



RUSSIAN  
EXPORT CENTER

EXIAR  
EXIMBANK OF RUSSIA

# Catalogue of Russian FAST-MOVING CONSUMER GOODS PRODUCERS



## NON-FOOD

June 2020

# Main Categories:

Personal Care 

Household products 

Paper, Disposables & Hygiene 

Household appliances and furniture 

Home decor 

Goods for Leisure, Sport and Kids 

Clothes and Accessories 





# Personal Care



## SMART ORAL CARE



## DRC GLOBAL (BRAND R.O.C.S.)

THE DRC COMMERCIAL AND INDUSTRY GROUP IS A RUSSIAN MANUFACTURER OF ORAL CARE PRODUCTS, COSMETICS, PERSONAL HYGIENE AND MEDICINAL PRODUCTS

### General and Financial Information

- Total Sales (RU & International) more than 3,8 mln Euro w/o VAT
  - ✓ Total Market share (Russia & Other Countries)
  - ✓ 9.8% in Value (Total Russia, AC Nielsen),
  - ✓ 30% in Value (Total Russia/Pharmacy channel)
- Main relevant product groups within R.O.C.S. portfolio:
  - ✓ Toothpastes for Adults, Baby, Kids, Junior, Teens
  - ✓ Toothbrushes for Adults, Baby, Kids, Teens
  - ✓ Mouthwashes
- Logo's of relevant brands: R.O.C.S. (Remineralising Oral Care System)
- Currently present in: Ukraine, Kazakhstan and other CIS countries, Baltic countries, Germany, Turkey, UAE, Saudi Arabia, Lebanon, Japan, Taiwan, Hong Kong, Malaysia, Vietnam, Poland and Bulgaria (dental channel), Georgia, China (on-line)
- Main buyers: Traders
- Cooperate with: Metro (Ukraine, Serbia, Slovakia, Romania, Netherlands, Moldova, Bulgaria), Metro (China, India, Pakistan), Makro (Czech Republic, Poland).
- Certification: EU -> I) CPNP registration according to EC Regulation No 1223/2009. 2) Cosmetic products Safety reports (issued in EU).
- Other countries -> ready for the local certification` processing

### Points of differentiation compared with other market players?

- ✓ The world`s only fluoride-less toothpaste to have been clinically proven to be effective against caries
- ✓ Over 10 patented formulations, over 50 clinical researches
- ✓ ROCS is the leader of the children`s oral care hygiene care segment and in 2016 was awarded #1 Brand toothpaste and toothbrush sales in Russia.
- ✓ Active participation in international industrial and professional exhibitions, practical and science workshops, including biggest dental IDS event in Cologne

### Key strengths / Innovation

#### What`s in it for Partner?

- ✓ Stable growing brand - average growth for the last 8 years is (+11% Value / +18%)
- ✓ Over 10 years in the market
- ✓ High quality and safe products (clinically proven formulas)
- ✓ Attractive brand and packaging design
- ✓ Flexible and immediately reaction on market changes
- ✓ Wide range of products lines for the different segments
- ✓ Very good experience in cooperation with Metro in Russia

#### What`s in it for Partner professional customers?

- ✓ Supporting marketing projects, for example participation in MetroExpo (ROCS has good experience in this in Russia)
- ✓ Trade Marketing activities realization
- ✓ Special promo packs production, including exclusivity items

### Limitations

- ✓ Registration` in the new countries excluding EU
- ✓ Lack of distributors in the new countries for R.O.C.S. excluding EU







## FITOCOSMETIC – BEAUTY BY NATURE

FITOCOSMETIC IS A PRODUCER OF THE GREEN COSMETICS BASED ON NATURAL INGREDIENTS CAREFULLY SELECTED FROM ALL OVER THE WORLD SINCE 2003.

### General and Financial Information

- Total Sales (Ru & International) – 30 mln EUR
- Total Market share: Russia-3%, Latvia – 3%, Lithuania – 4%, Estonia – 4%, Poland -1%, Bulgaria -1%, Georgia -2%, Armenia – 3%, Azerbaijan -2%, Kazakhstan -3%, Kirgizia-3%, Tajikistan-1%, Turkmenistan-1%, Uzbekistan – 3%
- Main relevant product groups within Fitocosmetic portfolio:
  - ✓ Hair, eyebrows and eyelashes coloring
  - ✓ Hair care products
  - ✓ Face care products
  - ✓ Body care products
  - ✓ Oral care products
- Logo's of relevant brands:

AT-HOME SPA TREATMENT

CREAM HENNA



- Currently presented in: Azerbaijan, Armenia, Belorussia, Bulgaria, China, Estonia, Germany, Georgia, Kazakhstan, Kirgizia, Latvia, Lithuania, Moldova, Mongolia, Romania, Russia, Tajikistan, Turkmenistan, Ukraine, Uzbekistan.
- Main buyers: Traders
- Cooperate with: AUCHAN, CAREFOUR, TESCO, RIMI, DROGAS, MAXIMA, GLOBUS, EUROKOS, PODRUZHKA
- Certification: ISO GMP 22716-2013

### Points of differentiation compared with other market players?

- ✓ Unique cosmetic formulas based on time-tested formulations
- ✓ Ingredients from all over the world and careful selection of raw materials
- ✓ Cosmetics with the maximum content of natural ingredients
- ✓ Product range includes more than 800 cosmetic products
- ✓ With our products each woman can afford a salon-worthy beauty care at minimum cost

### Key strengths / Innovation

#### What's in it for METRO?

- ✓ Innovative beauty products for best price
- ✓ Profitable partner and stable
- ✓ Low purchase prices and the margin on products over 50 %
- ✓ Beauty products with unique cosmetic formulas based on time-tested formulations.
- ✓ High demand for natural beauty care products
- ✓ Wide range of the beauty care products

