

RITF.eu
PROJEKTUJEMY – PRODUKUJEMY – KREUJEMY

Key issues

- The company
- Our team
- Range of activities
- Our Clients' portfolios
- Examples of our works

The company



- Company RITF starts operations 2005
- Our staff and management has many years experience of marketing and sales for international FMCG brands
- We provide our own poligraphic and graphic production processes. Based on offset machines ROLAND and digital KONICA MINOLTA, which significantly decrease our Clients' costs
- Since 2007, a member of the PSI Promotional Product Service Institute
- In 2009 we became a partner of the „Solid in Business”, led by GJC Inter Media, organizer of the International Days of Marketing, PR and Advertising RemaDays
- In 2011 we were awarded the prize by the National Labour Inspectorate for taking 2nd place in the XVIIIth edition of the competition „Employer - organizer of safe work”
- In 2011 we were laureate of the XIIth edition of the ranking „Business Gazelle 2011” organized by Press Bonnier Group - Business Pulse
- Since 2010, a member of PIAP – government agency
- We work and we are a signatory member of the „Polish Charter of Best Practice Category Management”

People



Jakub Wlazło - Chairman of the Board, founder and principal shareholder

Graduate School of Management in Warsaw and an MBA from the Business University of London

- 20 years of professional experience in sales and marketing in the following companies: Unilever, Pepsi-Cola, Henkel, Cussons, Bols - Remy
- Brands successfully introduced into the Polish market: Pollena 2000, Dove, Persil, Taft, Pepsi Max, Luksja, E, Bols Vodka, Vodka Soplica, Gallo Vines
- In 2005, he becomes the founder of the company, since 2006 Managing Director RITF
- Author of publications in the field of marketing strategy for „Media and Marketing”, „Life of Commerce (Życie Handlowe)”, „Trade Newspaper (Gazeta Handlowa)”

People



Agnieszka Sędzikowska - shareholder and a partner

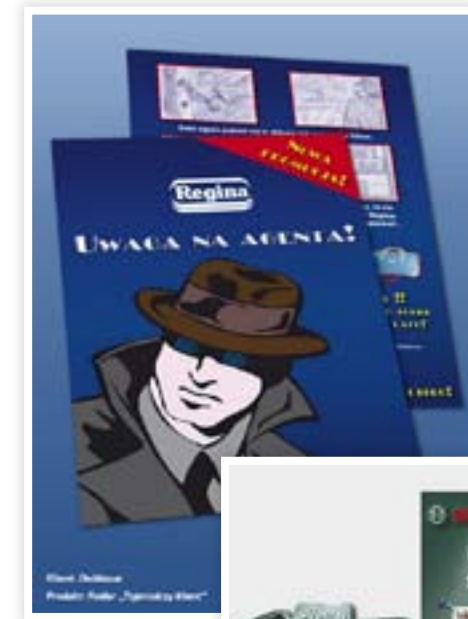
Graduate of Higher School of Commerce and Law
in Warsaw

- 15 years of professional experience in the areas of customer service and sales organizations: Intrum Justitia, Diageo
- She was responsible for a number of developed procedures implemented with international organizations in the field of customer service and logistics

Range of activities

Loyalty Programs – trade and customers
multimedia promotions program:

- We specialize in the creation and operation of loyalty programs B2B and B2C
- We have completed several projects on FMCG and BTB markets
- For such customers as: Delitissue, Bosch, Dörken, Alcatel – with budgets EUR 1,000,000
- We cut your cost base on own support background !!!!



Range of activities

POLIGRAPHY base on own machines

Offset printing

- Up to B2 format
- Machine ROLAND, 5 colors, 150 000 day performance
- Bindery - on machines Ideal and Adast
- Brochure series - CB Konica X2, performance of 52 000 copies/working shift

Digital printing

- Konica Bizhub 6500 and 5500, performance of 88 000 copies/working shift
- Epson Digital Chromalin – 9000 line
- Cutting plotter
- Print refining: production system on the mat and UV
- Production open daily from 7 a.m. to 7 p.m.
- Printing on demand in 24 hours
- Printing on the basis of 72h calculation



Range of activities

CREATION / Graphic Studio

- Graphic studio with – artistic designer on permanent contract
- Designing packages, labels etc.
- 3 graphic designer on permanent contracts /DTP with CTP digitaly link
- Lots of won and accomplished creative tenders
- Implemented platform Adobe Creative Suit Premium CS5.5 version – 3 polish instalations



