

**Professionals for Professionals** 

RITF.eu #12 y





- The Company
- Range of activities
- Our Clients
- Our works





### RITF.eu – how we work



We create modern marketing solutions



We are intensively developing digital





We adapt marketing mix tools to the tasks



We build relationships with our clients



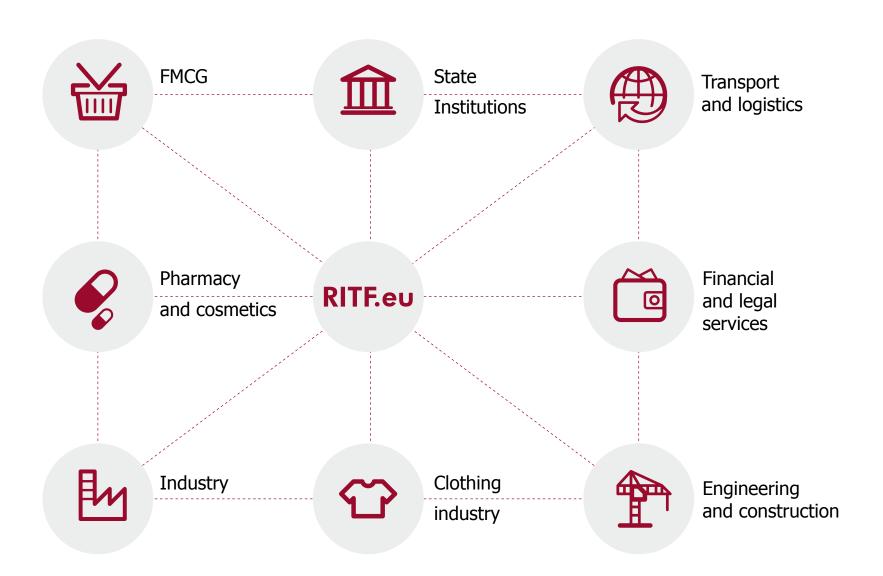
Our activities develop businesses of our clients



We are constantly investing in new technologies



### **RITF.eu – Experience in many sectors**





### RITF.eu - bio

- RITF advnet company was founded in 2005.
- Our management and staff has many years of marketing and sales experience for international FMCG brands
- We provide our own printing and production services based on our offset and digital machines (ROLAND and KONICA MINOLTA), which are significantly reducing 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" program, led by GJC Inter Media, organizer of the International Days Marketing, PR and Advertising – RemaDays.
- In 2011 we were awarded the prize by the National Labour Inspectorate for taking 2nd place in the XVIII'th edition of the competition "Employer organizer of safe work".
- In 2011 and 2012 we were laureate of the XII'th and XIII'th edition of the "Business Gazelle 2011" and "Business Gazelle 2012" rankings, organized by Press Bonnier Group "Business Pulse".
- In 2014 we were laureate of the "Business Cheetah"
- We cooperate and we are a signatory member of the "Polish Charter of Best Practice in Category Management"
- In 2016 we were laureate of the "Golden Arrow 2016" award in category
   B2C loyalty program





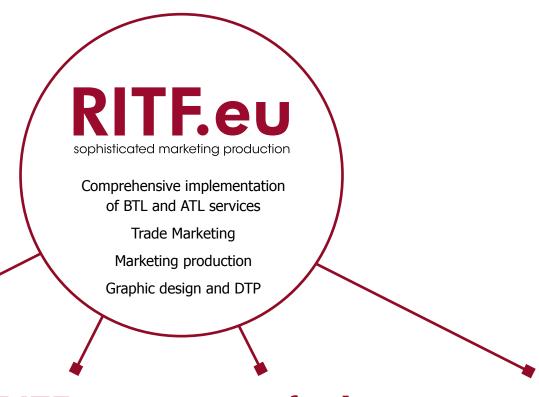








### Company Structure





- Interactive production
- Web design
- Ad banners
- Databases
- Interactive graphics



- Marketing production
- Printing production
- Offset and digital machine park
- DTP



- Gifts
- Individual production
- Import from Asia

### ADV HUNTERS

adventures & fun company

- Incentive trips
- Incentive programs for sales force
- Events and conferences



### Management



#### Jakub Wlazło

Chairman of the Board, founder and principal shareholder

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



#### Agnieszka Sędzikowska

Shareholder and a partner

Graduate of Higher School of Commerce and Law in Warsaw

- 20 years of professional sales and marketing experience in the 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, Soplica Vodka, Gallo Wines.
- In 2005 he becomes the founder of the company,
   RITF.eu Managing Director since 2006.
- Author of marketing strategy publications for "Media and Marketing", "Life of Commerce" (Życie Handlowe), "Trade Newspaper (Gazeta Handlowa)".
- Expert of the Business Centre Club.