#### What's in it for METRO professional customers

- ✓ Popular recognizable brand
- ✓ High-margin products
- ✓ Quality products
- ✓ Attractive packaging

### Limitations

- ✓ Storage condition: temperature 0-25°C
- ✓ Shelf life: 24-36 months



COMBINES THE POWER OF NATURAL INGREDIENTS\*  
AND SCIENTIFIC TECHNOLOGY



EST. 2013



# OZ! ORGANICZONE

COMBINES THE POWER OF NATURAL INGREDIENTS AND SCIENTIFIC TECHNOLOGY

## General and Financial Information

- Total Sales (RU & International) 2 mln EUR (2019)
- Total Market share (Russia & Other Countries)
- ✓ 95,3% (Russia)
- ✓ 4,7% (Other Countries)
- Main relevant product groups within company Portfolio:
  - ✓ serum and face cream
  - ✓ cleanser (gel and foam)
  - ✓ hair products (shampoo, balm, mask)
- Logo's of relevant brands:
- Currently present in: Kazakhstan, Belarus, Uzbekistan
- E-commerce: 4Fresh.ru, Wildberries.ru, Ozon.ru
- Main buyers: Traders, Distributors
- Cooperate with: «Vkusvill» (Russia), «Majesty» (Belarus)
- Certification: GOST Declaration of Conformity, Product Notification on the EU Cosmetic Product Notification Portal

## Points of differentiation compared with other market players?

- ✓ The product consists only of natural ingredients collected in ecologically clean places in Russia.
- ✓ The brand doesn't test cosmetics on animals.
- ✓ Member of many Russian and international cosmetics exhibitions.
- ✓ Laureate of the ECO BEST AWARD 2017

## Key strengths / Innovation

### What's in it for Partner?

#### Private Label

- ✓ A developing and promising brand
- ✓ High Demand
- ✓ Production of natural and high-quality products
- ✓ Products are safe and EAC compliant
- ✓ 100% unique, natural product for face, body and hair, in which all vitamins and nutrients are preserved
- ✓ Contract manufacturing
- ✓ Discount System for partners
- ✓ Large assortment: over 200 items

### What's in it for Partner professional customers?

- ✓ The company is responsible for the highest level of quality products and after-sales support.
- ✓ All-times marketing activities and marketing support
- ✓ Lack of distributors in countries excluding except Russia, Belarus, Uzbekistan.



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New

"Calcium oyster citrate"



with marine collagen

New

"Crimean vine series"



with red grape extract

New

"Series of sea energy"



with jellyfish extract

# LLC "LABORATORY OF BEAUTY AND HEALTH "PANTIKA"

SPECIALIZES IN THE PRODUCTION OF COSMETICS AND HEALTH PRODUCTS BASED ON NATURAL COMPONENTS FROM THE DEEP SEA - HYDROBIONICS OF THE BLACK AND AZOV SEAS. OUR COMPANY WAS FOUNDED MORE THAN 20 YEARS AGO. TODAY «PANTIKA» IS A MODERN HIGHLY SCIENTIFIC PRODUCTION, EQUIPPED WITH THE LATEST PRODUCTION EQUIPMENT, FOCUSED ON PARTNERS AND CONSUMERS.

## General and Financial Information

- Sales volume (rubles / currency): 8.2 million rubles.
- Distribution of sales (Russia / other countries,%): Russia, 100%
- The main product groups of the company:
  - ✓ Natural cosmetic
  - ✓ Biologically active additives (BAA)
- Logos of brands / companies:



**ПАНТИКА**  
ЛАБОРАТОРИЯ КРАСОТЫ И ЗДОРОВЬЯ

- We are presented on electronic platforms: apteka.ru, Wildberries, Lamoda, Ozon, Beru
- Main buyers: Distributors
- Cooperate with :
  - ✓ Russia: name of partner – "NPK Katren JSC"
  - ✓ Export: name of partner (country) - we do not export to other countries yet
- Certification: You can see certificates for all our products here:  
<https://pantika.biz/pantika-000>

## Points of differentiation compared with other market players?

- ✓ Uniqueness (for example, "Calcium Oyster Citrate" with vitamin D3 from the leaves of oysters is not produced by any manufacturer in Europe).
- ✓ The natural composition.
- ✓ Raw materials of Crimean marine origin.
- ✓ We provide company attributes: catalogs, company newspapers and packages, leaflets, stoppers, etc.

## Key strengths / Innovation

### What's in it for Partner?

- ✓ A developing and promising brand.
- ✓ Our products are safe and meet EAC requirements
- ✓ There are declarations on compliance with the EAEU.
- ✓ The price and its absence of fluctuations (because we use domestic raw materials).
- ✓ Stable deliveries of products - thanks to our own production.

### Benefits for distributors and retailers

- ✓ Production under OTM: Yes
- ✓ We will consider the possibility of providing special conditions for the sale of products in your retail network, stipulated by the region, with the provision of an exclusive price and maximum support on our part.
- ✓ We will develop a recipe for your OTM.
- ✓ We are ready for a mutually beneficial cooperation on the production of a series of products with your label and/or packaging.
- ✓ We provide a capsuleing service in a soft seamless gelatin capsule.
- ✓ We provide an additional distribution discount

## Limitations

- ✓ Production potential: 5,000 units per day.
- ✓ Production capacity: 120,000 - 150,000 units of products per month.
- ✓ Exclusive limited editions.
- ✓ The shelf life of products is from 2 to 3 years.
- ✓ The maximum long delay of payment is 45 days





# LEVRANA LLC

NATURAL ORIGIN AND ORGANIC FARMING COSMETICS FROM SAINT-PETERSBURG. LEVRANA USE ONLY NATURAL INGREDIENTS, AS WELL AS INGREDIENTS OF VEGETABLE ORIGIN AND HERBS GROWING IN THE TERRITORY OF THE RUSSIAN FEDERATION. WE MAKE ALL RECIPES ON OUR OWN CAREFULLY SELECTING RAW MATERIALS.

