

.RITF
sophisticated marketing



Member of
IAA
POLAND

About Us

PROMOTION

CONSUMER

SALES

BRAND

STRATEGY BUSINESS

CUSTOMERS

MARKET

AUDIENCE



- About Us
- Client Portfolio
- Range of Services

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.RITF – About Us

- RITF advnet Poland was founded in 2005.
- Our team has many years of marketing and sales experience for international FMCG brands.
- We have our own facilities for printing and graphic production with the Roland offset machines & digital KONICA MINOLTA, thanks to which we are able to greatly reduce costs & pass on the savings on to our customers.
- In 2007, we became a member of PSI Promotional Product Service Institute.
- In 2009, we became a partner of a program "Solidni w Biznesie" led by GJC Inter Media, organizers of International Marketing Days, PR & Rema Days Adverts.
- In 2011, we were awarded by National Labour Inspectorate for taking second place in the XVIII edition of the competition.
- In 2011, 2012, 2016, 2017 & 2018, 2024 we became the laureate ranking "Gazele Biznesu 2011/2012/2016/2017/2018/2023 r." , organized by the Bonnier Press Group – Puls Biznesu.
- In 2014, we were awarded the title of „Gepard Biznesu”.
- We work with and are a signatory member of "Polska Karta Dobrych Praktyk Category Management”.
- In 2016, we were awarded the „Golden Arrow 2016” award in the B2B loyalty program category.
- We are a founding member of the Polish Chamber of Promotional Articles (PIAP)
- Since 2023, we have been part of the International Advertising Association IAA Poland, which is the most influential representation of the marketing industry in Poland.
- In 2023 – .RITF received the Forebes Diamond for further developing company in Poland. Independent marketing media classified us 21st in Poland in universal categories.



.RITF – IAA Poland



We are pleased to announce that .RITF is a statutory member IAA Poland of the International Advertising Association.

The mission of IAA Poland is to shape the sustainable development of the marketing communications market.

Its goal is the sustainable development of the industry - while respecting ethical principles. The key values for IAA Poland are transparency, inclusiveness, and cooperation. And above all, dialogue: with external partners, but also within the industry.

IAA Poland is the broadest, most influential representation of the advertising industry in Poland. It is the only organization that brings together representatives of all participants in the marketing communication process: advertisers, media, advertising, research, technology, and other agencies.

We act on behalf of the entire community: we influence the legislative environment, we promote good practices, and we disseminate knowledge about innovations and new trends by implementing specific projects.

Today, the IAA (International Advertising Association) is the strongest representative of the marketing industry in the world and brings together over 4,000 companies operating in 76 countries.

The motto of the organization is „The global compass of marketing communications“. The association has the ambition to set the direction in which the marketing communications industry is developing in the world.

Trends and the future of this industry are discussed primarily at conferences and congresses that the IAA regularly organizes for its members.

Management



Jakub Wlazło

**President of the Board,
founder & the main shareholder**

A graduate of the Collage of Management in Warsaw & MBA Business University of London

- 20 years of professional experience in sales & marketing at: Unilever, Pepsi-Cola, Henkel, Cussons, Bols – Remy.
- Successfully introduced the following brands to the Polish market: Pollena 2000, Dove, Persil, Taft, Pepsi Max, Luksja, E, Bols Vodka, Soplita Vodka, Gallo Vines.
- In 2005, he became the founder of the company & in 2006 he became the managing director of .RITF.
- Author of publications on marketing strategy for: „Media i Marketing”, „Życie Handlowe”, „Gazeta Handlowa”.
- Business Centre Club expert.
- From 2023, statutory member of the IAA International Advertising Association in the “best practice” marketing category



Agnieszka Sędzikowska

Proxy & shareholder

A graduate of the School of Commerce & Law in Warsaw

- 15 years of professional experience in customer service & sales, among others, for the organisations: Intrum Justitia, Diageo.
- Has completed many implemented procedures in international organizations the field of customer service and logistics.
- Member of the Board of the Polish Chamber of Promotional Articles since 2012
- In 2014, she was re-elected to the PIAP Board.
- Has a certificate of the Ministry of Finance in the field of organization & operation of lotteries & competitions

.RITF – specialist in the...