- 15 years of professional experience in customer service and sales: Intrum Justitia, Diageo.
- She was responsible for developing a number of customer service and logistics procedures implemented in international organizations.
- Since 2012, Member of the Management Board of PIAP (Polish Chamber of Promotional Articles).
- In 2014 re-elected as a board member of PIAP.



# Realizations Projects References



### **B2B** programs – key ability









### **B2C programs**







### Consumer sales support programs/trading

- We specialize in the creation and operation of B2B and B2C loyalty programs.
- We have completed over a dozen projects on FMCG and B2B markets for customers such as: Sofidel, Bosch, Tchibo, Dörken, Alcatel, WUZETEM
   with budgets around 1.000.000 Euro.





### **Creation / Graphic Studio**

- Professionally equipped, multi-station graphic studio
- Highly creative specialists, UI / UX, Web Developers and Programmers
- Designing and building websites
- Designing visual identity
- Designing packages, labels, POS stands and displays
- Lots of won and accomplished creative tenders
- Many years of experience and passion in creating
- Adobe Creative Cloud design software
- Macintosh and Windows systems



































### **Nonstandard PR activities**

- We implement promotional activities supported by well-known public figures.
- Among the people od media we have worked with include: Dorota Gardias, Adam Klimek, Maciej Wislawski, Łukasz Byśkiniewicz, Omenaa Mensah.



### **Nonstandard PR activities**



Adam Klimek – auto mechanic, host of the TV show "Samochód marzeń – kup i zrób", ambassador of Bezpieczny Warsztat 2016 campaign





A social campaign bezpiecznywarsztat.pl



Łukasz Byśkiniewicz
– racer, TVN Turbo
producer and journalist,
ambassador of the
Majorette campaign



Majorette brand relaunch



### **Nonstandard PR activities**



2016 Calendar for Omenaa Foundation and Itaka



Omenaa Mensah

– weather presenter, founder and chairman of

Omenaa Foundation, also owner of the furniture brand –Ammadora



### **Action support – film production**













### **Production**



#### **DIGITAL PRINTING**

- Konica Bizhub PRO C6500 and PRO 1050 printers with efficency of 88.000 copies/working shift.
- Epson PRO 4880 digital proofer.
- Cutting plotter.
- Print refining.
- Production system on the mat and UV.
- Production open daily from 7 AM to 7 PM.
- Printing on demand within 24 hours.
- Printing on the basis of 72h calculation.

#### **OFFSET PRINTING**

- Printing up to B2 format.
- ROLAND Machine 5 colors, effeicency of 150.000/24h.
- Bindery on Ideal i Adast machines.
- Brochure series CB Konica X2, with efficency of 52.000 copies/working shift.



manroland





### **POS production / Gifts / Promotional clothing**

#### POS / GIFTS

- Contract with the world's largest supplier of promotional gadgets – Mid Ocean Brands.
- Franchise of 2 offer catalogues.
- An annual Special Christmas offer distributed from September.
- Production on demand work with a product designed and produced to suit individual Clients needs.
- Individual production based on a partnership agreement with Domestic Asia with headquarters in Indonesia.

#### PROMOTIONAL CLOTHING

- We offer ready-made clothing designs from the best domestic and foreign producers.
- Direct Distribution (with prices of a Platinum Distributor) of Promo Stars – LPP products (firm that owns brands such as Reserved, Mohito, Sinsay, House)
- We also offer products of such brands as Harvest, Hannes, Fruit of The Loom.
- 51% ownership of sewing located in Marki
   (Warsaw outskirts) with a capacity of 8 posts.
- Individual projects.