## General and Financial Information

- Total Sales (RU&International) 2019 - 36 mln rubles/ 483 500 EUR
- Total Market share
- ✓ Russia 90%
- ✓ Other Countries 10%
- Main relevant product groups within company Portfolio:
  - ✓ Facial Care, hair care, body care
  - ✓ Decorative cosmetics
  - ✓ Oral and dental care
  - ✓ Sun care and protection
  - ✓ Baby and child care
  - ✓ Men's care
  - ✓ ECO-friendly household products
  - ✓ Pets care



- Currently present in: Russian Federation, Kazakhstan Republic, Belarus Republic, Estonia, Serbia, Azerbaijan, Ukraine, Uzbekistan Republic
- E-commerce: Ozon, Wildberries, 4fresh
- Portrait of the main buyer: a woman 25-55 years old, married, with a child, average income+, responsible for health, it is important for her natural composition and the presence of an eco-certificate.
- Cooperate with: «Lenta», «Auchan», «Globus», ABC Of Taste, «Golden Apple», «Organic shop»
- Certification: Declaration of conformity, Health Certificate

## Points of differentiation compared with other market players?

- ✓ Contain at least 95% natural origin components
- ✓ Products and ingredients are certified by ECOCERT
- ✓ Does not contain chemical ingredients, harmful surfactants, GMOs, components of animal origin derivatives of petroleum products
- ✓ Effective formulas
- ✓ A larger volume of the raw material base of ingredients for cosmetics (hydrolates, extracts, saponified oils) is produced in-house
- ✓ Cruelty Free & PETA certified
- ✓ Different positioning and price segment for each brand

## Key strengths / Innovation

### What`s in it for Partner?

- ✓ High demand
- ✓ High profit margin
- ✓ Rounding up the retail price in favor of the importer
- ✓ Private label
- ✓ Development of unique formulations

### What`s in it for Partner Professional Customers?

- ✓ Promotion
- ✓ Merchandising
- ✓ Sampling
- ✓ POS
- ✓ Differentiated package of brands

## Limitations

- ✓ Temperature condition







## RENAISSANCE COSMETIC HOUSEHOLD AND COSMETIC PRODUCTS PLANT

### General and Financial Information

- Sales volume: RUB 1,2 bn. (2019)
- Distribution of sales volume:
  - ✓ 85% (Russia);
  - ✓ 15% (other countries).
- Main product groups of the Company: Brand, Travy Altaya, Vishera, SOLA ECO, AURA clean, LA ROSSA, Shalet, Vygodnaya uborka, Vygodnaya stirka, Dlya vsey semyi, SANGHIST, ECO THERAPY.
- Logo:



- Nowadays our products are represented in:
  - ✓ Russia;
  - ✓ Kazakhstan;
  - ✓ Belorussia;
  - ✓ Azerbaijan;
  - ✓ Tajikistan;
  - ✓ Uzbekistan;
  - ✓ Kyrgyzstan;
  - ✓ Turkmenistan;
  - ✓ Armenia;
  - ✓ PRC;
  - ✓ Mongolia.
- The products are sold at the following electronic trading platforms: renshop.ru, wildberries.ru, ozon.ru, my-shop.ru, novex.ru, beru.ru, onlinetrade.ru, mrdom.ru, bober.ru, 7nyan.ru, shop-lot.ru, yokky.ru, 100sp.ru, farpost.ru, shopluga.ru, lya.ru
- Major customers: chain stores, distributors, Internet users.
- Experience in doing business with market majors: Lenta, Maria-Ra, Magnit, Galamart, Monetka, Komus, Parfum Leader, Okey, Novex.
- Certification: All issued products are certified. The Company is certified according to the International Quality Control System of GOST R ISO 9001-2015.

### Points of differentiation compared with other market players?

- ✓ Over 20 years of successful operation;
- ✓ 15 000 square meters of production and warehouse facilities;
- ✓ 30 product categories and over 700 SKUs, as well as new categories and SKUs are permanently introduced;
- ✓ In-house certified laboratory;
- ✓ Territorially beneficial transport and logistics hub;
- ✓ High-performance warehouse complex with the current WMS system.

### Key strengths / Innovation

#### Benefits for importers

- ✓ Development, compilation and registration of regulatory technical documentation.

#### Benefits for distributors and chain stores

- ✓ Stable supplies, shipment of more than 200 trucks monthly with the Service Level from 95%;
- ✓ High quality, control of incoming raw materials and products at all production stages;
- ✓ Wide range of products, over 1000 ready-made formulations;
- ✓ Production under your own private label is possible.

### Limitations

- ✓ There are no shipment restrictions.



**Absolut**



**NEW**



## PERFUMERY AND COSMETICS COMPANY «VESNA»

"IN THE FUTURE WITH CONFIDENCE!" - IS THE MAIN PRINCIPLE AND THE MOTTO OF THE "VESNA" COMPANY. WE APPRECIATE OUR EXPERIENCE AND WE ASPIRE TO BECOME BETTER EACH NEW DAY FOR BEING WORTHY PARTNERS IN BUSINESS AND TO MAKE QUALITATIVE PRODUCTION FOR OUR CONSUMERS.

