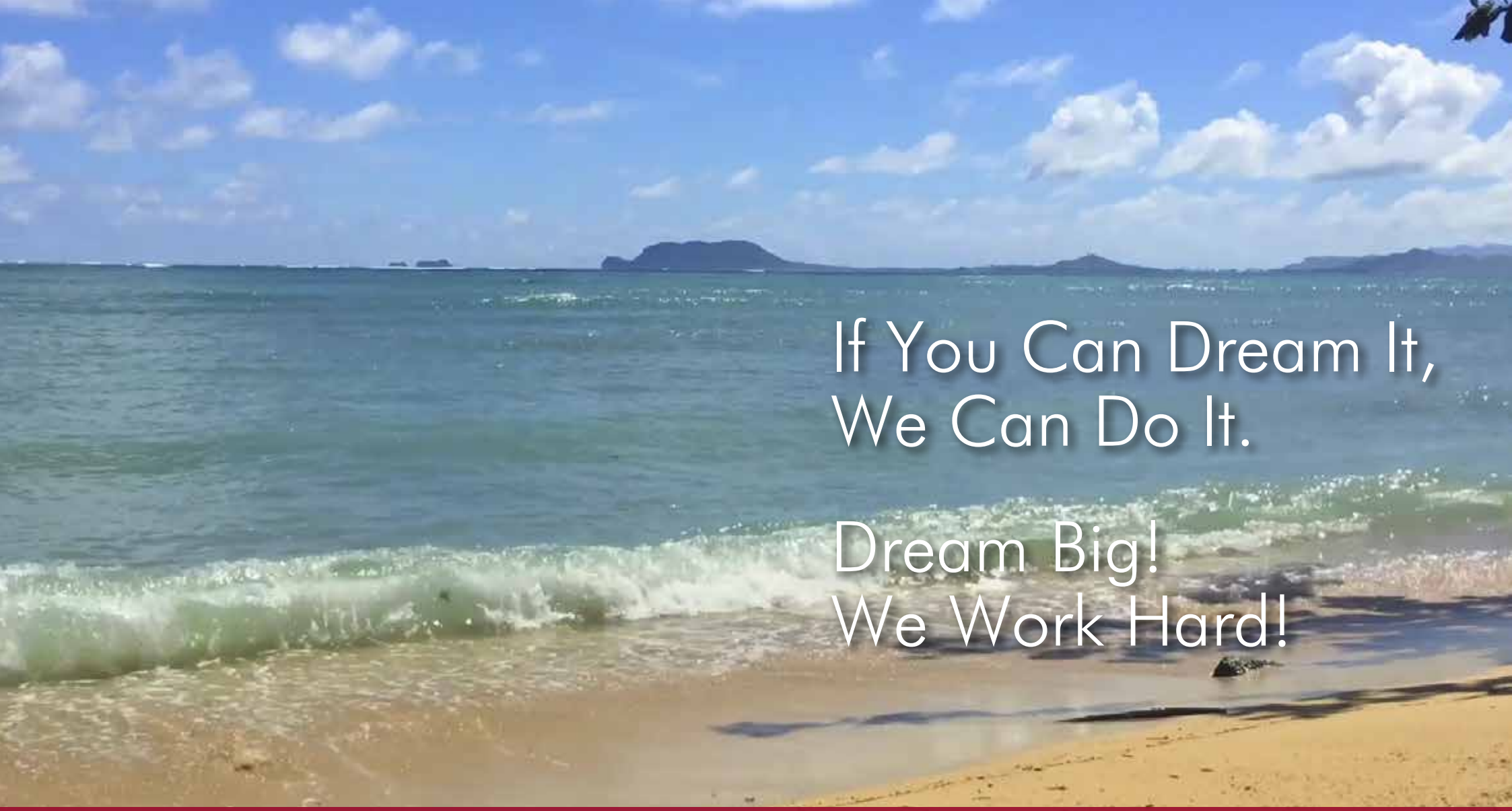

For Professionals by Professionals

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- About Us
- Range of Services
- Client Portfolio
- Examples of our work

If You Can Dream It,
We Can Do It.

Dream Big!
We Work Hard!

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.RITF – How we work

If You Can Dream It, We Can Do It.
Dream Big! We Work Hard!