### **Catman**

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





## Our Clients



### **Our Clients**











#### BOSCH

ATL creation, BTL creation, printing, gadgets, textiles, loyalty programs, programy trade marketingowe, sales incentive (Brands: Bosch Blue, Skil, Bosch osprzęt, Bosch green)

#### BERLIN-CHEMIE

creation and printing of promotional materials

#### CENTROZŁOM WROCŁAW S.A.

ATL creation, BTL creation, printing, gadgets

#### CTL

printing, gadgets, textiles (corporate materials)

#### DÖRKEN

BTL creation, packaging creation, printing, loyalty programs, gadgets, B2B and B2C programs (Brand: Dörken DELTA®)













#### **FERRERO**

ATL creation, BTL creation, printing, gadgets

#### HENKEL

BTL creation, printing

#### H+H

BTL creation, printing, gadgets

#### IPN/PRZYSTANEK HISTORIA

ATL creation, BTL creation, printing, gadgets

#### JMP FLOWERS

ATL creation, BTL creation, printing, gadgets











#### MAKRO C&C

BTL creation, printing

#### PEKAES

BTL creation, printing, gadgets, textiles

#### PEKAO S.A.

printing, gadgets, textiles

#### PUMA

BTL creation, printing

#### REVLON

BTL creation, printing, gadgets

#### **SIMBA · DICKIE · GROUP**

SIMBA DICKIE GROUP

ATL creation, BTL creation, printing

loyalty programs,



#### SOFIDEL

BTL creation, printing, gadgets, textiles, B2B / B2C programs, sales incentive (Brands: Regina, Soft&Easy)

### Tchibo

#### TCHIBO

BTL creation, trade programs, creation and production of POS materials, textiles,





#### WEDEL

BTL creation, printing, gadgets, textiles, trade marketing programs, B2B/B2C programs

#### WUZETEM

ATL creation, BTL creation, printing, gadgets



### **Our works**

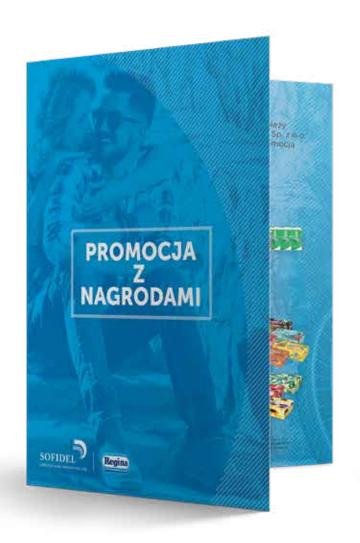


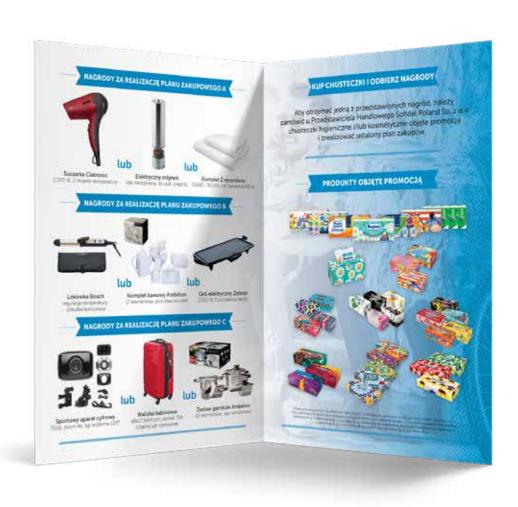
### **Benefits Package DELTA – B2C program**