COMPETITIONS/ LOTTERIES B2C

Comprehensive implementation:

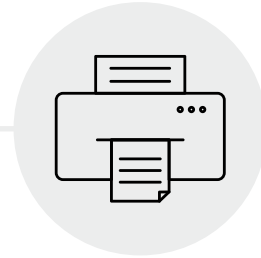
- Consumer competitions
- Lottery
- Loyalty programs



B2B PROGRAMS

Comprehensive implementation:

- Retail / wholesale sales support programs
- Loyalty programs



POS/PRINTING

- Own POS production park



GRAPHIC DESIGN

- Graphic design studio
DTP/Interactive
- 5 stands



PROMOTIONAL MATERIALS

- Gadgets
- Textiles
- Direct import from Asia

.RITF – How we work



We create modern marketing solutions



We intensively develop digital



We adjust a variety of marketing tools to each task



We build long lasting relationships with our clients



Our work helps develop the businesses of our clients



We consistently invest in new technologies

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Client Portfolio

Client portfolio



PEKAO S.A.
full internal communication support,
employer branding



SOFIDEL
BTL creation, B2B / B2C programs, print,
gadgets, textiles, 360° marketing



BOSCH
Technologia bliżej nas
BTL creation, B2B / B2C programs, print,
gadgets, textiles, 360° marketing



UNILEVER
promotional materials creation and support



TCHIBO
promotional materials creation
and production



WEDEL
promotional materials creation and production



BERLIN-CHEMIE
creating and printing materials
for internal communication



JMP FLOWERS
web design, social media, ATL creation, BTL creation,
print, gadgets, 360° marketing



BRITA
promotional materials creation and production



HOLCIM
promotional materials creation
and production



TECHTRONIC INDUSTRIES
web design, BTL creation, promotional materials
creation and production, gadgets



CTL LOGISTICS
kreacja i druk materiałów promocyjnych



CTL LOGISTICS
promotional materials creation and production



RMC Recykling
web design, BTL creation, promotional materials
creation and production, gadgets



PUMA POLAND S.A.
web design, BTL creation, B2B / B2C programs, print,
internal communication support



POLMLEK
promotional materials creation
and production



WUZETEM
web design, ATL and BTL creations, B2B/B2C
programmes, printing/computer-aided publishing,
promotional products, 360° marketing



HENKEL
digital and interactive support, promotional materials
creation and production
brands like: Pattex, Ceresit, Stop Wilgoci



AXTEL HEADSETS
promotional materials creation and production



eFAKTOR
web design, B2B / B2C programs,
promotional materials creation and production