### General and Financial Information

- Total Sales (RU & International) 3.156 billion rub.
- Total Market share 86% / 14% (Russia & Other Countries)
- Main relevant product groups within company Portfolio:
  - ✓ TOOTHPASTES
  - ✓ SHAMPOOS
  - ✓ SOLID AND LIQUID SOAP
  - ✓ CREAMS
  - ✓ LIQUID DETERGENTS
  - ✓ Antiseptic
- Logo's of relevant brands:
- E-commerce: <https://www.vesna.ru/>
- Cooperate with:



The production of the company is sailed not only in all regions of the country, but also is exported to the CIS countries. The "VESNA" has been successfully cooperating with the largest federal and regional networks, such as: "Auchan", "METRO", "X5 Retail Group", "Dixie", "Intertorg", "Globus", "Molniya", "Maria Ra", "Tander" and many others for many years.

#### ■ Certification

The company is certified according to ISO 9001:2015 in the sphere of development, production and realization of perfumery and cosmetic production. The company owns the group of new developments, which is responsible for searching and using new technologies and raw materials with high qualitative characteristics.

### Points of differentiation compared with other market players?

- ✓ Present sales system: long-term contracts with trading chains and the wide distribution chain.
- ✓ The company "VESNA" has many opportunities of independent development of its own product formulations and it also has an extensive industrial base.
- ✓ When developing products, the Company cooperates with well-known European laboratories and producers of raw materials.

### Key strengths / Innovation

#### Benefits for the importer

- ✓ Local production;
- ✓ RnD centre;
- ✓ Wide product range;
- ✓ Flexible discount system;
- ✓ Contract manufacturing.

#### Benefits for distributors and retail

- ✓ Modern sales system: long-term contracts with retail, wide distribution network;
- ✓ RnD centre;
- ✓ Wide product range;
- ✓ Flexible discount system;
- ✓ Contract manufacturing;
- ✓ Local production.

### Limitations

- ✓ Will be discussed individually

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# JSC "NIZHEGORODSKY MASLO-GIROVOY KOMBINAT"

NMGK IS ONE THE LARGEST PRODUCERS OF TOILET AND LAUNDRY SOAP IN RUSSIA

## General and Financial Information

## Key strengths / Innovation

- Total Sales (RU & International) 26,5 thousand tons (2019)
- Total Market share (Russia & Other Countries): 18% Export
- 13% market share of toilet soap, 17% market share of laundry soap (2019, Russia)
- Main relevant product groups within company Portfolio:
  - ✓ Bar toilet Soap
  - ✓ Cream Soap bar toilet "Baby"
  - ✓ Antibacterial soap
  - ✓ Bar Laundry Soap wrapped and unwrapped
  - ✓ Bar Laundry Soap with active agents
- Logo's of relevant brands:
  - Рецепты чистоты
  - Мой малыш
  - Vanda
  - Душистое облако
  - Monpari
- Currently present in: Russia, Azerbaijan, Armenia, Belarus, Kazakhstan, China, Kyrgyzstan, Latvia, Lithuania, Moldova, Tajikistan, Turkmenistan, Uzbekistan, Ukraine
- E-commerce: Tmall, Beru, Utkonos, Komus,
- Main buyers: Distributors/Retail
- Cooperate with:
  - ✓ Russia: X5 Retail Group, Auchan, Lenta, Tander, Metro
  - ✓ Export: Anvar, SMALL, Magnum, C&C, Skif (Kazakhstan), Araz, Bazarstore (Azerbaijan), The Vanguard Group (China)
- Certification Full pack of export documentation: Declaration of conformity, Quality certificate, Certificate of Origin, CPNP (for EU)

## What's in it for Partner?

- ✓ Private Label: Large-capacity industrial complex and high-qualified staff enable us to provide all services for private-label production
- ✓ Meticulous quality control of products in accordance with ISO standards
- ✓ Competitive price

## What's in it for Partner professional customers?

- ✓ the wide range of products
- ✓ smooth export delivery process

## Limitations

- ✓ Without limitations

## Points of differentiation compared with other market players?

- ✓ NMGK is number one among Russian manufacturers of bar soap
- ✓ Soap produced by NMGK have repeatedly become laureates and winners of the contest «100 best products of Russia»
- ✓ Quality of international standards at affordable price
- ✓ Children's soap Retsepty chistoty® was the first in Russia to receive Quality Mark
- ✓ Hypoallergenic baby soap



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**NEW**



**VESTAR**

MANUFACTURER OF LIQUID DETERGENTS,

COSMETICS AND WET WIPES.

**Key strengths / Innovation**

**General and Financial Information**

**What's in it for Partner?**

- Total Sales (RU & International) 1 bln RU (2019)
- Total Market share (Russia & Other Countries)
- 91.4% (Russia)
- 8.6% (Other Countries)
- Main relevant product groups within company Portfolio:
  - ✓ Liquid household detergents
  - ✓ Liquid soaps, shampoos and shower gels
  - ✓ Wet wipes
  - ✓ Antibacterial products
  - ✓ Skincare for kids
- Currently present in: Russia, Belorussia, Kazakhstan, Iraq, Turkmenistan, Ukraine, Kyrgyzstan, China
- E-commerce: Alibaba, Wildberries
- Main buyers: Trading networks, distributors
- Cooperate with:
  - ✓ Russia: Auchan, Дикси, Globus, Перекрёсток, Fix Price, Гармония Востока, Улыбка радуги
  - ✓ Export: Whar Group, Евроопт
  - ✓ Certification: ISO 9001 and ISO 14001

- ✓ Private label and White label: Yes
- ✓ Production of high-quality products in each market segment: from economy brands to premium brands

**What's in it for Partner professional customers?**

- ✓ Our company has been a reliable partner for professional customers for more than 20 years
- ✓ Best logistics decisions
- ✓ Individual approach to each client

**Points of differentiation compared with other market players?**

- ✓ More than 500 products and 100 packing options
- ✓ High quality products at very affordable prices
- ✓ 38 international and Russian diplomas and awards
- ✓ Modern European production equipment



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# Plant-Based Natural Products