### **Trade program – Sofidel**







### **Merchandising Offer – Sofidel**





### Social Campaign bezpiecznywarsztat.pl - 2016





### bezpiecznywarsztat.pl campaign – II ed. 2017



### **Buy&Get promotions – design, production**





### **FMCG** sector – production







### **BOSCH** – design, production





### Makro – design, production





### **BOSCH** catalog – design, production





### **B2B/B2C** program – Majorette brand relaunch







### **Tchibo – POS, display systems**









### SIMBA – design, production



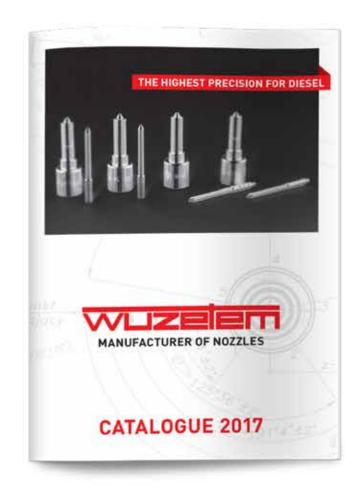


### Makro – design, production





### **WUZETEM** – design, production



			with the last	11	<b>CONTRACT</b>		1885		ALC: N	e lec	CHICAGO.
_		_			YOUR BUSY	CONT.			Contract of		
	Para	30 K U.H	MALAUNI DA	MUST REPORT	34127105-9026-60'S	500	6164	MARK	Jan 1961	3014	Transmiss.
U	PRODUCT.	NORTH	361110E/21	SCHOOL SQUAR	protection what work ?	Name and Address of the Owner, where	20.00	1807-0150	MUHAU MUHAU	Milita	3141171166 314171766
	200.001	5/4	20011/06/15	3655,90%	AUTOM WARNEY	B6500	9.30	2190943	Militaria	Milita	9-615746
	MOUNTS.	0100	MELLOWICZY	MC# 3076	SALES OF BRANCH	E ALL	16.16	TOP AND	Planeo	MILLS	3400046
	DO FLOS	9.9	MILLIONICAL	953-36N 953-96N	9 EL 21 ET 1852 1953 2	10 F (1) T	0.04	(0.10 MA)	MUNTAN	200	1010160
	36 8111	30.85	MALEUR TA	904 955	3.60 (717); 90,0 40/4, 7	0251	16798	20 M Table	TRILLIGALE.	300	316010 ME
	2001011	3149	-			MEKT.	95.06 95.05	0.07.000	790103007	2004	941046 941046
				201 SCW	\$40,040,000,000,00444.5	0.00	1	344 1/W	MUHOPHA .	3001	340006
PA w	Marcal .	0.0 GA	20, 10 MI	300 F 9576	patrone worker	100				300	30006
K.Ruliko	Select St.	30.004079	76 (10 kg/kg)	340/4 MEN	THE UNIT OF THE PARTY.	The same of	A		WANTED TO	125	111
		_	-	-	Name and Address of the Owner, where	EC.	16		FOR.	-	
4544	1900	30,640	BUILDING	395750	person duties - 1	200	45		20046		_
7111		-		_			16.66		80.10		
_	10.00	315339	Suree	363(62)	240.000-2010695.53	POTO					
	26403	1.6/9	PROJECTION NO.	965 F 10/76	SALIZONA ROADERS	301	300-08.47	39764677	PSUSSE	365/m (6) Ad	3412112-861054
EADWING TO	Mergent par	24.60	Married Street	365.8	MATERIAL	30 mm 11	100-19-FE	56767387	MICONES.	20 + 1 M	340,010 (80,000)
ME N	No. don't	5436	Market	ACC 2014	PROJECT NAME OF	No.				_	
_			_	_	_	100		315/38	DELINANT	300c 959	. Petrone expe-
1911	Security	1714	30.34M	3651-1676	PROTECT BUILDING (	25cH	(meck)(t)	219.74	7811600	3001 30N	3.612819.801904
		-				120	-	365-58	Processors Management	2001-10-M	DATATION WAS INCOME.
			Mr. Smith	2017-2016	SOUTH STREET, C	100					The second
198,110.	Paris S	N.A.U.B.	70 THA	303 KW	\$43 to 61 to 67	200					
						SEMMONT C	market.	768	Michael C	3001 30 M	THE PARTY SHOWS
						Set Street (VICInt - F)	argent.	SUP	PRESIDENT.	36501-185/Fe	9-012017 (90,040)
	headen.	1145	700,004	303 974	January Miller	WMMerres		346	MICHANIA.	Miles digital	SHOUTH WATER
-	_	_	_			Semantine.		2567	ASCAME A	30011074	- THAILDOTTY MALKING
	3014	34.35.66	1900/HMDH	360	340,710	#5661730		3166	MELDINET	9801 HUNG	- 34013917 Appnies
