



The Slovenian delegation of Furniture producers in New York

21 - 24 May 2017



THE SLOVENIAN DELEGATION

Name and surname	Position	Company	e-mail	Web
Mr. Jernej Mohorič	Head of sales department	Alples d.d.	jernej.mohoric@alples.si	www.alples.si
Mr. Albin Škalič	Director	Murales d.d.	albin.skalic@murales.si	www.murales.si
Mr. Matej Feguš	Director	Donar d.o.o.	matej.fegus@donar.si	www.donar.si
Mr. Damjan Uršič	Director	Lina Design d.o.o.	damjan.ursic@linafurniture.com	www.linafurniture.com
Mr. Matjaž Palčič	Senior Consultant	Noki d.o.o.	matjaz.palcic@siol.net	noki.si
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Contact

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Main products

Production of knock down furniture
(MFC, MDF, lacq).
Products offered under another brands,
developed in Alples according to buyer's
request.
Furniture supplied for specific projects.

Main interests in USA

To find strong partner, (distributor,
retailer), also to find partner in contract
business.

Company

Alples has been producing design-oriented furniture under own brand that meets the highest quality requirements since its founding in 1955.

Alples is a medium-sized company with a team of 190 skilled and motivated persons and a production area of more than 25.000 m2 with own fully automated logistic center.

They produced kitchens, living rooms, bedrooms, built in wardrobes, youth rooms, home offices, anterooms and apartments collections.



BEDROOMS

Various lines of bedroom furniture include classical and sliding wardrobes, chests of drawers, night tables and other supplemental furniture.



LIVING ROOMS

Along with the kitchen the living room is the heart of your home. This is where you hang out with your family and friends, relax and socialise, read and watch TV, so make sure it is a cosy place where you really want to be.



KITCHENS

Our kitchens are available in wide range of elements of different heights, widths and colors to create combinations per customer's needs.

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Main products

Solid wood furniture - chairs and tables. Our strengths are high quality, modern design, stability of products and reliability by making business deals (due dates).

Final customers are manufacturers of solid wood furniture, wholesales, salesmen, buyers of solid wood furniture and engineering of interior.

Main interests in USA

To produce series of solid wood chairs and solid wood tables for new customers and deliver products or intermediate products. To establish contacts with manufacturers of solid wood furniture and carry out new cooperation with them. We also wish to deliver products or intermediate products for them for their needs.

Company

Main activity of the company Murales d.d. Ljutomer is the production of solid wood furniture. Beginning of the history of Murales takes us into the year 1920, when on this location beginnings of the wood industry began to take place.

Today the company employs 110 technically educated people. Production has technologically modern equipment and it covers everything from cutting timber until the production of the final product for the interior.

With our knowledge and technological equipment, we can handle the toughest production requirements like shape, stability and quality of the product.







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Main products

Core business: production of ergonomic office chairs, upholstery, open space furniture with integrated technology
Strengths: offering complete solutions by designing space and sound using innovative materials and technology in collaboration with well known designers and studios to meet the highest quality and final user experience of every product, offering the whole service to bring one product from idea to a prototype stage and then to realization/production.

Main interests in USA

Distributors, exclusivities for our products
Collaborations with design/architectural studios
Companies that search for the whole service of bringing product from idea to production

Company

Donar is a Slovene furniture company that sees the solution in smartly designed multifunctional space, which can easily be transformed/adjusted to the user's needs using unconventional elements with integrated technology. In 2010, their chairs were chosen to furnish the entire Danish Public Administration. In 2013, Donar received a Red Dot Honorable Mention for its product Beatnik, The Sound Station Chair and in 2017 their chair Nico Less made from recycled felt received a Red Dot Award: Winner in Product Design.

