

ZAKŁADY CERAMICZNE
"BOLESŁAWIEC"
in Bolesławiec
Limited Liability Company



**FRANCHISE:
OWN BUSINESS**

Become our partner



Ceramika Bolesławiec is one of the most recognizable Polish brands in the world. Customers appreciate the quality and unique handicraft patterns, and the business partners cooperation with the oldest ceramics producer on the local market.



LEADER IN CERAMIC PRODUCTION

ZAKŁADY CERAMICZNE „BOLESŁAWIEC” LLC IS ONE OF THE LARGEST PRODUCERS HAND FORMED CERAMIC TABLEWARE.

The over 75 - year of the Company presence on the market allows us to continue the centuries - old tradition of providing customers with products known for their high quality and timeless design.

The classic stamping method, which we use to decorate cups, mugs or plates, delights connoisseurs of ceramic products who appreciate its artistic style and the uniqueness of forms and decorations.





TIMELESS PRODUCTS WITH GUARANTEE OF QUALITY. WHAT MAKES THEM DIFFERENT?

WE OFFER OUR PARTNERS A SALE OF A WIDE RANGE DISHES GUARANTEED LONG - TERM QUALITY AND SAFETY IN CONTACT WITH FOOD.

We guarantee that our products are entirely safe for food contact since the body and glaze do not contain any harmful substances. Therefore are suitable for:

- use in dishwasher
- use in microwave ovens
- storage in refrigerators
- baking in ovens and hobs heating (dedicated cookware)

CERTIFICATIONS

CERTIFICATIONS REPRESENT A CONSTANT REFERENCE OF OUR ACTIVITIES AND A GUARANTEE FOR OUR PARTNERS.

Products manufactured in ZC „BOLESŁAWIEC” LLC are safe in all aspects. We have our own laboratory, and we also cooperate with other external institutions and laboratories. Our products are certified for the following variety of standards:

- Tests allowing our products to be in contact with food
- Hygienic certificate for washbasins
- Frost resistance
- Study of natural radioactivity
- Testing the thermal resistance of transparent glaze



Łukasiewicz

Instytut Ceramiki
i Materiałów Budowlanych

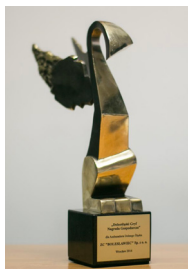


PRODUKT ROKU 2019

FIRMA ROKU 2019



Polska Firma
Międzynarodowy Czempion



PRIZES AND DISTINCTIONS

We are the winners of many awards and distinctions in the business and product category.

The latest achievements:

- 2021 must have Łódź Design Festival
- 2019 FIRMA ROKU, PRODUKT ROKU
- 2016 Dolnośląski Gryf
- 2016 Polska Firma, Międzynarodowy Czempion



PLENTEOUS STAMP CERAMICS OFFER

Our offer includes:

- cups and mugs
- kettles and jugs
- plates and saucers
- bowls and platters
- vases
- bathroom sets
- interior design products: clocks, lamps, candlesticks
- occasional products: Christmas balls, santa figures, bunnies, pumpkins

JOIN US AND BE OUR BUSINESS PARTNER

WHO ARE WE ADDRESSING OUR OFFER TO?

People with their own stationary facilities or having an idea for a location and premises.

WHAT WILL YOU GAIN FROM COOPERATION?

AS A COMPANY WITH AN ESTABLISHED POSITION ON THE MARKET WE PARTICULARLY CARE ABOUT RELATIONS WITH PARTNERS, PROPOSING A MODEL BUSINESS BASED ON A FAMOUS BRAND AND MARKET EXPERIENCE. WE OFFER:

- a prestigious brand with a global reach
- professional advice
- sales know - how
- business support (direct contact with an experienced manager)
- promotional support on the company website and in social media
- branding
- training materials (Folded leaflet / catalogs / flyers)
- practical and theoretical training (on - site our company and at the contractor)
- favorable prices and priority place in the recipient list
- help in finding and arranging your own premises
- support from experienced staff (when opening the store or depending on the needs)
- legal support (assistance in drawing up contracts)





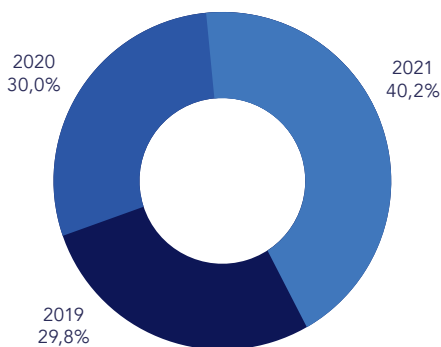
YOUR PASSION + OUR EXPERIENCE = SUCCESS

DESIGN YOUR BUSINESS WITH US.
FOR YEARS WE HAVE CO - CREATED THE FRANCHISE
MARKET, A PROVEN MODEL OF BUSINESS COOPERA-
TION WHICH IS APPRECIATED BY OUR PARTNERS
IN POLAND AND ABROAD.