Range of activities

POS production / Gifts

- Direct contract with the largest supplier of promotional gadgets in the world-Mid Ocean Brands,
- Franchise of 2 offers catalogues
- An annual Christmas special offer distributed from IX
- A full package at our on-line store www.egift.eu
- Production on demand – work with a product designed and produced along with individual Client's needs
- Individual production based on a partnership agreement with Domestic Asia -seated in Indonesia



Range of activities

Promotion clothing

- We offer ready-made clothing designs from the best domestic and foreign producers
- We provide our customers with only optimal solutions.
- Direct Distribution (prices of platinum distributor)
- Promo Stars - AED Reserved brand
- We also offer products of such brands as Harvest, Hannes, Fruit of the Loom.
- 51% ownership in the suburbs brands of sewing with a capacity of 8 benches
- Individual projects



Range of activities

Web design / Designing webpages

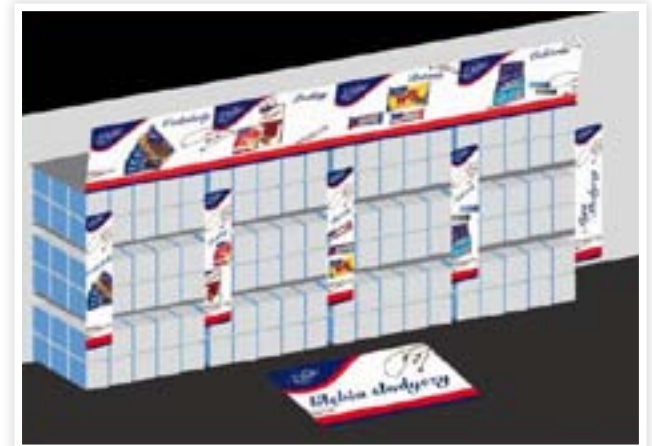
- Examples of Web Pages prepared for our Clients base on Ownership IT infrastructure and web designers graphic



Range of activities

CATMAN

- Basing on years of experience of our managing officers, we offer full implementation of the Category Management process
- We have successfully implemented programs for many major brands and product categories, hypermarket chains and petrol stations. We are fully prepared technically with the appropriate software to handle projects (Apollo, ProSpace)
- We provide service of a process from the moment of the initiative by preparing a project, performing research until changing settings of the shelves at Client's as well as the analysis of the process' closure



Our Clients portfolio

- Alcatel print, creation, loyalty program
- Bosch loyalty program, creation, DTP, print, graphics design, www page, projects of BTL and ATL materials, incentive trip
- E.Wedel print, promotion clothing, projects of packaging, loyalty program
- Canal + print, creation, DTP
- Delitissue print, promotion clothing, loyalty promotions RPC, advertising gadgets, www page, projects of BTL materials, budget service, creation, DTP
- Dorken print, promotion clothing, trade program's, creation, DTP,
- Drogerie Natura print, creation, DTP, company conferences, advertising gadgets
- Henkel Polska print, creation, DTP, advertising gadgets
- Husqvarna Polska print, creation, DTP, advertising gadgets
- H+H print, creation, DTP
- Intra print, creation, DTP, gadgets
- Procter & Gamble print, creation, DTP
- Sandoz print, creation, DTP
- Simba Toys Polska print, creation, DTP
- Sobieski print, creation, DTP, advertising gadgets, materials supporting sales



Examples of our works



Examples of our works

E. Wedel
 WYPRÓBUJ IAKOBY - FILTEROWANO
Smigaj po nagrody!
 Kup dowolne lub
 za łączną kwotę **12 PLN***
 a przy kasie otrzymasz
ŚLIZG!