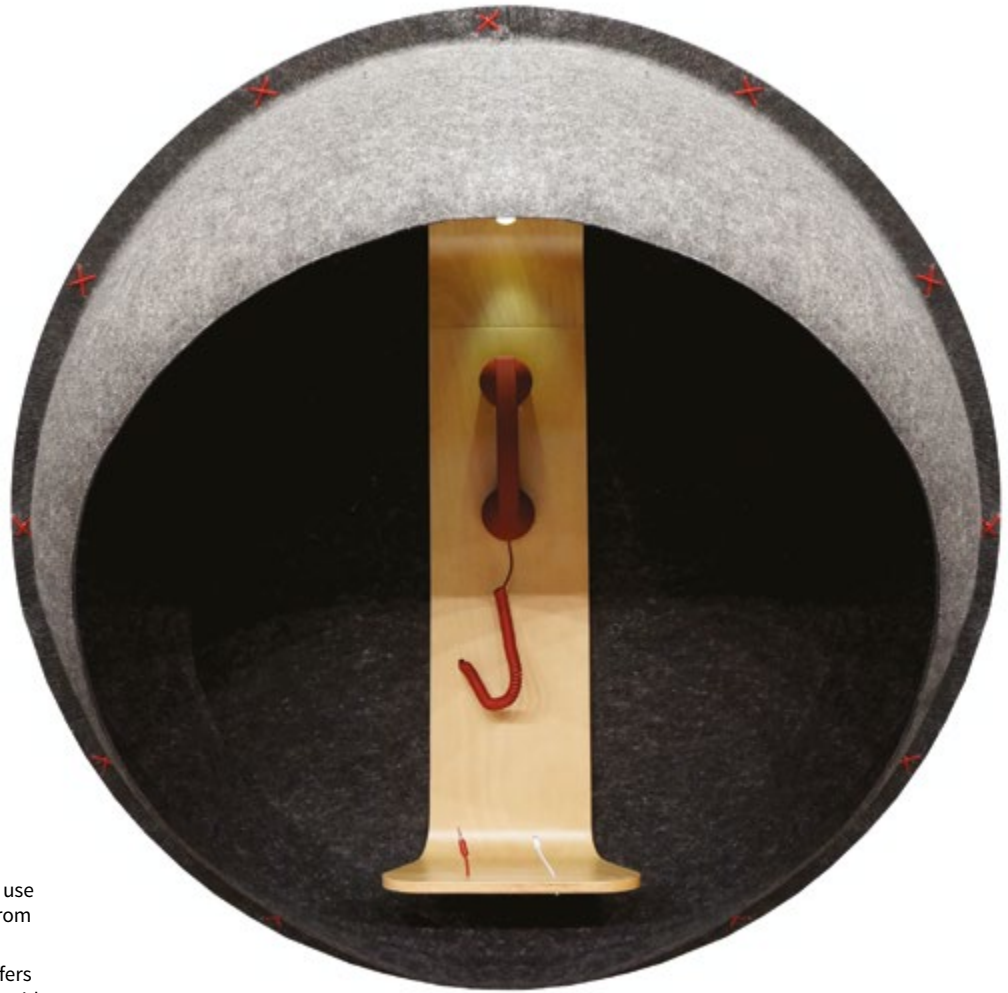
Beatnik
Sound Station Chair

Beatnik lets you enjoy your favorite music selection in high quality audio while relaxing in an ergonomically designed sound station chair. Beatnik connects easily with your laptop, mobile phone, tablet or mp3 player using Bluetooth or Apple's AirPlay technology. Developed for both, public spaces or home use, Beatnik enriches your habitat with distinctive design, clever ergonomics and superb sound.



reddot design award





Chat Loop Recycled Felt Phone Booth

Chat Loop was designed with a purpose to offer best user experience in open spaces, to provide retreat for phone calls. The goal was to use material that is considered 'trash' – felt made from recycled plastic bottles.

Chat Loop can be used as a hideout for calls, offers features like charging any mobile phone and provides a simple login phone call with traditional hand set. Curved laminated wood shelf offers a place for writing quick note or just a place to leave your phone or tablet in your sight.



Nico Less
Recycled Felt Chair

A tribute to the great industrial designer Niko Kralj and his Shell chair, Nico Less is a congress seat that can be linked into compositions of various lengths or stored into vertical stacks. The seat consists of ergonomic triangular plates made of recycled felt (60% recycled PET bottles) allowing comfortable sitting by adapting to the body.



reddot design award

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Main products

Lina furniture is producing design upholstered furniture and upholstered kids furniture for home and contract market. Linafurniture is an innovative furniture brand with its own production facilities and development in Slovenia.

Main interests in USA

Distributors, retail design stores, architects, interior furniture suppliers for public spaces.. We already have contacts with: retailer Copenhagen from Phoenix, online retailer Touch of modern from San Francisco and MR design from New York.

Company

LINA® furniture is an innovative furniture brand with its own production facilities and development in Slovenia.

The LINA® furniture trademark is a result of more than twenty-five years of plentiful experiences of the Lina Design and is presented by a creative team of professional designers, engineers, researchers, and inventors who all strongly believe that well-designed and innovative furniture products create better life quality. We are committed to our work with passion and continually strive for better and functional solutions.

The vision of our furniture products is based on simple and fine shapes, modularity, ergonomics and inventive ideas radiating quality and timelessness.