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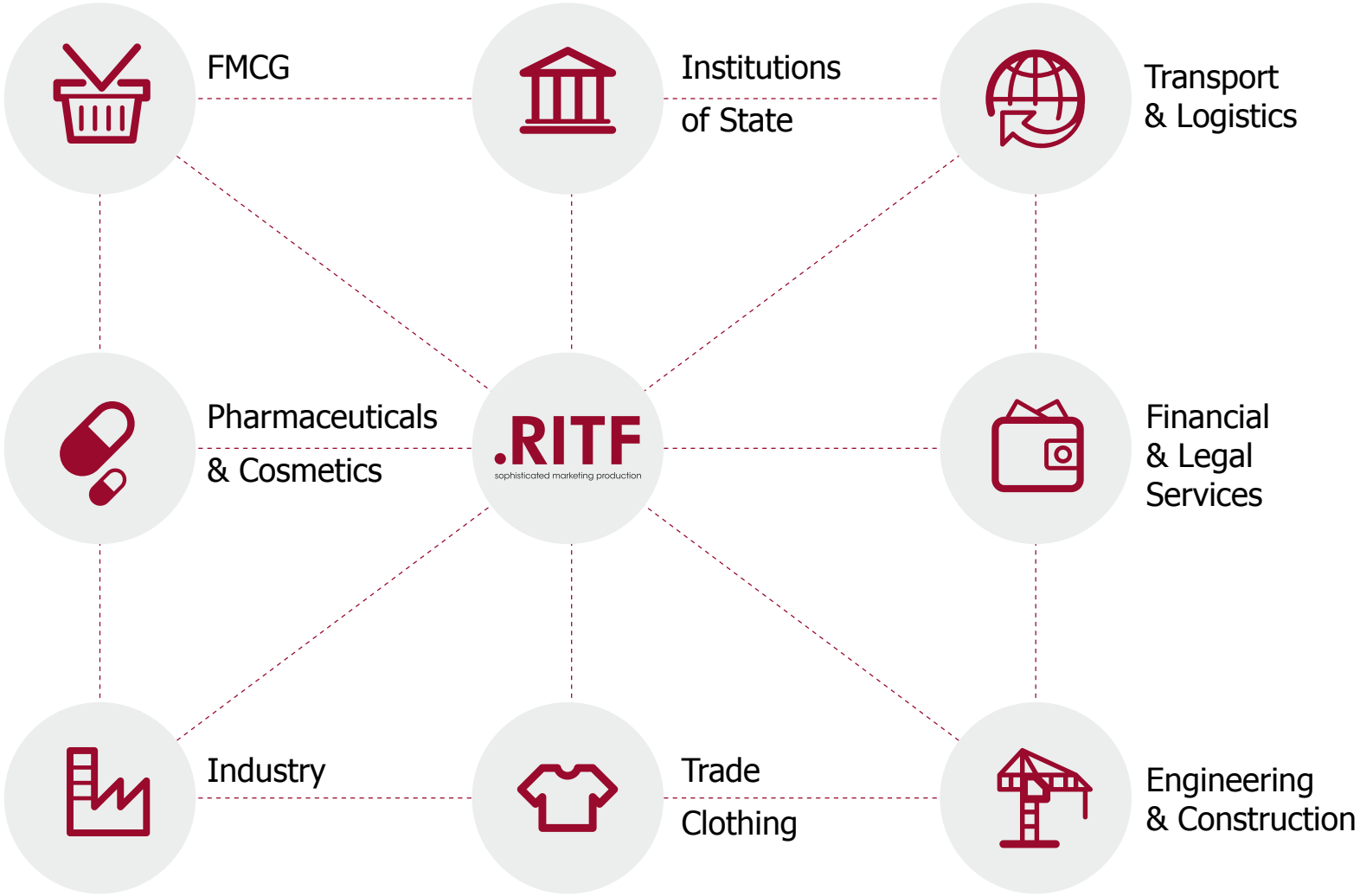
- We create modern marketing solutions
- We intensively develop digital
- We adjust a variety of marketing tools to each task
- We build long lasting relationships with our clients
- Our work helps develop the businesses of our clients
- We consistently invest in new technologies

.RITF – Experience in many industries



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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, we became the laureate ranking ”Gazele Biznesu 2011/2012/2016/2017/2018 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)

GAZELE BIZNESU 2012 Puls Biznesu

Gazele Biznesu 2011 Puls Biznesu

PIAP POLSKA IZBA ARTYKUŁÓW PROMOCYJNYCH

Member of PSI Power for Professionals

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Company structure

JAWS MEDIA
INTERACTIVE AGENCY

- Interactive production
- Websites www
- Advertising banners
- Databases
- Interactive graphics

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POLIGRAFIA
sophisticated marketing production

- Marketing production
- Printing production
- Own printing press – traditional & digital
- DTP

e gift.pl

- Advertising gadgets
- Individual productions
- Import from Asia

ADV HUNTERS
adventures & fun company

- Incentive trips
- Motivational programs for the sales team
- Conferences & events

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, Soplica 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.