## ALFIT PLUS

PLANT-BASED NATURAL PRODUCTS. ALFIT PLUS COMPANY IS ENGAGED IN THE DEVELOPMENT, PRODUCTION AND SALE OF HIGH-QUALITY HEALTH-PROMOTING, PREVENTIVE AND COSMETIC PRODUCTS ON A NATURAL PLANT BASE

### General and Financial Information

- Total Sales (RU & International) 783,000 pieces
- Total Market share (Russia & Other Countries)
  - ✓ 85% (Russia)
  - ✓ 15% (Other Countries)
- Main relevant product groups within company Portfolio:
  - ✓ Cosmetic series "Phytol"
  - ✓ herbal teas of series "Phytol" in briquettes
  - ✓ Herbal teas in capsules
  - ✓ Herbal teas "AltaiPhyt" in drip bags
  - ✓ Non-alcoholic balsams
  - ✓ Children's series balsams "Life Flowers"
  - ✓ Altai natural honey with herbal extracts
  - ✓ Edible oils "Alfit Plus" with lecithin
  - ✓ Series of mono herbs "Alfit Plus"
  - ✓ Flaxseed porridges of series "Alfit Plus Diet"



- Logo's of relevant brands:
- Currently present in: Kazakhstan, Belarus, Serbia, Latvia
- E-commerce: [www.ozon.ru](http://www.ozon.ru), [www.beru.ru](http://www.beru.ru), [www.wildberries.ru](http://www.wildberries.ru), [www.alibaba.com](http://www.alibaba.com)
- Main buyers: Distributors
- Certification: Certificate of state registration, Declaration

### Points of differentiation compared with other market players?

- ✓ Quality. There is quality and safety control the system of all stages is introduced on site productions. ISO 22000
- ✓ quality management system
- ✓ Environmentally friendly raw materials. Using the latest technologies and modern equipment for the production of goods
- ✓ Using the developed unique recipe
- ✓ Affordable prices are customer-oriented; Sustainable product quality and stable corporate strategy

### Key strengths / Innovation

#### What's in it for Partner?

- ✓ **Private Label**
- ✓ A developing and promising brand
- ✓ High Demand
- ✓ Production of natural and high-quality products
- ✓ Products are safe and EAC compliant.
- ✓ The production capacity of the company allows us to guarantee the production of high-quality products in a short time
- ✓ We carry out the entire production cycle from certification to storage of the finished product

#### What's in it for Partner professional customers?

- ✓ **Affordable prices** oriented at the customer;
- ✓ **Sustained product quality** and stable corporate principles.

### Limitations

- ✓ We are not limited in volume, all questions about deliveries are discussed in private.



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# SIBERINA

НАТУРАЛЬНАЯ КОСМЕТИКА  
ИЗ СИБИРСКИХ ТРАВ



## SIBERINA

RUSSIAN COMPANY THAT CREATES UNIQUE AND NATURAL COSMETICS BASED ON SIBERIAN HERBS

### General and Financial Information

- Total Sales (RU & International) 118961 EUR
- Total Market share (Russia & Other Countries) 99% (Russia), 1% (Other Countries)
- Main relevant product groups within company Portfolio:
  - ✓ Face Skin Care Products: micellar water, facial milk, hydrophilic oils and foams for washing, tonics and hydrolisates, serums, creams, face masks and scrubs, oil concentrates, lip balms
  - ✓ Oral care products - toothpastes and tooth powders.
  - ✓ Body Skin Care Products: hand, foot and body creams, nail fluids, therapeutic creams, cream oils, massage oil complexes, massage tiles, deodorants, milk and body scrubs, solid and liquid Soaps, shower gels, shaving products.
  - ✓ Hair Care Products: shampoos, conditioners, masks and oils for hair
  - ✓ Cosmetics for the art of love: lubricants and perfumes with aphrodisiacs.
  - ✓ Aromatherapy Products: aroma candles, natural essential and cosmetic oils
- Logo's of relevant brands:
- Currently present in: Germany, United States Of America, Great Britain, Australia, France, United Arab Emirates, Norway, Bulgaria, Spain
- E-commerce: Alibaba, E-Bay, AliExpress, Merkandi, Tradeindia. Wildberries.ru, Ozon.ru, Tiu.ru, Lamoda, Mamsy,
- Main buyers: Traders
- Cooperate with: Organic Beauty (Russia), OBLAKA (Russia), Cosmetics pros (Russia).
- Certification Declaration of conformity, COSMOS STANDARD



### Limitations

- ✓ Store at a temperature of +5°C and no higher than +25°C.
- ✓ Store in a dry, dark, well-ventilated place

### Points of differentiation compared with other market players?

- ✓ Unique recipes and technologies of SIBERINA brand
- ✓ High quality raw materials
- ✓ Our products are not aimed at achieving instant results, and for healthy skin, teeth and hair person, to restore their protective functions and natural beauty
- ✓ Handmade
- ✓ Product quality conforms to all European norms and standards
- ✓ We combine 100% natural cosmetics and manual labor with the appropriate cost, which is available to every woman
- ✓ The absence of prohibited, toxic and dangerous ingredients in the composition makes cosmetics safe even for children.

