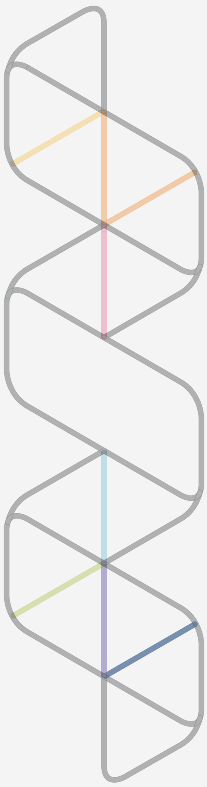
NOWY STYL GROUP



CODE

courage
alternative
talent
autonomy
success
motivation

Every single company, organisation or institution aims at functioning effectively. Often, however, "effectiveness" can be viewed and measured via different methods. Some of the key aspects in achieving effectiveness are flexibility, a good insight into the market and reliable partners. We need to be conscious, however, this does not mean that everyone has and share the same needs and requirements.

We like to look at our **customers' needs** and compare them to the way a string of DNA code functions: the **elements** are **the same**, but the **arrangement** is **UNIQUE.**

One of our key objectives and skills is the ability to define the specific needs of our customers and make every effort to meet them.

Owing to our history, we have specific features in our genetic makeup that make us a partner capable of recognising the unique **DNA code** of our customers and, most importantly, adapting to meet the needs of their code.

Get to know the elements of
Nowy Styl Group CODE

scan our DNA!

Both the history and presence of our company rely on this value.

Being supported by analytical processes, it allows us to look optimistically into the future. It also enables us to realise our partners' as well as our own dreams.

courage

Challenges and changes act as the trigger for discovering new possibilities and gaining precious experience.

The success we have achieved is the result of working hard since the beginning of our company. If it hadn't been for our courage and determination to take up new challenges, we wouldn't be so successful now.

Adam Krzanowski
President and Chief Executive Officer

We look into the future courageously because our achievements allow us to do this. We continue raising our standards strongly believing that where there's a will there's a way.

Jerzy Krzanowski
Board Member, Investment and Purchasing Director

ForumSeating at The World Cup 2010

facts

courage

The climate and cultural differences, as well as the prestige and gravitas of the event itself could have caused a great deal of stress and anxiety. We overcame it and carried out the project effectively. In 2010 our Forum Seating brand fitted Green Point and Mbombela stadiums in RSA with Polish chairs.

Project T-mobile

Poland

A logistical challenge that we accepted and completed in a professional way. A ground floor, 7 floors and 10 offices fitted with 2300 workstations in 2 weeks really tested our courage. Not to mention the fact that several dozen of assembly workers had to use 6 elevators.

The acquisition of Grammer Office and Rohde & Grahl

Entering foreign markets, taking over well-known brands and developing the synergy between them requires a great deal of courage. We had the courage to take on these brands and have no regrets.

Our typical response to a question asked by a customer is to create an offer involving various options to choose from.
We think alternatively.

We create solutions. Our portfolio includes a great deal of product brands enabling us to choose component parts for every project in a free and flexible way.

alternative

We carry out our projects within specified lead times regardless of a distance and exotic nature of every location. All these aspects make us an attractive alternative to our competitors.

We give our customers a wide choice ensuring, at the same time, the highest quality.

We are an alternative to the biggest companies existing on the market. We proved, in a relatively short period of time, that we are a reliable business partner both in Europe and all over the world.

Gordon Arneman
Managing Director, Nowy Styl Group Germany

We offer great flexibility and a real alternative to the mainstream. Our service levels, breadth of product solutions and individual approach are just a few of our distinctive features.

Andrew Twynam
Managing Director, Nowy Styl Group United Kingdom

New Furniture Factory in Poland

facts
alternative

By opening a new office furniture factory in Poland, we have extended our production potential and become even more flexible – we give our customers more OPTIONS to choose from. Our logistic solutions allow us to be where our customer expects us to be.

100 locations for DS Smith – it is a working solution!

The solutions we create are designed to meet our customers' needs and requirements. Thanks to our production and logistic capabilities, we can guarantee that the projects in 60 locations will have been carried out within proposed lead times by the end of 2016.

Project realisation for one of the global logistics leaders – DB Schenker Logistics in Czech Republic

The wide range of furniture we offer allows to choose products from different sections – from Nowy Styl economical sector, functional BN Office Solution to Grammer Office and Rohde & Grahl exclusive solutions. Thanks to the extended portfolio of our brands, we have been able to fit DB Schenker buildings with almost 300 workstations, conference rooms, managerial offices and canteens.

Our logistic solutions allow us to be where our customers expect us to be!

In comparison with other leading representatives of the furniture industry our logistics team let us get that little bit further. We have carried out several projects in Yemen, Taiwan and Equatorial Guinea, all within the agreed lead times. It means that we are a real alternative – thanks to our company the best solutions have become globally available.