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

Realizations
Projects
References

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B2B trading programs – Key skill

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B2C trading programs

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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.

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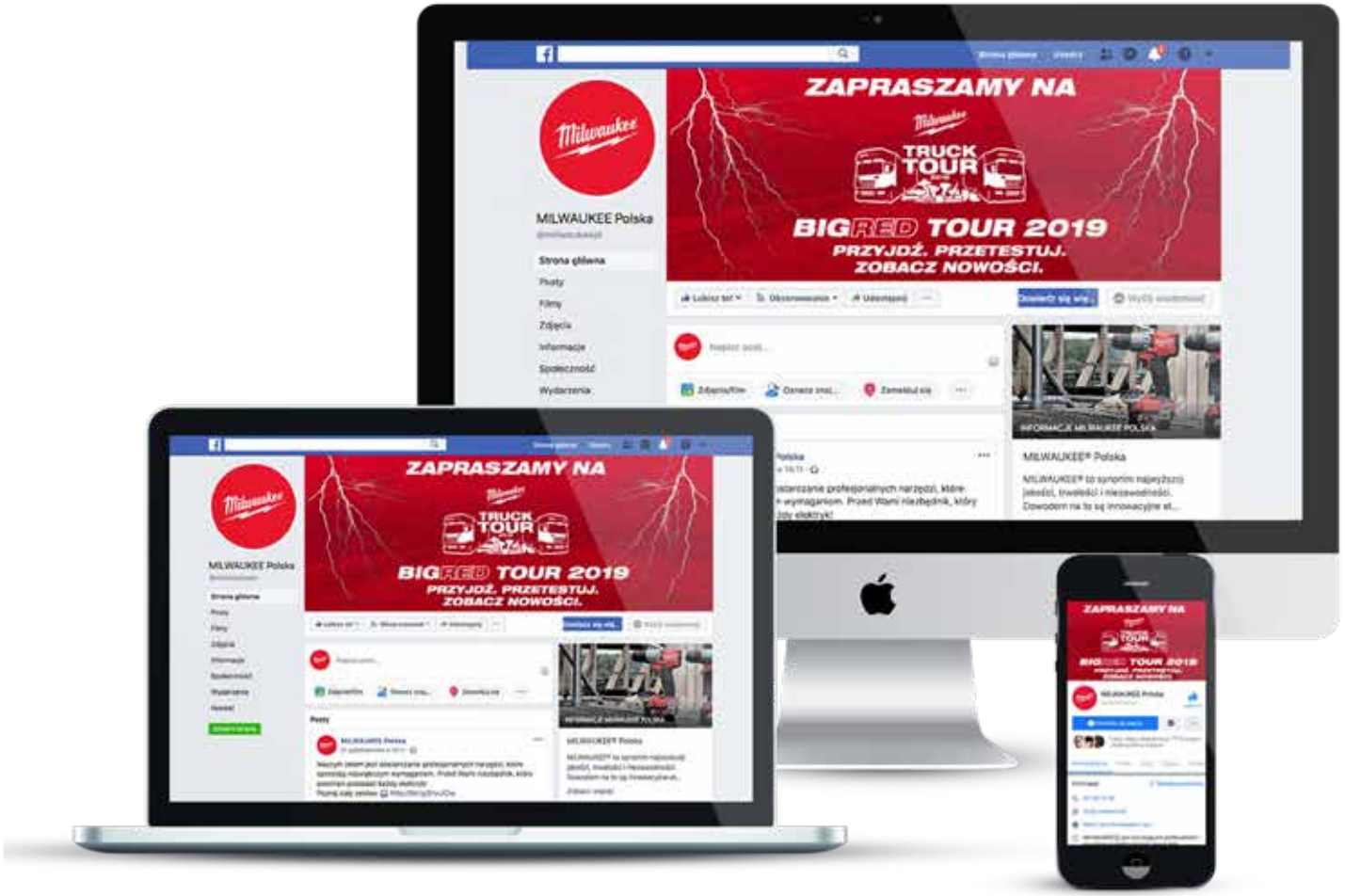
Social Media – Milwaukee Facebook Profile