SKIL
Social media/promotional materials



PRZEDSZKOLA POMARAŃCZOWA CIUCHCIA
promotional materials creation and production



FAMILY BUSINESS NETWORK
promotional materials creation and production

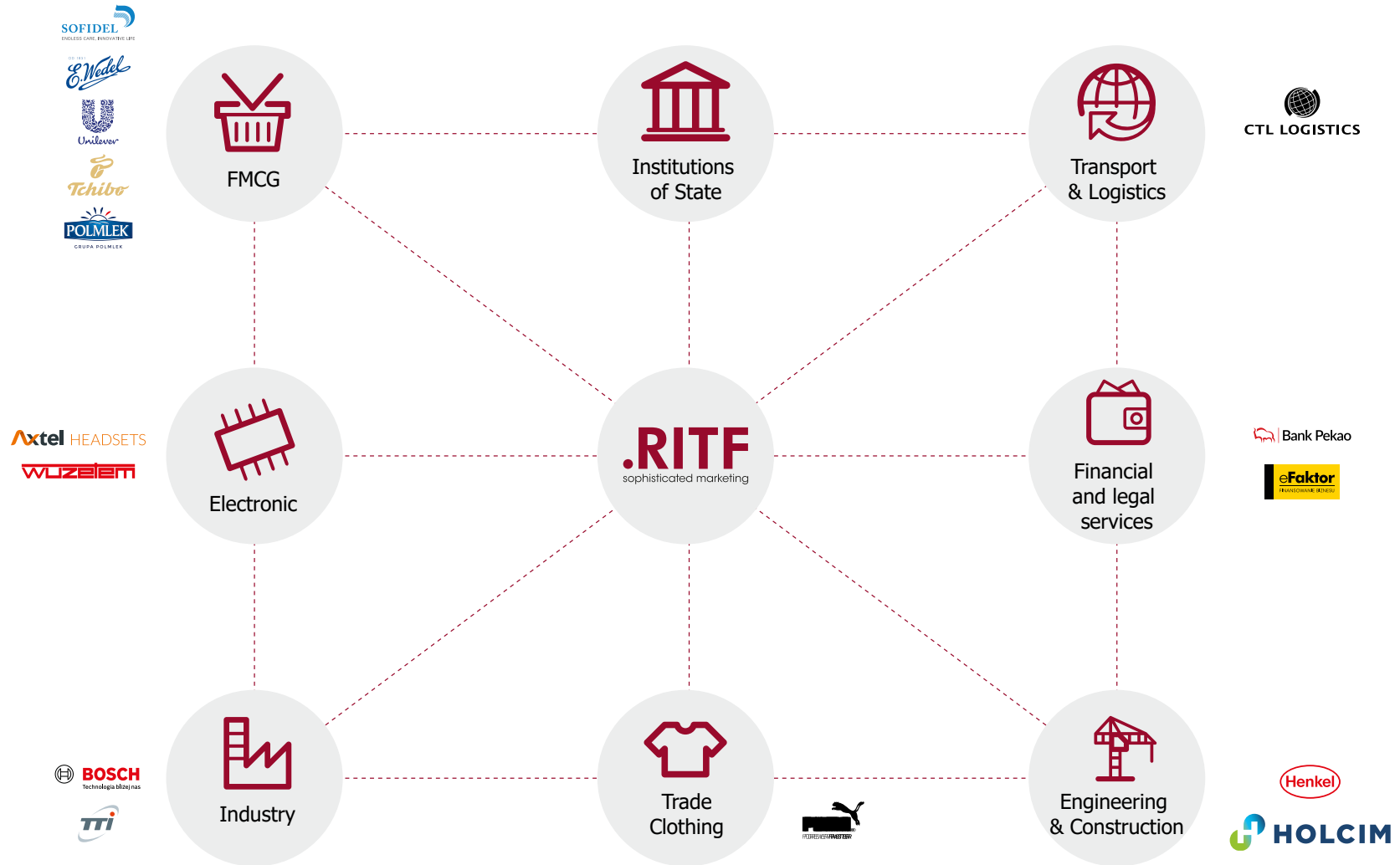


VORSTAHL
digital and interactive support, promotional materials
creation and production



UCZELNIA ŁAZARSKIEGO
promotional materials creation, PR

.RITF – Experience in many industries



Consumer / trade sales support programs

- We specialize in the creation and operation of loyalty programs
- We have completed several projects on the FMCG & B2B markets for the following clients: Sofidel, Bosch, Tchibo, Dörken, Alcatel, WUZETEM, JMP Flowers – with budgets exceeding 1.000.000 Euro.



Creation / Graphic Studio

- A professionally equipped, multi-user graphic studio
- High-class creative specialists, UI / UX, Web Developers & Programmers
- Designing and building websites
- Visual identity design
- Designing packaging / labels / stands / displays
- Dozens of completed and won creative auctions
- Many years of experience as well as passion in creating projects using the Adobe Creative Cloud platform
- We work on OS X & Windows