### Key strengths / Innovation

#### What's in it for Partner?

- ✓ Private Label and White Label: Yes, conditions when ordering your own logo, MOQ – 40 pcs.
- ✓ 100% unique, healthy and natural product
- ✓ We are open to dialogue and discussion of cooperation paths
- ✓ Stable demand from the buyer
- ✓ Acceptable prices

#### What's in it for Partner professional customers?

- ✓ Certified products
- ✓ Wide range of products
- ✓ Year-round marketing activities and marketing support

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# SYNERGETIC

## ENVIRONMENTAL DETERGENTS MANUFACTURER

### General and Financial Information

- Total Sales (RU & International) 2 000 mln RU/ 25,9 mln Euro w/o VAT (2019)
- Total Market share (Russia & Other Countries) 80 % (Russia) /20 % (International)
- Main relevant product groups within company Portfolio (l/ 2.75/ 5 L):
  - ✓ dishwashing gel
  - ✓ laundry products
  - ✓ cleaning products
  - ✓ cosmetic



- Logo's of relevant brands:
- Currently present in: Kazakhstan, Belarus, Uzbekistan, Kirgizia
- E-commerce: OZON.RU, BERU.RU, WB.RU
- Main buyers: : Distribution/Traders/HoReCa
- Cooperate with:
  - ✓ Russia: «Auchan» (Russia) X5 RG, «Vkusvill» (Russia), Magnit (Russia), REWE GROUP
  - ✓ Export: GREEN (Belarus)
- Certification ICEA ISO 9001

### Points of differentiation compared with other market players?

- ✓ Hypoallergenic flavorings based on natural essential oils give our products aromas
- ✓ We only use food coloring agents to give color to some of our products
- ✓ We use surfactants (surfactants) derived from renewable plant materials, not from oil. At the same time, due to innovative developments, they are not inferior in efficiency to aggressive components!
- ✓ We conduct tests for the toxicity index using the IN VITRO method without harming animals

### Key strengths / Innovation

#### What's in it for Partner?

- ✓ The best European equipment and raw materials ensure stable and high quality of our products!
- ✓ High demand for product quality
- ✓ Caring about the environment
- ✓ Lack of distributors in countries excluding except Russia, Kazakhstan, Uzbekistan and Belarus
- ✓ Year-round marketing activities and marketing support

#### What's in it for Partner professional customers?

- ✓ Grateful customers are healthy, beautiful people
- ✓ We want to help you make home cleaning easy and safe! That's why our motto is: I love my family!
- ✓ Favorable price positioning, significant difference relative to the main competitors
- ✓ Children's hypoallergenic product line without dyes and shock absorbers-the best seller in children's stores
- ✓ Children's hypoallergenic product line without dyes and shock absorbers - care for our children.



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# NEW CHEMICAL TECHNOLOGIES CO., LTD

THE NEW CHEMICAL TECHNOLOGIES COMPANY IS A RUSSIAN MANUFACTURER OF HOUSEHOLD CHEMICALS

## General and Financial Information

- Total Sales (RU & International)
  - ✓ Sold in 2019 – 1 450 000 pcs. (183 000 000 rubles)
- Sales volume distribution (Russia/other countries, %)
  - Russia – 83%, Turkmenistan – 4%, China – 11%, Kazakhstan – 2%
- Main relevant product groups within NCT Portfolio:
  - ✓ Palmia – dishwashing liquids
  - ✓ Palmia – dishwashing liquid and dish rinser for dishwashing machine
  - ✓ WELLERY – liquid laundry detergents
  - ✓ WELLERY – fabric softeners
  - ✓ Mr.Glatt – all-purpose cleaning products
  - ✓ Hypoallergenic product line for children
  - ✓ Liquid laundry detergents and dishwashing liquids eco-line
- Logo's of relevant brands:
  - Currently present in: USA, Finland, Kazakhstan, Turkmenistan, Latvia, China, Belarus
  - Main buyers: distributors, large retail chains
  - Cooperate with: Russia: Magnit, Lenta, Detmir, Ozon, Wildberries, Votonia, Karusel, Perekrestok, USA: Amazon, Finland, Kazakhstan, Turkmenistan, Latvia, China: Distributors
- Certification: ISO 9001, ready to urgent certifications in named above countries.



## Points of differentiation compared with other market players?

- ✓ Availability of hypoallergenic, eco-friendly products made from biodegradable components and raw materials of natural origin in the assortment.
- ✓ Doypack packages, made of a three-layer high-barrier film (PET + oriented polyamide + polyethylene). This package is easy to transport, safe for people, recyclable, not harmful for the environment.
- ✓ Producing own fabric softeners. NCT uses unique aromas based on natural fragrances and created in consideration with consumers preferences.
- ✓ Palmia Automatica is the best product for automatic dishwashing according to the results of the 1st International Contest BASF Cleaning Awards 2018. WELLERY Intensive Color liquid laundry detergent is the best in «Perfect marketing decision» nomination according to the results of the Contest.

## Key strengths / Innovation

### What's in it for Partner?

- ✓ **Private Label**
- ✓ High-quality product at the affordable price
- ✓ An attractive and unique product for the end user
- ✓ Contract manufacturing – one of the NCT's business activities. High-quality products under your brand.

### What's in it for Partner professional customers?

- ✓ Full production cycle: development - production - bottling - logistics
- ✓ Development of the individual product design
- ✓ Marketing support
- ✓ Flexible and dynamic company
- ✓ NCT is developing in accordance with the trends of household chemicals market
- ✓ Launching at least 4 new SKUs per year, which often become innovators in the household chemicals market
- ✓ Quality-to-price ratio

## Limitations

- ✓ MOQ of NCT products – 20 FCL or auto truck.