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Social Media – Ryobi Facebook Profile

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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

Adobe® Creative Cloud™

Windows 10

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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.

bezpiecznywarsztat.pl

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

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Non-standard PR activities

Adam Klimek – mechanic, host of TV show „Samochód marzeń – kup i zrób", campaign ambassador for Bezpieczny Warsztat

bezpiecznywarsztat.pl

Social campaign bezpiecznywarsztat.pl

Łukasz Byśkiniewicz – Rally driver, producer & journalist for TVN Turbo, campaign ambassador for Majorette

Relaunch of Majorette brand

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Non-standard PR activities

Calendar 2016 for Omenaa Foundation & the firm Itaka

Omenaa Mensah
– weather presenter, founder and president of the
Omenaa Foundation, as well as the owner of the Ammadora brand

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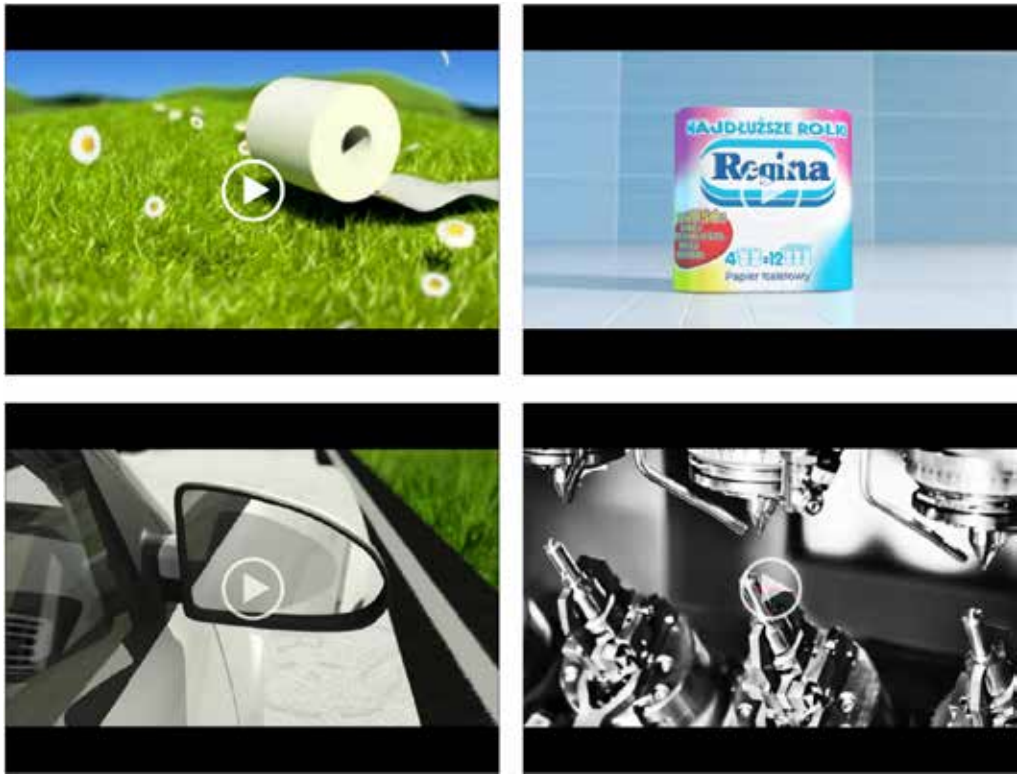
Support for activities – Film production, creative sessions



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Production

Canon

KONICA MINOLTA

EPSON

manroland

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.

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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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Catman

- Based on many years of experience of our management staff, we offer full implementation of the Category Management process.
- We have successfully implemented programs for many major brands & product categories in supermarket chains and petrol stations.
- We are fully technically prepared with the right software to support projects (Apollo, ProSpace).
- We provide an overview of the process from the moment of initiative through project preparation & research implementation until the moment of changing the shelf settings at the client & the closure of the analysis process.

