brands: Polini kids (children's goods), Polini home (home furniture) and Polini sport (sport products)



1200+
products for
children from
one supplier



80 years
of successful
production and
distribution
experience



600.000
satisfied
customers
in 2020



500+
B2B clients,
19 marketplaces



MISSION

To build a successful brand recognized worldwide and to focus on stable long-term development, investing in the creation of high-quality, market demanded products which are available to the widest possible audience.



VISION

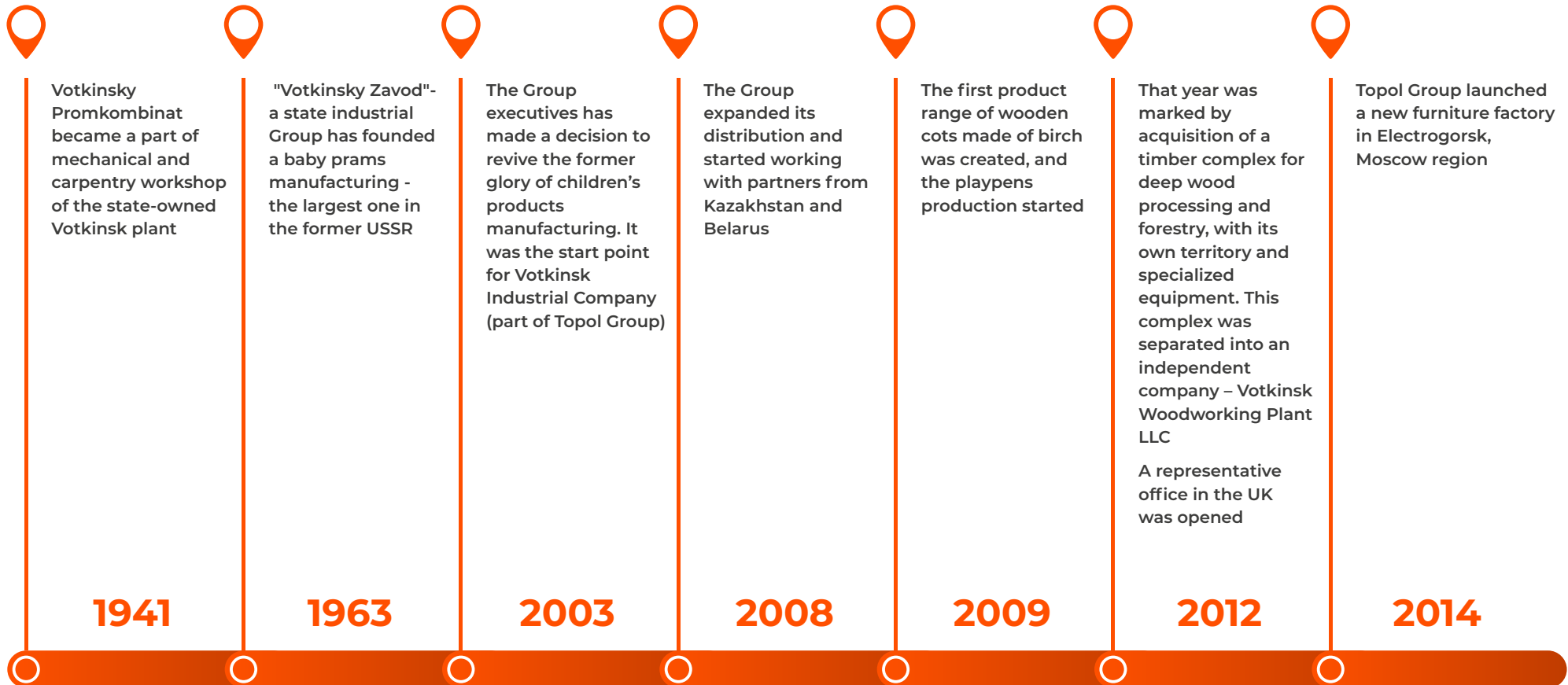
Basing on the unique experience and the latest technologies, to become the global company and to offer a wide range of modern functional products at affordable price, the products which comply with the highest standards of quality and safety and make consumers' life better every day.