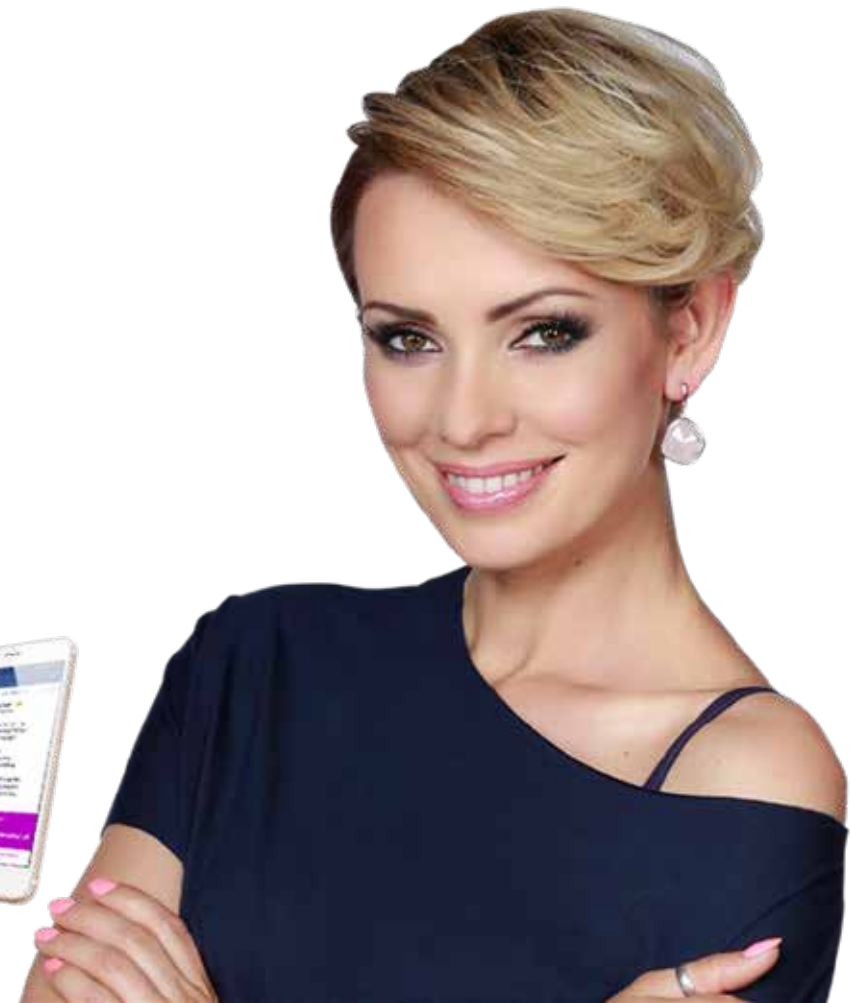


Non-standard PR activities

- We implement promotional activities supported by well known public figures
- Among the media people we work with, among others, are. Dorota Gardias, Adam Klimek, Maciej Wisławski, Łukasz Byśkiniewicz, Omenaa Mensah.



Dorota Gardias – TV presenter, weather presenter, Bezpieczny Warsztat campaign ambassador



Production

DIGITAL PRINTING

- Print on Canon imagePress C6010 S digital machine.
- Print on Konica Bizhub PRO C6500 & PRO 1050.
- Digital proof Epson PRO.
- Cutting plotter.
- Print finishing.
- Print production in matt & UV.
- Production is open daily from 7:00 to 19:00.
- Printing on request in 24 h.
- Print based on calculations up to 72 h.

TRADITIONAL PRINTING

- Print to B2 format
- ROLAND machine – 5 colors, capacity 150.000 / day.
- Bookbinding room – on Ideal i Adast machines.
- CB Konica X2 brochure string, capacity 52.000 copies / shift.

Canon



KONICA MINOLTA

EPSON

manroland



Production POS / Gifts / Promotional Clothing

POS / GIFTS

- Direct deal with Mid Ocean Brands, the largest supplier of promotional gadgets in the world.
- Franchise 2 offer catalogues.
- Annual special Christmas offer distributed since September.
- On-demand production, i.e. work with the product designed and manufactured for the customer.
- Individual production based on a partnership agreement with Domestic Asia based in Indonesia.

PROMOTIONAL CLOTHING

- We offer ready-made designs for clothing from the best National and foreign producers.
- Direct distribution (prices of platinum distributor) Promo Stars – LPP (marki Reserved, Mohito, Sinsay, House).
- We offer, amongst others, brand products from: Harvest, Hannes, Fruit of The Loom.
- Individual projects.



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