



FLORENA

About us

Florentyna is

- The **LEADER** in the household appliances trade in Poland
- A company with **OVER 30 YEARS** of experience and proven know-how
- A **SOLID** business partner
- A brand that follows and creates **TRENDS**
- A company with an enthusiastic attitude to **MODERN MANAGEMENT METHODS**

Virtual tour
of our
premises



FFLORINA®

The Board



President
Jarosław Matecki



President
Mariusz Matecki



Vice President
Filip Matecki



Head of Sales
Chief Marketing Officer
Sandra Matecka



Head of E-commerce
Head of Export
Aleksander Matecki

THE COMPANY IN NUMBERS

over
30 years
of experience



320

EMPLOYEES

and hundreds
of thousands
of satisfied customers



17

COUNTRIES

in the world where
Florentyna products
can be purchased



over
35 000
pallet places
in the warehouse
on the area of
28 000 m²



4 **STRONGLY**

developed
and popular
own brands



50 mln €
of yearly turnover



15 000

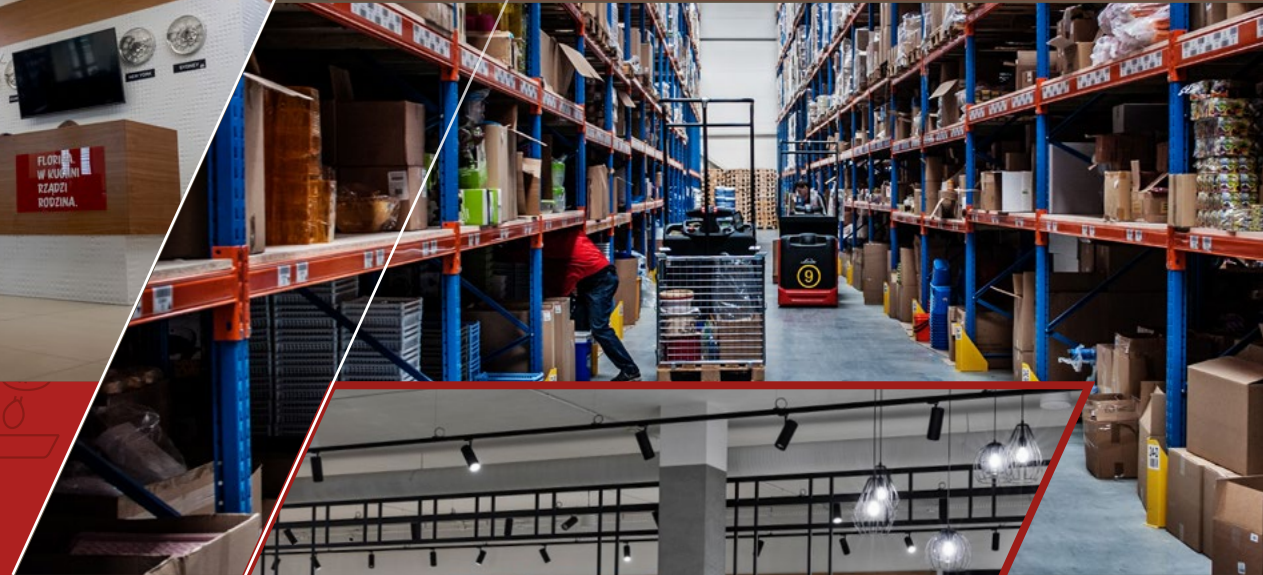
PRODUCTS

in our offer

THE COMPANY IN NUMBERS



THE COMPANY



- Modern offices
- High-storage warehouses
- Inspirational product showroom

FLORINA®

*THEY HAVE
TRUSTED US*

dino

BRICO MARCHÉ

E.Leclerc

polo MARKET

agata

Intermarché

LIDL

Netto

SELGROS

**BLACK
RED
WHITE**

Carrefour

Kaufland

ROSSMANN

Dealz

Auchan

**GRUPA
psb**

Biedronka
Codziennie niskie ceny

globus

albert



WE CARE ABOUT SUSTAINABILITY

Our own photovoltaic farm allows us to generate energy, which we use in our production processes

FSC certification - we implement on customer request

We follow a CSR model in our management strategy

We finance public education campaigns on environmental issues

We cooperate with Intertek, Hamilton and Dekra for quality control of our products. In addition, we have our own internal quality department and control procedures

No CO₂ emissions

Reduced waste - for shipments to shops



IFLORINA®



TV
ADVERTISEMENT
YOU MUST SEE!

OUR PRODUCTS

The high quality is appreciated not only by customers, but also by celebrities - the ambassador of our Florina pots and pans is the well-known chef **Mateusz Gessler** (star of Master Chef Junior and Hell's Kitchen).

30%
increase
in sales

HK™

IFLORINA®

SPONSORUJE

PRODUKTY
SZEFA
KUCHNI

HENRY
WYBOR
NA LATA

BONO MOC PEŁNEJ
INDUKCJI



FFLORINA®

SEE OUR ADVERTISING SPOT



FFLORINA®

OUR PRODUCTS

State of the art designs are created by our inhouse designers who follow the latest trends



The wide range of types of products in our offer caters for needs of everyone in the household – in one place we offer products for food and beverages processing, preserving, consuming, as well as products for body care and household maintenance.



OUR BRANDS

FIFLORINA®

The brand offers the widest range
and greatest variety of products
for the kitchen and dining room:

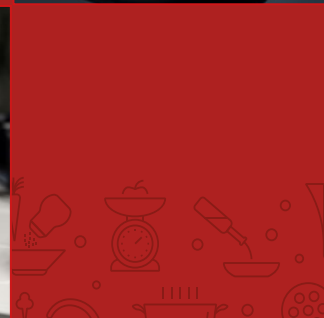
- pots,
- pans,
- tableware,
- storage containers,
- small kitchen accessories,
- kettles.



OUR BRANDS

botti
ELECTRONIC

Modern and innovative products
for the kitchen, home, and body
and hair care.



OUR BRANDS

Praktyczna

Products that are indispensable in a household. These are mainly articles intended for cleaning, food storage, cooking and hygiene.



WE ARE A DISTRIBUTOR OF FAMOUS *Bormioli Rocco Italy*



An exclusive series of products useful in dining rooms and kitchens. These include various types of glassware and plastic containers for a wide range of applications. Bormioli Rocco products are known and appreciated by customers all over Europe.



SEASONAL PRODUCTS



FIFLORINA®

READY-MADE STAND PROPOSALS







WORKING WITH US MEANS

*TRENDY
AND OUTSTANDING
PRODUCTS*

of exceptional
own designs



TOP-NOTCH

customer
service



PROFESSIONAL

product consulting
service



*SWIFT
PROCESS*

of complaints
management