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Client Portfolio

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Client portfolio

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

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

IPN/PRZYSTANEK HISTORIA
web design, social media, ATL creation, BTL creation, print, gadgets

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

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

WEDEL
promotional materials creation and production

BERLIN-CHEMIE
creating and printing materials for internal communication

DÖRKEN
BTL creation, loyalty programs, B2B / B2C programs, promotional materials creation and production, 360° marketing

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

HENKEL
digital and interactive support, promotional materials creation and production
brands like: pattex, ceresit, stop wilgoci

4F
web design and support for interactive campaigns, promotional materials creation and production

RANITA SOBAŃSKA
web design

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

CTL LOGISTICS
promotional materials creation and production

TETRA PAK
promotional materials creation and production, employer branding

PEKAES
promotional materials creation and production, internal communication support, employer branding

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

ARTSANA POLAND
BTL creation, B2B / B2C programs

FLAVOURTEC
360° marketing

UNILEVER
promotional materials creation and support

BRITA
promotional materials creation and production

AXTEL HEADSETS
promotional materials creation and production

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

PRZEDSZKOLA POMARAŃCZOWA CIUCHCIA
promotional materials creation and production

FAMILY BUSINESS NETWORK
promotional materials creation and production

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Implementations

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DELTA Sales programs – B2C program

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Sales programs B2B – Sofidel

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Sales programs – JMP Flowers

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Social campaign - bezpiecznywarsztat.pl

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Campaign bezpiecznywarsztat.pl – II edition

bezpiecznywarsztat.pl

Ambasador kampanii
Dorota Gardias

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Promotions Buy&Get – Creation & POS production

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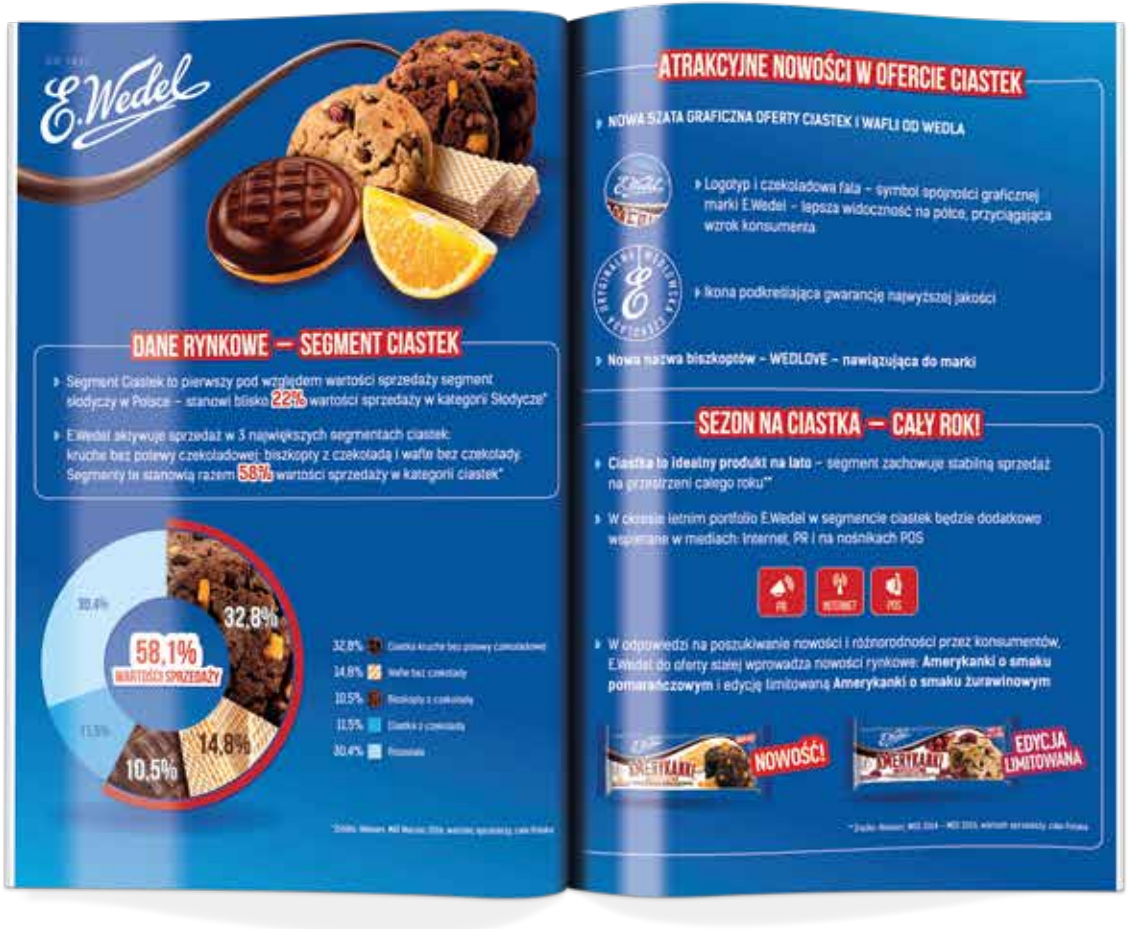
Sector FMCG – POS production