	(No.	20.76-0.76	PROTEGUE	365/9	PROTE	SESSESSES OF THE PERSON NAMED IN		100	300,639075	Million My My	ARTON WALKER
		40004000				SERVICE CO.	2415	35	WILLIAM TH	SECON SEASON	3-617719-3664-60
U.S. Sandara	-	1700000	1000000	CHARLES AND	The second second	Sept.	her:	16.66	RELEASE'S	WEST 165-74	THE THE WASHING
# N#121 251 H	No. of London	Det. Inc.	20.00	JUL 575	Her Strike Williams 7.	Mary .	100	100	762,04676	80 × 8,76	permit agree
what is:	Jean of St.	110-011	70 19.40	2037 7674	\$40,000 MICHIGAN	Section 1	3401	100	MILLIAMOTE	B0001 B096	2:40117176:3803146
British St.	100000000000000000000000000000000000000		2 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Name and Address of the Owner, where	Name and Address of the Owner, where	Section 1	140	16.66	2012/05/24	B000 90%	SHIPTIN WESTern
941110	PRINCE.	SHADE -	None's	833.659	SHOULD BE SHOW YOU	300.04	2011	16.00	RUPHON	(M)(1) (M)*6	210127134, 86(4140)
1909						THE REAL PROPERTY.	00%	NA:	35,445/5	30011076	3 HITTIN Missell
0.59(16) 1:11	Set dyns	36 % 30 %	POLYMEN	303.64	PROJECT WATERCAST	Street.	Peril	144	29192	\$50 to 50,46	240 0 19. <b>40</b> 00-0
SK Securition SK securition	POP-BOURS MORROUSE	MEGE	PRODUCTS.	30071-0046	HOUSE MANAGES	BEA1	Per:	100	MILESTON .	March 1879	THE STATE WASHING
Of Impril Disk	HI PLY	HE LET	Paurietti	2017 SUN	Depth of Bull and	200	tera	- 22	700,010070	900 S-74	11-41-271 (S. Wilston)
ST. SHOP LINE	HATTER.	NAME .	Photography	953 SH	Sept. Co., Britania Co., Co., Co., Co., Co., Co., Co., Co.,	50.41	3400	NA:	PR-14-95/79	Sec. 25/46	THE REAL PROPERTY.
047154	METERS.	NATE OF	Russelly	Marin Mills	Profession Statements	Section 1	Tarra .	No.	MILLIANS IN	950.309	DATE OF BUILDING
HOUR	110000	1	1 (7,770)	11-5120		2903	Terr	NA:	381109579	MSS-909	SALITON WESTERN
IR WARE	MARKET .	2000	29(490)	853 R.W	PROTEIN BRUNNING	39(3)	Harri	(Maller	MICHIGAN	300 SUN	Security Ballion
H Indian	John Sterring	316 08	PERMIT	2019 95/96	YOU LAND BETWEEN THE	2003	34400	N/A	MUNICIPALITY	301/4-3076	34121 IA 981040
n tiú tri	MECUTO	Weige.	ROWER	BOX BOX	SHIP HOUSE	200.04	Nenc	N/A	MUDHICH MUMETE	NOOL SEAL	PALITICAL BROWN
d-mu	SHEERE	31 (F R. A.	70Grienin	252 554	SALL PLAN SECTION S	MS6-6111	79.71	100	MILES 1957	2001 (078)	THE PARTY STATES
g-3675-46(0-6	341410	MANA	MUNICIPAL .	MS2 8/W	940 CT 10 WAR SHOW	<b>豊ひ</b>	harry	20	MICANECO	3600 HUM	3.4x37.17 405/Her
Mile .						No.	2501	100	36,114075	MICH 10/M	NAMES AND ADDRESS OF
					- 1	96 N	MANUE.	100	BILLUARUTS	360-505	100000 Person
	_	_	1000		TATOM S	296 Storigan (c. 2)	200.00	Sold	PROTOTO	9501-5CN	1412YOF OGELER
	2-9		25,857.9	305.0	TOTAL	Stat Con	Mary.	(Figh.	PRECEMBERS	9501-8574	FALST IT BROKE
	200129-04034	_	Public N	NACK .	F01/996	San Control	Market.	200	365,3165,75	360 SN	STREET, BLOW
			TURCH	N/A	3401369e	THAT I'V	3447	26198	MICHAELTE MICHAELTE	MICH 8678	2 012717b White-ex-
			15			British .	3 6726	3634464	C-00.0001		
									12		



### **Promotional clothing – BOSCH**





### Tchibo – design, production, B2B action support





### **Bags Buy&Get promotions – Sofidel, Tchibo**