LINA furniture® has won several international awards: Interior Innovation Award – Winner (Cologne, Germany), Interior Innovation Award – Selection (Cologne, Germany), Universal Design Consumer Favorite (Munich Germany), Universal Design Award (Munich Germany), Design in London (at 100% design in London)



LINA® EASY

Despite a minimalist design this timeless recliner offers a comfortable seat for reading a newspaper or watching TV. And in its horizontal position EASY is just right for taking a nap. EASY is made in 36 colours and in 3 different types of wood. The cover is removable for washing or dry cleaning.



LINA® MOON

One simple piece of furniture and so many ways to create a seating environment you might need at any moment. An easy chair, sofa, bed or even a rocking chair or a table.

MOON elements are welcome almost everywhere, at home and in public places, indoors and outdoors since they are not adversely affected by rain and dry fast. They are made of foam and upholstered with removable and washable covers available in 36 colours.



LINA® THE BALL SINGLE

This covered ball chair comes in playful colours, with or without a base in the same colour. It encourages active sitting at your desk or in front of the TV, in a teenager's room, or in public places, schools and in shopping centres. The covers are available in 36 colours and can be unzipped easily for washing.

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Main products

Office, hotels equipment of interior,
delivery of bulky items of furniture and
semi-finished furniture

Main interests in USA

Local partners, agents. Good experience
with buyers/producers of furniture in
USA. We have intent to increase export of
furniture to US market.

Company

Noki d.o.o. was founded in 2002 for trading with furniture and furniture parts, especially for demanding customers on the markets of Sweden, Great Britain and the USA.

The central part of the business is focused on the supply and installation of office furniture of higher quality with a focus on the market of Great Britain, and the supply of piece of furniture or parts of furniture manufacturers in Sweden and the USA. We have supplied our equipment to World known banks, Credit and investment institutions, Insurance companies and Law firms in London's City and the largest manufacturers of office furniture in Europe and America.



ASSOCIATION OF WOOD PROCESSING AND FURNITURE INDUSTRY

Contact data

Association of Wood Processing and
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Catalogue of export companies:



Association of Wood and Furniture Industry is the largest voluntary association of Slovenian woodworking and furniture companies. The Association is basically an effective economic lobby and represents the interests of businesses in relation to the government and trade unions. The Association monitors current economic trends in the sector, develops the sector's policies and views on solving current and developmental issues and supports its members by providing favorable conditions and new opportunities for economic development. The association is a member of the European sectoral association CEI-Bois. Association connects the stakeholders of entire Slovenian forest and woodworking value-added chain, with the aim to support and encourage, together with the government, a much-needed restructuring and development of the Slovenian forest and woodworking sector, and to increase the consumption of wood per capita.

Slovenia is one of the most heavily forested countries in Europe. 1.18 million hectares of predominantly beech, fir/spruce and oak forests cover more than 59 % of the country's area. The wood and the forest as the largest natural renewable resource have a major strategic importance for Slovenia.

Wood processing and furniture industry is one of the traditional production and export oriented activities of Slovenian industry. Per the annual financial reports, the 2015 Slovenian wood processing and furniture industry generated total revenue of EUR 1.040 million and employed almost 10.000 people. Currently, the business is showing growth trend. The products range from biomass, wood-based panels, sawn wood and elements, timber wood, laminated wood, construction timber to wooden prefabricated houses and various furniture, interior equipment of buildings and engineering. Direct export generated by Slovenian wood processing and furniture industry is around 54 % of total revenue. 86% of export is realized within EU.

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The Institute is a non-profit organization founded in 1999 by woodworking companies and institutions.

The Wood Industry Cluster comprises a third of employees in forestry and wood-processing industry and the most important research institutions in Slovenia.

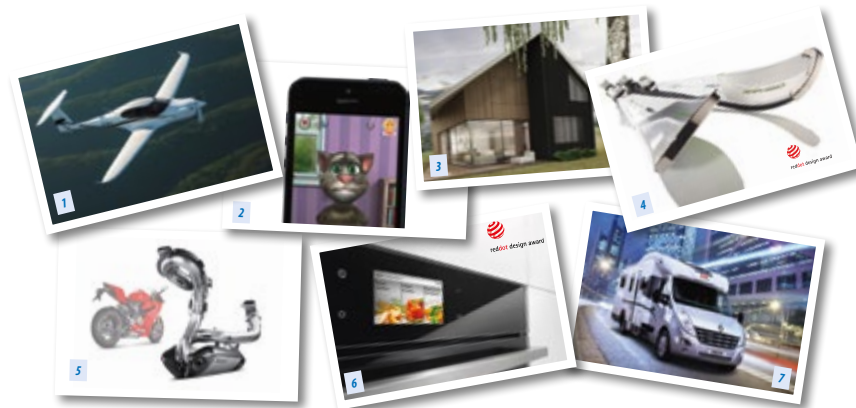
We work together on various projects, which are chosen according to the needs of individual companies. The common goal of all these activities is to strengthen the competitiveness of the cluster members.