VALUES

Openness and honesty
Responsibility and focus on results
Development and self-improvement
High quality and products safety
Increasing customer satisfaction
Creativity and enthusiasm
Adaptability and confidence in the team

COMPANY BACKGROUND



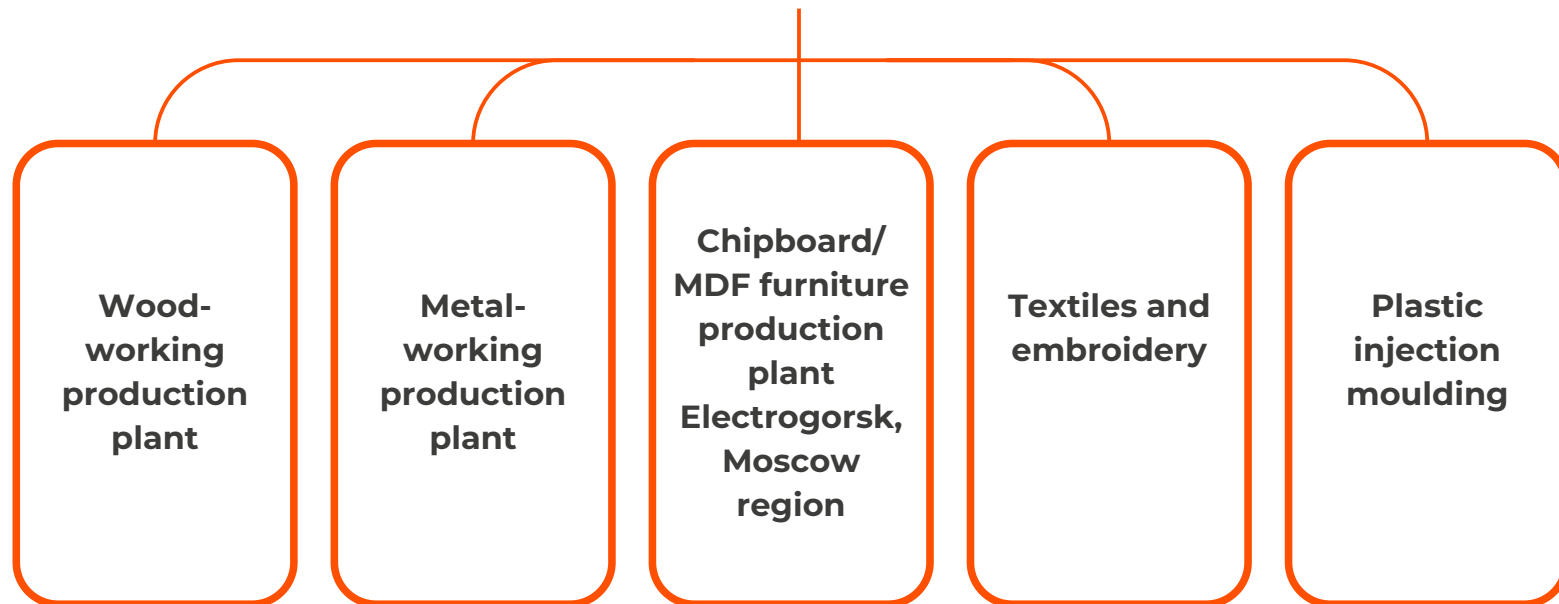
COMPANY BACKGROUND



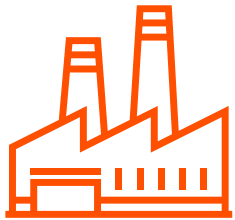
TOPOL GROUP NURSERY AND CHILDREN'S PRODUCTS DIVISION



Headquarters (Moscow)



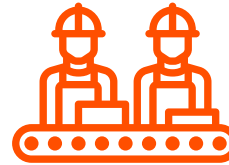
ELECTROGORSK FACTORY: CHIPBOARD/MDF FURNITURE PRODUCTION



17.000 m²
production
space



6.000 m²
warehouse



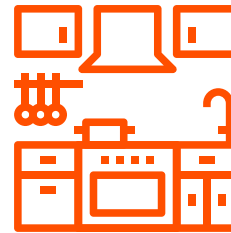
1.000.000 m²
of chipboard and MDF
process annually