Our talent also lies in the work of the artisans who design and create our products. Each element made by their skilful hands – has a unique value. Our talent is also connected with our constant development and the challenges we courageously rise to.

We have a talent for discovering and making use of different opportunities.
We have a talent for understanding the market and running our dynamically developing business.

talent

Talent is a gift that can be multiplied by sharing.
We would like to share it

with you.

The Nowy Styl Group is a team of talented artisans supported by the most modern technologies. The art of craft that is extremely difficult to find in the contemporary world, is present here in its purest and the best form.

Martin Ballendat,
outstanding designer cooperating with Nowy Styl Group

The process of designing ergonomic solutions is the sum of knowledge, technology and talent – we have all these.

Eric de Vries
Rohde & Grahl Ergonomist

Opera House in Munich

facts
talent

Each virtuoso performer personifies a great talent. And because a talent goes hand in hand with another talent, our solutions have been harmoniously fitted within the concert hall of Opera house in Munich. The concert hall of Bavarian State Opera has been fitted with over 2000 replicas of classical seats.

Market instinct

The ability to perceive business opportunities and not to miss them.

Talented artisans

All our products are manufactured under the watchful eyes of our employees' and with the use of their skilful hands. This is the best combination of technology and handicraft.

Autonomy is a value that we very much embrace.

We take care of our financial autonomy by diversifying forms of business activity and the markets on which we launch our products.

autonomy

The number of our factories and their efficiency ensure our production autonomy. We also encourage the artistic autonomy of our designers and experts by supporting their creativity.

The strategy adopted by our company that aims at diversifying our business activities across different countries and market segments ensures our financial stability. Thanks to it we can engage ourselves in long term projects which create most value for our customers.

Rafał Chwast
Board Member, Chief Financial Officer

We continually develop our technologies. Production autonomy not only makes us independent of our subsuppliers but also gives our customers a sense of security.

Dariusz Frydrych
Board Member, Chief Operation Officer

The functional structure

The functional structure, and organisation of the decision making process combined with our technological capabilities allow us to adjust our production line quickly to prioritise any given project. All of this enables us to meet our customers' needs and requirements in a quick and flexible way.

We ensure security when delivering your project

We are the only furniture manufacturer in Europe that can control our production to such an extent.

Having been continuous for over 20 years the company income increase has been reinvested back into our factories and production processes.

We now have more than a dozen production plants in Europe including a new furniture factory which is the first to be built from the ground up in 20 years. It is equipped with the most modern of technologies.

We are very proud, and at the same time aware of our successes

treating them as further motivation to work harder, to develop and improve our brand.

success

We know that a well-carried out project or product launched on a new market only fuels us to go on and do more. We are a partner capable of handling our successes skilfully and this in turn provides their stability.

Our success results from our ability to make the most of every business opportunity. We are ambitious and ready to adapt quickly to new environments. These features allow us to make the best use of the potential of the brands we acquire on foreign markets.