# HYGIENE KINETICS

THE LEADING RUSSIAN MANUFACTURER IN THE PERSONAL CARE INDUSTRY

## General and Financial Information

- Total Sales (RU & International) – 62 mln. EURO
- Total Market share, mln. pcs.:
  - ✓ Russia – 11%,
  - ✓ Belarus – 26,2%,
  - ✓ Kazakhstan – 23,4 %
- Market share in Daily panty liners, mln. pcs.:
  - ✓ Russia – 14,1%,
  - ✓ Kazakhstan – 29,6%
- Main relevant product groups within Hygiene Kinetics
  - ✓ feminine hygiene products;
  - ✓ incontinence products;
  - ✓ other hygiene products (cotton pads, cotton buds, wet wipes)
- 1 main of relevant brands:



TerezaMed



- Currently present in: Russia, Belarus, Kazakhstan, Azerbaijan, Ukraine, Armenia, Georgia, Kirgizia, Moldova, Tajikistan, Turkmenistan, Uzbekistan, Mongolia, Lithuania, Vietnam, Latvia, South Africa
- Cooperate with TOP Russian market chains: Metro C&C, Auchan, X5 Retail Group, Magnit, O'key, Lenta, Fix Price and other major partners
- Cooperate with online market places: Ozon, Wildberries, Utkonos, Beru, Komus and others

## Points of differentiation compared with other market players?

- European quality of products
- Three-stage Quality control system:
- Incoming inspection of Raw materials and components;
  - ✓ Quality control of product on the line;
  - ✓ Laboratory tests of produced goods
  - ✓ Natural cellulose and 100% Cotton
- Our products are made without Chlorine, GMOs, pesticides and other toxic ingredients

## Key strengths / Innovation

### What's in it for partner?

#### Private Label

- ✓ We can **develop design of your private label** in different price segments for products in femcare and underpads categories
- ✓ Profitable, stable partner – on the market since the year 2000
- ✓ Best quality for the best price
- ✓ Ola! is the leader of the Russian market in the category of thick scented panty liners: market share, mln. Rub – 43%
- ✓ Own manufacturing complex in Russia:
  - 13 production lines;
  - production capacity is more than 3 billion units per year;
  - compliance of ISO 9001:2015
- ✓ The products can be produced not only under Hygiene Kinetics Brands

### What's in it for partner Professional customers?

- ✓ The leading Russian manufacturer in the personal care industry
- ✓ Brand Ola! is among TOP 5 brands of female hygiene products in Russia
- ✓ Brand Ola! is No 1 in Belarus and Kazakhstan in natural expression
- ✓ High – quality products
- ✓ Sell in all trade channels: shops, pharmacy, online market places
- ✓ Attractive packaging
- ✓ Wide range of assortment
- ✓ In 2015 Ola! received the highest estimated ball of Roskachestvo in its category

#### Limitations

- Minimum order – 1 truck
- Term of delivery – 2 weeks



# Health and Beauty

# AQUA ROSA®



## AQUAROSA

**AQUAROSA IS A MANUFACTURER OF PRODUCTS BASED ON BRINE FROM THE SALT LAKES OF ALTAI FOR HEALTH AND BEAUTY**

### General and Financial Information

- Total Sales (760 000 \$ RU & 40 000\$ International)2019
- Total Market share
  - ✓ 95% (Russia)
  - ✓ 5% (Other Countries)
- Main relevant product groups within AquaRosa Portfolio:
  - ✓ Mineral Solution, Spray and Family set for nose, throat and oral cavity (500ml,30ml)
  - ✓ Mineral tonic (AntiAcne,for child,for adults and adolescents, regenerating tonic) (200ml, 50ml)
  - ✓ Mineral scrub (Aromas of mandarin and Christmas tree, berries, cranberries, citrus) (200ml)

■ Logo's of relevant brands: Aqualor, Aquamaris, Linaqua,Vichy

- Currently present in: Russia, Kazakhstan, Belarus
- E-commerce: Wildberries, Ozon,Ulmart
- Main buyers: Traders
- Cooperate with: Metro Cash & Carry, ACNA, Lenta
- Certification: Full pack of export documentation for CIS, Certificate of state registration of the Eurasian Economic Union, Declaration of Conformity of the Eurasian Economic Union, Medical device registration certificate. Ready to receive other international certificates

### Points of differentiation compared with other market players?

- ✓ AquaRosa is the only manufacturer of salt sprays with lake salt.
- ✓ Reusable spray application.The special convenient design of sprays allows the buyer to pour solution into sprays.
- ✓ The affordable price of AquaRosa is on average 2 times less than its analogues.
- ✓ Local environmentally friendly raw materials - Altai lake salt
- ✓ Scientific base. The products were developed with the participation of specialists from the Novosibirsk Academgorodok. There are clinical studies of Novosibirsk specialists, as well as studies about the healing effects of lake salt.

### Key strengths / Innovation

What's in it for Partner?

### Private Label

- ✓ From 10 000 per month of liquid products based on lake salt. Flexible conditions for cooperation.
- ✓ Extensive user audience
- ✓ Fast-growing promising brand
- ✓ Safe and unique product
- ✓ Growing demand for green products for beauty and health

What's in it for Partner professional customers?

- ✓ Marketing support
- ✓ High quality, uniqueness and originality of the product

### Limitations

- ✓ Any production volumes - there is a potential for increasing production capacities.
- ✓ Storage and transportation: 0-30° in a dry place.



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**ΠΑΡΑΦΑΡΜ**



## PARAPHARM LLC RUSSIA PENZA

### General and Financial Information

- Total Sales 2018:
  - ✓ Russia – 34823000 rub.,
  - ✓ 11732000 rub.-Export
- Parapharm LLC is in the TOP-40 manufacturers of dietary supplements in Russia
- Main relevant product groups within 2019 - Portfolio: Innovative Osteoprotectors, Sports Nutrition
- Logo's of relevant brands: Osteofiller (EU), Osteofiller Sun (USA), Osteofiller Forte (USA), Osteofiller Beauty (USA), International Trademarks: Memo-Vit, Tireo-Vit, Osteomed, Eromax, Cardioton, Leveton XXL
- Currently present in:
  - ✓ USA, Republic of Belarus, Kazakhstan, Kyrgyzstan, Armenia, Lithuania, Latvia
- Main buyers: Traders
- Cooperation with: Metro Germany, Metro Japan
- Traders: Metro Kazakhstan