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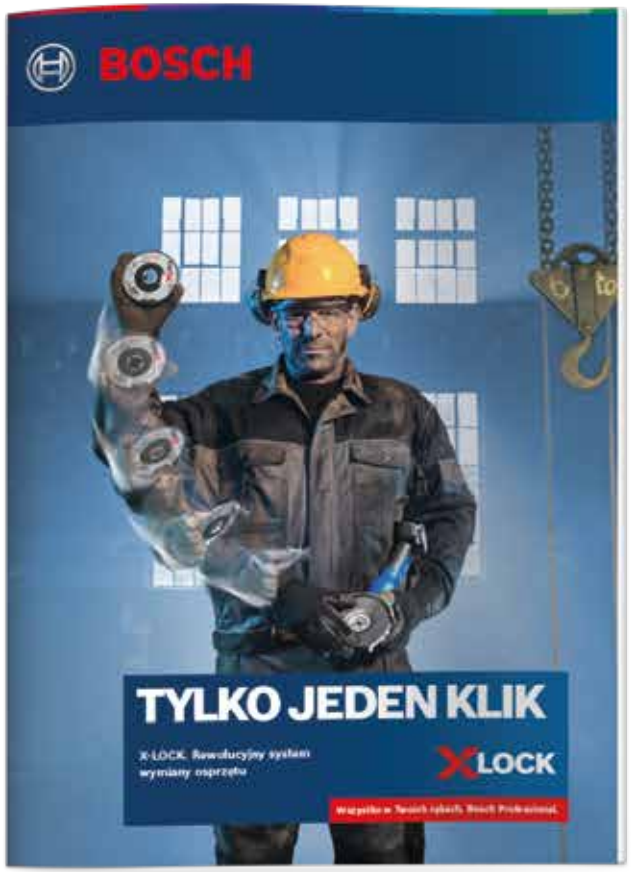
BOSCH – Creation & POS production



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4F – Competition „Super Bohater” - B2C Program - implementation on market

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PUMA Trac – Creation - B2C Program - implementation on market

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B2B/B2C Program – relaunch of the Majorette brand

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Tchibo – POS, exposure systems

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Bank Pekao – Creation & POS production - internal materials

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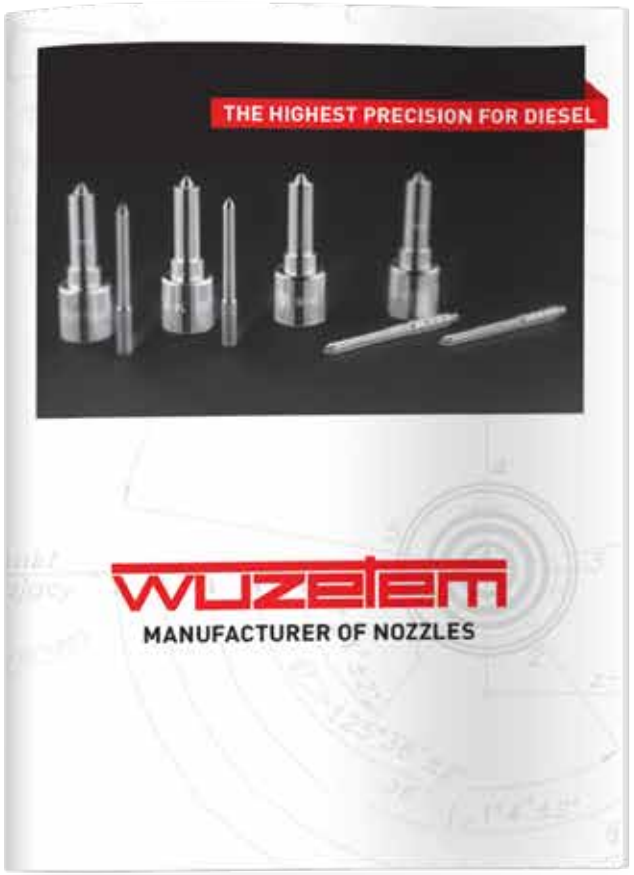
WUZETEM – Creation & POS production



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TTi Ryobi - Creation & POS production

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