180
employees

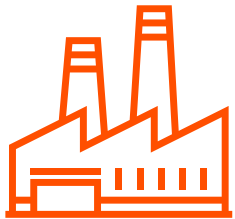


Baby and children's
furniture made of
chipboard

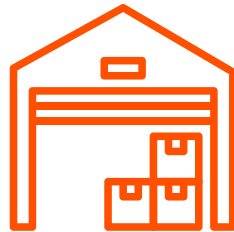


Another home
furniture made
of chipboard

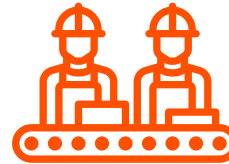
VOTKINSK FACTORIES: SOLID WOOD FURNITURE AND CHILDREN'S GOODS PRODUCTION



60.500 m²
of land



3.700 m²
warehouse

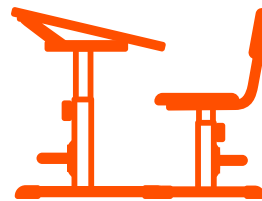


15.000 m³
of solid wood process
annually



521
employees

24.500 m²
production
space

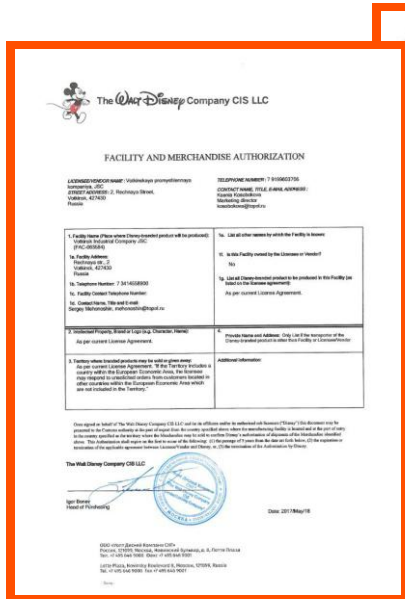


**Baby and children's
furniture made of
solid birch wood,
metal and plastic**



**Textile
accessories
for newborns**

FACTORIES AUTHORIZATIONS AND CERTIFICATES



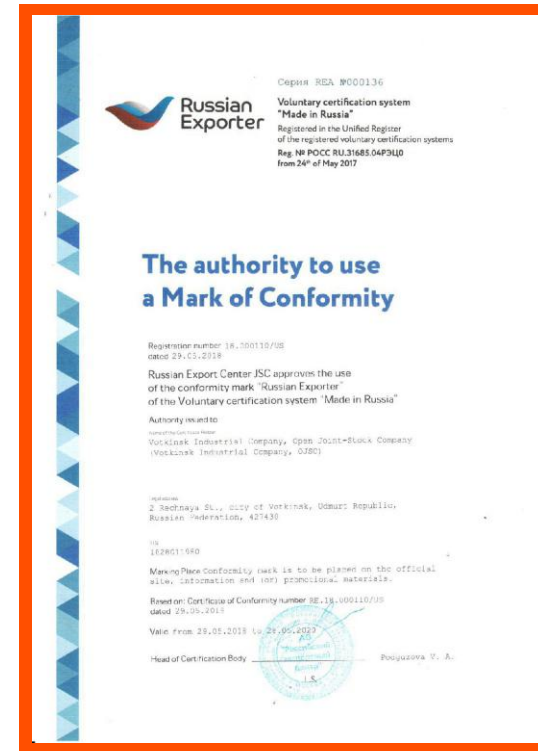
Social responsibility requirements conducting by Intertek every year

FSC certificate officially confirms that Votkinsk Industrial Company, JSC maintains quality indicators at all levels of production

We manufacture products complying with the international quality standards and are confirmed by SGS laboratory certificates



RUSSIAN EXPORTER



The company's products have been voluntarily certified as part of the Russian Exporter project, conducted by the Russian Export Center