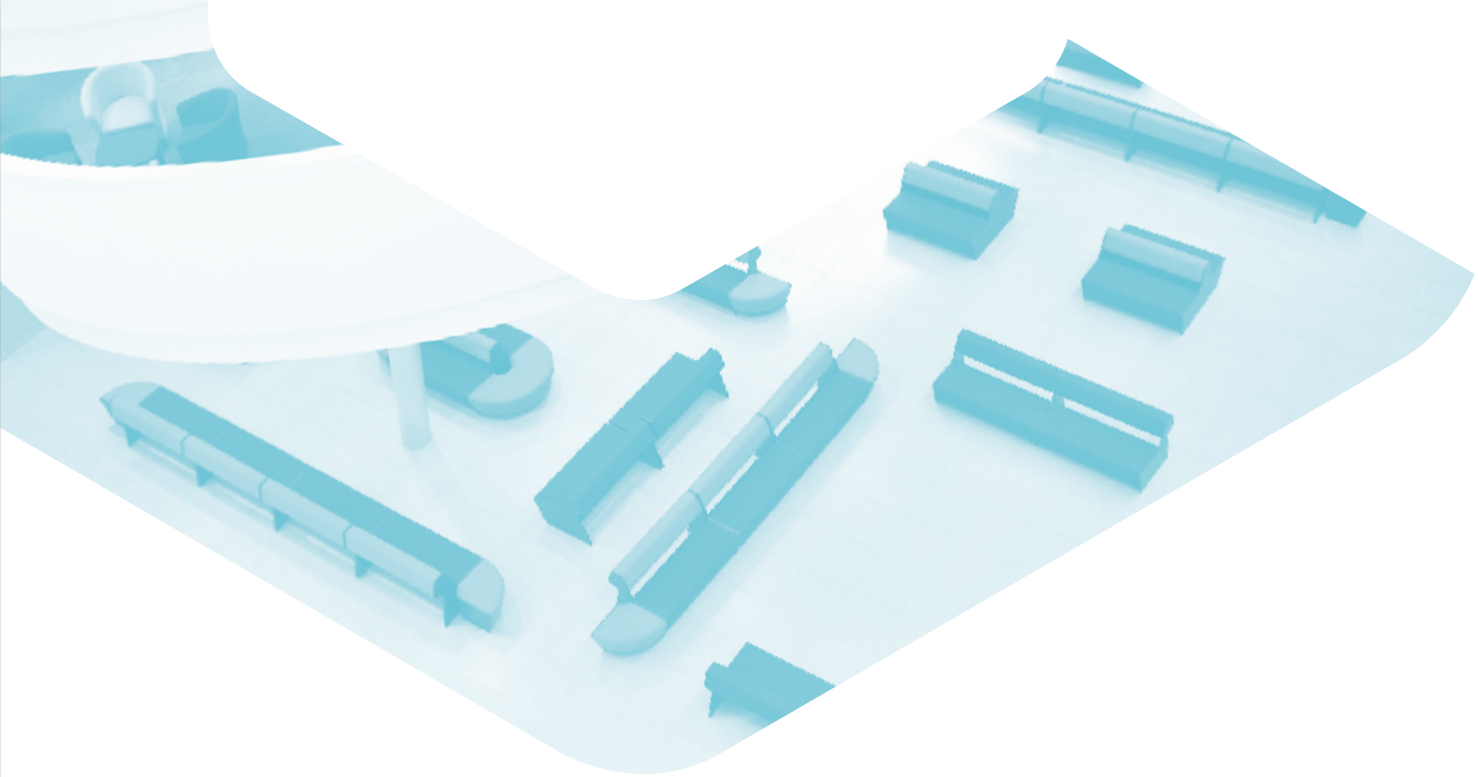
Roman Przybylski
Board Member, Director of the Sales Division

We export our products to more than 100 countries continually expanding distribution network to provide excellent service for our global customers.

Bartosz Karasiński
Export Director

We have evolved

Every year, since the beginning of our business activity, we have recorded a noticeable increase in our income. The rate of this increase is extremely fast. We have come through the economic crisis, we are currently buying new brands and smoothly incorporating them into our existing portfolio.



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we have earned the trust of these demanding customers

We have evolved from a local production company into a global supplier of office, auditorium and stadium solutions. In recent years, a great deal of new, demanding customers all over the world have turned to us for our support.

This is the internal drive that continually energises us to look for optimal solutions and take up the challenges that for others create obstacles impossible to overcome.

Our drive and motivation perfectly harmonise with our resources and growing potential.

motivation

Continued success means that we do not rest on our laurels, success motivates us to go on and

do more.

We approached the idea of building the most modern furniture factory in Europe with ambition. Thanks to strong motivation of the whole team we carried out the project well within lead time.

Maria Lasek
Purchasing Director

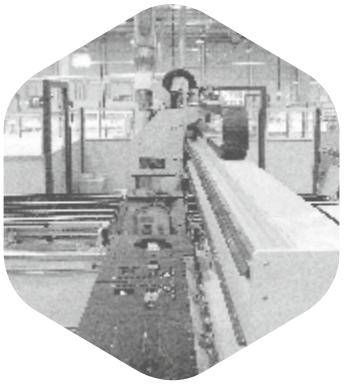
Our motivation is strengthened by our passion and strong conviction that our products are really good. A committed and motivated team may work wonders. We want to share our passion with others.

Magda Tokarczyk-Cyran
Marketing Director

Motivated to develop further

facts
motivation

The international character of our company strengthens our potential. During the period of over 20 years of experience we inspire and learn from each other. We have reached both market and production maturity. We are still a young company motivated to develop further.



Organisation of production

The possibility of reprogramming our machines quickly and our designers' creativity allow us to meet even the most unique needs of our customers. We act according to our rules: saying "yes" to a high standard, and 'no' to a fixed pattern.

We have replaced seats in 27 Cinemaxx cinemas in Germany. All this has been done without the necessity to change the opening hours of the cinemas. We have fully adjusted to our customers' needs and requirements.

Where there's a will there's a way!

For the time being, OUR strongest motivation is the need for further development. Our distinctive genotype is a solid basis for creating new and more sophisticated genes. We are currently expanding our partner network to strengthen other areas in the Nowy Styl Group CODE connected with: being an expert in designing business solutions, including the workplace of the future, ergonomics, acoustics sustainable development.

Our experience proves that we strengthen our customers' DNA makeup and support their development.

Let us discover your UNIQUE DNA code.

let's
develop
together