THE BIGGEST ADVANTAGES OF OUR OFFER:

- we are recording a steady increase in sales on the retail market
- a wide range of products in the basic offer: almost 800 shapes and over 300 decorations (our database has over 2000 shapes and 1800 decorations)
- we care about our customers and partners, which is why we design about 40 new shapes and about 100 new decorations per year
- in the brand store in Bolesławiec, we host over 4,000 customers a month, and in August during the Bolesławiec Ceramics Festival the sales are increasing 4 times
- we do not require the sale of only our products, the franchisee can procure in the assortment of other manufacturers in the industry „Home and interior“ (up to 40% of the total offer), under the so - called „Soft franchise“

RETAIL SALE



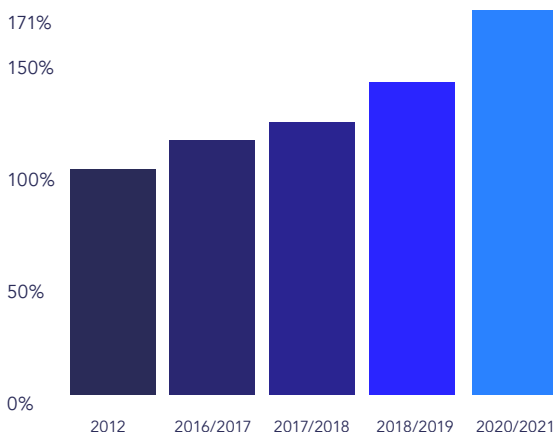
STRONG MARKET POSITION AND A LONG - TERM TRADITION

MODERN DEVELOPMENT

Zakłady Ceramiczne „BOLESŁAWIEC“ LLC is a reliable business partner. For over 4 years, the Company's turnover has been growing steadily, also in the area of retail sales. Currently, we employ almost 400 employees who constitute the foundation of the company and constantly improve their qualifications.

SALE INCREASE DURING
THE BOLESŁAWIEC CERAMICS FESTIVAL

We are the oldest post - war ceramics producer in Bolesławiec. The company has been operating under its present name since 1980. Thanks to modern standards, ZC „BOLESŁAWIEC“ LLC is currently the leader in the sale of ceramics in Poland.



A LOCAL BRAND WITH GLOBAL REACH A BRAND KNOWN IN POLAND AND WORLDWIDE

WE ARE SELLING OUR PRODUCTS WITH BIG SUCCESS IN POLAND AND ABROAD FOR YEARS,
MAINLY TO: GERMANY, UNITED STATES OF AMERICA AND SOUTH KOREA.



WHO ARE OUR CUSTOMERS?

They are primarily loyal consumers who spend an average of PLN 300 on purchases during a single visit to a store (stationary or online). Thanks to the fact that we are faithful to the canon of shapes and decorations, we also have customers among prestigious recipients (including embassies and consulates of states and various state institutions).

BRAND STORES AND DISTRIBUTION

ZAKŁADY CERAMICZNE "BOLESŁAWIEC" LLC OWNS BRAND STORES, FRANCHISE STORE AS WELL AS WHO-LESALE DISTRIBUTORS.

Brand stores:

- WARSZAWA (2/14 Prosta Street)
- WROCŁAW (10 Sienkiewicza Street)
- BOLESŁAWIEC (11 T. Kościuszki Street)

An example of a franchise store in Poland:

- SZCZECIN (3 Niepodległości Ave.) www.kropkawkropke.szczecin.pl

An example of one of the foreign partners:

- RIJSSEN, HOLANDIA (44 Elsenerstraat Street)





**TAKE OVER A BRAND STORE
IN WROCŁAW (10 SIENKIEWICZA STREET)
ON A FRANCHISE BASIS TODAY
AND COMPLETE YOUR OWN IDEA
FOR A JOINT BUSINESS WITH US.**

- total surface of the store approx. 60 m² (sales room, social facilities, warehouse)
- recognizable store location
- constantly growing shop turnover
- the building is being insulated and the elevation is being changed
- the possibility of taking over the store equipment
- the shop is known among ceramics enthusiasts not only from Wrocław - own FB website + high activity on the FB group of Zakłady Ceramiczne „BOLESŁAWIEC” LLC

**SHARE WITH US YOUR IDEA HOW YOU SEE
THE JOINT BUSINESS.**

FILL UP THE APPLICATION FORM:

<https://ceramicboleslawiec.com.pl/formularz-franczyzowy-eng/>

FOR MORE DETAILS:

e-mail: franczyza@ceramicboleslawiec.com.pl

ph. no. +48 75 612 07 37

www.zakladyboleslawiec.com



**RELIABLE PARTNER
IS A GUARANTEE OF SUCCESS**

We look forward to working with you!

Launching a franchise is dedicated to investors who keep their feet on the ground, for whom the goal is clear - the placement and multiplication of capital. If you want to be sure of the investment and achieve success, cooperate with Zakłady Ceramiczne „BOLESŁAWIEC” LLC. Our strengths include a certain cooperation based on partnership, the uniqueness of world - class products, a soft franchise and a guarantee of brand recognition.