OUR TEAM



Dmitry Zlobin

Main shareholder



Nikita Semenov

Chief executive
director



Evgeny Krivoshein

Chief operational and
financial manager



Stanislav Levontin

Director of Polini GmbH
EU distributon company



Oleg Ryadinsky

Sales Director,
Russia and CIS countries



Olaf Jager

Sales Director,
European Union
(Hilden, Germany)



Alexander Blinov

Sales Director,
Middle East/Southeast
Asia (Singapore)



Zhang Yong Ming

Head of Representative
Office in China (Beijing)

MACROECONOMIC COMPETITIVE ADVANTAGE OF FURNITURE PRODUCTION IN RUSSIA

4 main components of success:



**Favorable
exchange rate**



**Lower cost of
the labor force**



**Huge amount
of raw
materials**



**Lower logistics costs
(freight and custom
advantages)**

WIDE PRODUCT RANGE

Cot beds, chest of drawers, wardrobes, shelving units :
the whole nursery furniture from one manufacturer



WIDE PRODUCT RANGE

Highchairs, playpens, bouncer seats, babynests, changing mats etc.:
the whole nursery accessories from one manufacturer



WIDE PRODUCT RANGE

Various models of children's furniture for sleeping, storing, studying and workouts



WIDE PRODUCT RANGE

Simple, sturdy and stylish shelving units are an ideal solution for storing all necessary things for different areas



B2C ONLINE RETAILS

amazon

wayfair.com
a zillion things home

Kids
POLINI
Welt wie Dieter Lieke!

ebay

moebel.de

OTTO

Cdiscount

real

hood.de

CROWDFOX

NORMA 24

idealo

B2B WHOLESALE DISTRIBUTION



RESOURCES AND WORKFORCE



Reduction of the
Transportation Cost



Topol Group factories' location advantages

- ⌞ Location in the Moscow region: close to the main distribution center - prompt product delivery by lower cost.
- ⌞ Location on Kronospan chipboard&MDF plant: zero logistics costs of raw materials delivery.
- ⌞ Location in Votkinsk, Udmurt republic: close to the raw material sources (birch forests)
- ⌞ Freight and custom benefits: easing of custom procedures and worldwide shipment.

OUR BRANDS



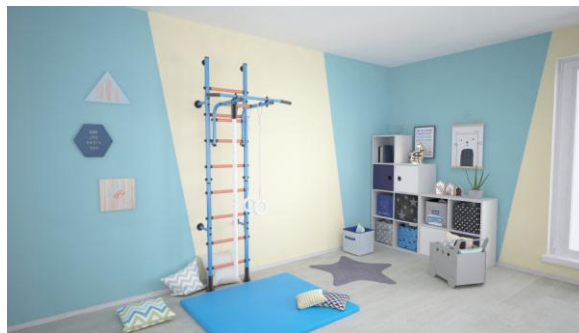
Collections of baby and children's products and furniture, developed in cooperation with European specialists and produced in Russia. European product certification.

Market segments: middle/middle-low



Collections of high-quality, strong, durable home furniture for various rooms with different areas.

Market segments: middle-low



Indoor sports equipment for children and adults.

Market segments: middle

GOVERNMENTAL SUPPORT



As a result of Deputy Chairman of the Government A.Dvorkovich's visit to our factories, as well as field government session related to the results of the Strategy for Baby products industry development, Votkinsk Industrial Company has been provided a substantial governmental support:

- ⌞ **Votkinsk Industrial Company has been included in the list of core companies of the industry.**
- ⌞ **The company has received the subsidy for interest rate payment on commercial loans.**
- ⌞ **The company is being promoted and supported both on Russian and international markets.**

INTERNATIONAL EXHIBITION ACTIVITY



Kind und Jugend, Germany

CBME, India

CBME, Turkey

IMOB, Turkey

China kids Expo, China

**International furniture,
furnishings and interior
decoration fair, Serbia**

**International furniture fair
(Mebel), Moscow**

**International exhibition for
the children's industry (Mir
Detstva), Moscow**





EXPERIENCE. INNOVATIONS. FUTURE.

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Representative office in China

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