



Press Kit

Balvi Gifts





About Balvi

Balvi is a brand of **original, functional and fun products** for the home whose mission is to provide a differentiating touch through design in different categories: kitchen and table, decoration, desktop, lifestyle, kids... Being its main distinctive element the great creative team that the firm has, in addition to closely follow the latest trends around the world, is constantly thinking how to **transform these everyday products into objects that bring a touch of humor and wit** in the homes or lives of people.



Founded in 1963 by Enrique Vives Valls, *Balvi* began its activity as a family business distributing products, accessories and original gadgets for the home. Being at that time the import of products the focus of its activity, until 2010 when a new mixed strategy of import and own design (75%-25% respectively) was introduced.

In 2018 Balvi decided to bet almost exclusively on **in-house design**, and incorporated a new creative direction to realize this ambition. This commitment led to a major change in the company's organization and processes, currently reaching a percentage in the design of own collections of almost 95%.



95% of *Balvi* products are
designed by an internal team
of professionals.

The result is an **original, fun and
different product** - the magic of
the unexpected!

We **Design** to make you **Smile**

We achieve **customer satisfaction**
because our efforts revolve around
them.

At *Balvi* there is a total commitment to an **innovative design out of the ordinary**, which gives rise to products with "sparkle" and their own identity. The objective? to try to bring a smile to those who use them.



Distribution channels

Balvi's business model has evolved over the years. Traditionally the distribution channel has focused on B2B, through physical stores, and it was not until 2016 when the online store was opened to reach the B2C channel.

This **commitment** to constant **innovation, design and quality** has allowed the firm to become one of the leaders in the industry and to be present in **more than 60 countries around the world**.



Product Categories





Kitchen and Table

In Balvi we have all kinds of **decorative accessories and kitchen utensils**, practical and unique at the same time to give a unique style to this part of the house.

Cups and glasses, bottles, mittens, napkin rings, cup markers, rugs, wastebaskets... all with a unique and original design to surprise whoever sits at the table.



SKU. 27598 - Silver Tourmalet bottle opener



Decoration

The magic of the home is in the little things, that's why *Balvi* works in the design of the most original and unexpected decorative objects. Pots and vases to turn the home into an authentic green oasis, lamps, photo frames, wall signs, clocks... a decoration to make the home a fun and practical place.



Desk

In recent years, work or study areas have evolved more than ever. Balvi bets for accessories that allow to create an orderly environment but without leaving behind the design and originality: monitor stands, pencil holders, paper baskets, bookmarks, stationery accessories... where fun is the center.



SKU. 27415 - Sharpener pencil holder yellow



Lifestyle

Products that adapt to any lifestyle! Games, pet accessories, technological gadgets, travel items, become the perfect option to give a touch of fun and originality to the objects that accompany us every day.



Kids

A colorful and fun proposal for the little ones in the family! Designs based on best sellers, now adapted to the imaginary world of children, a real treat!



SKU. 27628 - Woof bookmark (PVP: 28,35€)



Wastepaper baskets and pencil holders Pantone collection



SKU. 26537 - Ceramic Pac Man Salt and Pepper Set



SKU. 27390 - Pantone green bathroom set

Any time is special to have a detail, although sometimes it is difficult to find the perfect gift to surprise the recipient. *Balvi* has a wide range of products ideal for gifts: for animal lovers, sportsmen, foodies, travelers, book, series or movie lovers... The reality is that **any Balvi product is susceptible to be given as a gift**, to surprise in any occasion!

In addition to the work of an own design in most of its products, *Balvi* makes **collaborations** through **royalties** or with other brands with **licensing agreement** as Pantone, Pac Man or Mr. Wonderful.



Spokespersons



SKU. 26664 - Ceramic See-Saw Salt and Pepper Set



Enrique

Enrique Vives

Graduated from Esade, he began his professional career in the family business right after finishing his studies. He is the second generation in a company with more than 60 years of history, during which the company has been transformed to become a leading company in its sector, exporting to more than 50 countries.



Alicia

Alicia Arteaga

Trained in Industrial Design at the School of Design Elisava and later Master in Design Management at the Polytechnic University of Catalonia. Her professional career is focused on advising companies to help them achieve their goals through strategies where Design is the central axis. She starts her collaboration with Balvi in 2018 to consolidate a transformation from importing company to own design brand.



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IMAGES**

SKU. 27302 - Tomato appetizer fork



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