Klient: E. Wedel
 Produkt: Consumer Program - Promocja Ślizg
RITF.eu

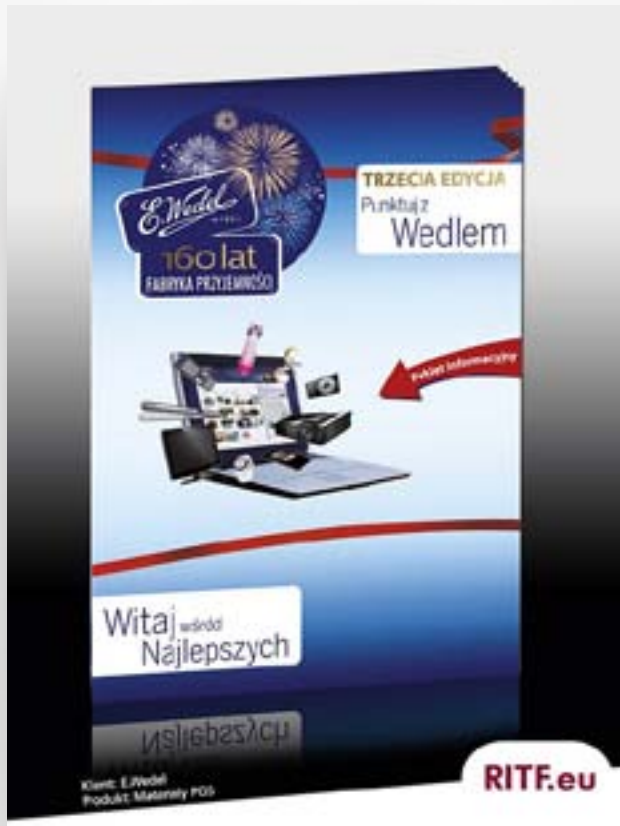
E. Wedel
 WYPRÓBUJ IAKOBY - FILTEROWANO
Znajdź swój słodki rytm

Klient: E. Wedel
 Produkt: Pakiet 31 smak wódków 3D - promocja konsumenta
RITF.eu

E. Wedel
 WYPRÓBUJ IAKOBY - FILTEROWANO
160 lat
nowość
Spróbuj Kremowych Duetów

Klient: E. Wedel
 Produkt: Set PLN Nowości
RITF.eu

Examples of our works



Examples of our works



Examples of our works

Przebieł jakkolwiek stara wkrętarka z akumulatorem NiCd lub sam akumulator z ładowarką a będziesz mógł kupić

GSR 10,8-2-Li Professional
za wyjątkową cenę
520 zł brutto (z 20% VAT)

Wymień starą wkrętarkę na nową
w technologii Li-Ion z serii Bosch dla profesjonalistów

BOSCH
Technologia dla Ciebie

Klient: BOSCH
Produkt: Materiał - Nowości

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BOSCH DREMEL SKK

Wygraj Warsztat swoich marzeń lub tysiące innych nagród

WYGRAJ Warsztat swoich marzeń lub tysiące innych nagród

SUPER OFERTA FIRMY BOSCH

BOSCH

Klient: Bosch
Produkt: Consumer Program - Warsztat Marzeń

RITF.eu

Tylko Bosch!
Drewno. Pasja. Technologia.
Promocja z nagrodami.

BOSCH
Technologia dla Ciebie

Klient: Bosch
Produkt: Materiały POC i obsługa akcji promocyjnej

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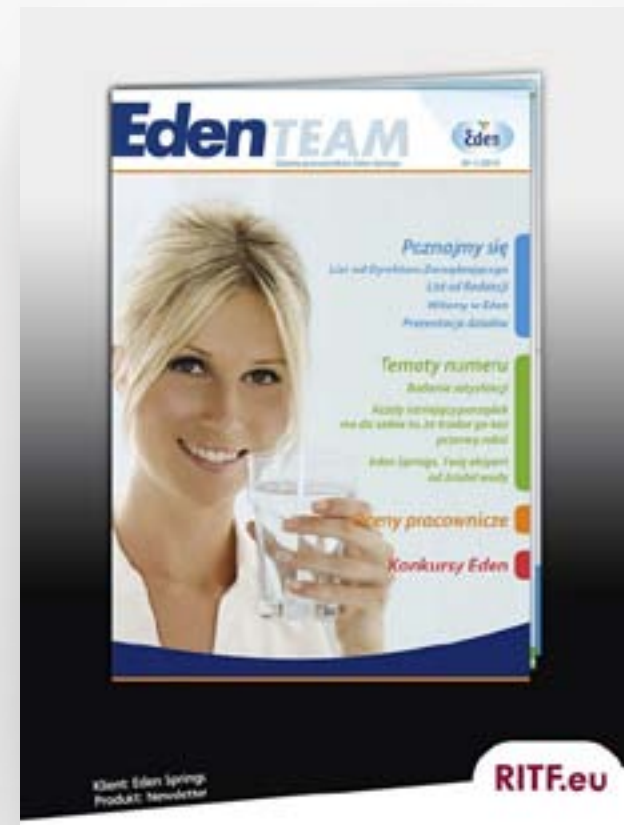
Examples of our works



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Examples of our works