The Wood Industry Cluster has been operating together with the Association of the Wood and Furniture Industry at the Slovenian Chamber of Commerce and Industry since 2007. The Association deals with the industry policy and coordinates its members' interests with a wider environment.

The Wood Industry Cluster, however, gives operational support to its members, helping them to achieve their goals, mostly by the implementation of **projects, trainings** and **internationalization**.

The main tasks of the Cluster Office can be summarized in the following activities;

- promotion of development of its members
- supporting internationalization
- supporting the transfer of knowledge into practice
- supporting the operation of Wood Processing and Furniture Association
- collaborate in a EU projects



1 Pipistrel | Panthera, the first serially produced four-seat aeroplane with a modular choice of power train (piston, electric or hybrid) in the world | www.pipistrel.si; **2 Talking Friends** | Talking Tom app. | www.outfit7.com; **3 Lumar** | Lumar Black Line Pure S1 | www.lumar.si; **4 Elan** | Amphibio skis | www.elan.si; **5 Akrapović** | Akrapović Evolution Line (Titanium) for the Ducati 1199 Panigale | www.akrapovic.com; **6 Gorenje** | Oven interface | www.gorenje.com; **7 Adria Mobil** | Matrix Supreme motorhome | www.adria-mobil.com

Connect to Slovenian Business Excellence

Slovenia boasts a surprising number of internationally renowned brands like household appliances producer Gorenje, motor homes producer Adria Mobil, ski manufacturer Elan, and names like skier Tina Maze, philosopher Slavoj Žižek, composer and musician Slavko Avsenik and his Oberkrainer ensemble etc. Some of the world known products such as the 35 mm slide frame, the perfume atomizer, alpine carving skis, the first hybrid yacht and the best selling Talking Friends smart phone application were created in Slovenia.

Slovenia is a traditionally export-driven economy. The Slovenian education system meets the highest standards and produces a highly qualified and diverse workforce. Advanced technological solutions, ongoing investments in R&D, highest quality production processes, spirited innovation and widespread ecological awareness in the greenest of Europe's natural environments are firmly integrated in the development and production strategies of an increasingly wide array of ambitious, forward-looking Slovenian companies.

If you are searching for a supplier or planning to set up or relocate an export business, choosing Slovenia could be the best decision you ever made. Slovenia offers a supportive environment for emerging businesses looking to thrive internationally through its technically-savvy workforce and pro-business infrastructure. Slovenia's appeal is not a low-cost manufacturing but the reputation of its technology- and innovation-driven industries.

Why not grow your business by taking advantage of Slovenia's business potential and benefit from our services tailored to meet the needs of your company?

All our services are free of charge and include:

- business specific information on industries, legislation, taxes and incentives,
- data bases with investment projects and industrial sites,
- information on Slovenian suppliers,
- organization of fact-finding missions,
- links with industry and local authorities, and
- counselling and advice in practical matters.



www.sloveniapartner.eu

Contact us:
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www.investslovenia.org

Slovenia's time-tested qualities make it a **prime location** for greenfield production, regional HQ, distribution and logistics centre or R&D facility.

We provide **support for foreign investors** looking to take **advantage of the country's strengths**. We continue to work with businesses under our aftercare programme to ensure **your investment is a success**.

SPiRiT SLOVENIJA **I FEEL SLOVENIA**
PUBLIC AGENCY OF THE
REPUBLIC OF SLOVENIA

 REPUBLIC OF SLOVENIA
MINISTRY OF ECONOMIC DEVELOPMENT
AND TECHNOLOGY

Financed by the Ministry of the Republic of Slovenia for Economic Development and Technology

Photos: 1 Ljubljana, 2 Duško Medani, 3 Bled, 4 Franja Fejta; www.investslovenia.org, 4 Pika - R&D center in pharmaceutical companies

BUSINESS DELEGATION OF THE SLOVENIAN FURNITURE PRODUCERS

New York, USA, 22. – 24. of May 2017

Programe

05/22/2017

10 am to 6 pm ICFF fair visit, business meetings at the fair by prior arrangement
Javits Center, NYC (www.icff.com)

05/23/2017

10 am to 12 am Meeting with US partners with business networking
hotel Pennsylvania 2, 401 7th Ave, NYC

from 12 am Business meetings by prior arrangement

05/24/2017

All day until 4 pm Business meetings by prior arrangement

Contacts about the organization of delegation:

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