### Key strengths / Innovation

- ✓ Parapharm LLC offers to Partner new products with new consumer properties (for trade in related products):
- ✓ Innovative Osteoprotectors for prevention of osteoporosis: Osteomed, Osteomed Forte, Osteo-Vit
- ✓ Sports Nutrition dietary supplement Leveton Forte
- ✓ Product shelf life - 24 months
- ✓ Intellectual property of Parapharm LLC (patents for inventions and international trademarks) has patent protection in the European Union, USA, Canada, China, India, Israel, Australia, Switzerland, Ukraine, Eurasian Economic Union (EAEU), Japan, New Zealand
- ✓ Parapharm LLC in 2019 is registered in the U.S. Food and Drug Administration: №18754917626

### Points of differentiation compared with other market players?

- ✓ New products with new consumer properties (for trade in related products)
- ✓ Intellectual property of Parapharm LLC has international patent protection

### Limitations

- ✓ Limitations may arise due to uncertainties in the terms of product supply and cash payments for the products supplied



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# Household products







RETAIL WEEK  
Awards

2018  
Winner

EY Entrepreneur  
Of The Year

2019  
Finalist



# A-FABRIQUE

## THE LARGEST RUSSIAN MANUFACTURER OF WOODEN FMCG PRODUCTS

### General and Financial Information

- Total Sales (RU & International):
  - ✓ Sales-2018: EUR 2 386 300, export: EUR 412 000
- Total Market share (Russia & Other Countries)
- RUSSIA: 12%
- Main relevant product groups within A-FABRIQUE Portfolio: Kitchen and HoReCa utensils from wood / Wooden Charcoal (restaurant and BBQ quality) + firewood / Storage clothing and kitchen: hangers, wooden boxes, racks and organizers / Clothing/Home Brushes
- Logo's of relevant brands: A-FABRIQUE working as Private labels manufacturer and/or subcontractor
- Currently present in: Russia (Top-5 federal retail chains, incl. Metro), Ukraine, Kazakhstan, Belarus, Germany, France, Belgium, Netherlands, UK, USA, Italy, Portugal, Spain, Hungary, Poland, Luxembourg, Tajikistan, Senegal.
- Main buyers: Traders + HoReCa
- Cooperate with:
  - ✓ Russia: Auchan Russia, LENTA, Tander; with distributor: X5, Metro
  - ✓ Worldwide: Auchan Retail (PL for all countries), Li and Fung
- Certification: Regulation (EC) No 1935/2004, DGCCRF Food Contact, REACH (svhc) Declaration, in 1stQ 2020 — FSC CoC

### Points of differentiation compared with other market players?

- ✓ PRODUCTION CAPACITY and HIGH QUALITY: 100% ready for massive promo, our benefit is high-performance and automated CNC equipment. We can do full range of Kitchen utensils in one production site (!).
- ✓ LOGISTIC CONDITIONS. We are well-experienced as global supplier and exporter (A-FABRIQUE is winner of Russian Retail Awards 2018 for our export project). We are located in East on Europe, and have abilities to deliver goods to our logistic platform on Koln, Germany. We can work ExW, FCA, FOB, DAP, DDP.

- ✓ We are VERTICAL INTEGRATED MANUFACTURER — from raw materials to goods
- ✓ SUSTAINABILITY is a top priority for us. We have our next audit in SEDEX on November 2019. We use ecological solutions in our work (and we are committed to zero-waste production. We have supplier of FSC certified wood.

### Key strengths / Innovation

#### What's in it for Partner?

- ✓ Full range of wooden kitchen/HoReCa items from reliable supplier (A-FABRIQUE has an experience as supplier of 40SKU range for one or European retail leaders)
- ✓ Stocks of wooden Charcoal / firewood for BBQ / winter season

#### What's in it for Partner professional customers?

- ✓ High quality, eco-friendly products from wood for HoReCa: serving, preparing, baking etc. accessories and storage solutions
- ✓ Basic needs Kitchen Utensils assortment for small stores
- ✓ Wooden Charcoal, restaurant/BBQ quality (from our PEFC, SMETA audited production plant)
- ✓ Brushes for HoReCa and household

### Limitations

- ✓ A-FABRIQUE hasn't experience on Japan Market (but we can study)
- ✓ We have available capacities about 2 500 000 pcs. of Kitchen utensils per month
- ✓ We have ≈21 day LID
- ✓ We have MOQ based on range and parameters of product, usually it's 1 pallet
- ✓ We have RnD team, which can develop positions for your Private label
- ✓ We prefer to work on Factoring financing platform

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**NEW**

## «KERCH METALLURGICAL PLANT» JSC

LOCATED IN THE CITY OF KERCH, REPUBLIC OF CRIMEA. NUMBER OF STAFF MEMBER – MORE THAN 1,500 PEOPLE.  
THE PLANT'S CAPACITIES ALLOW PRODUCING UP TO 4300 SETS OF RAILWAY SWITCHES, 30,000 TONS OF IRON AND STEEL CASTINGS, 25,000 TONS OF ENAMELWARE AND 3.6 MILLION DECALCOMANIA PER YEAR.

### General and Financial Information

- Total Sales (RU & International) \$ 32928.790.69
- Total Market share (Russia & Other Countries) 75/25
- Main relevant product groups within company Portfolio:
  - ✓ Steel enameled cookware;
  - ✓ Plastic products
  - ✓ Steel and iron castings;
  - ✓ Railway switches
- Logo's of relevant brands:
- Currently present in: Iran, Kazakhstan, Belarus
- E-commerce: ETP Rostender - an electronic trading platform: [rostender.info](http://rostender.info)
- Main buyers: distributors
  - ✓ Railway switches – main and industrial railways; underground railways; tram lines' enterprises; mining enterprises, mines.
  - ✓ steel enameled cookware - trading enterprises of the Russian Federation.
  - ✓ Casting - utilities and manufacturing enterprises of the Russian Federation.
- Cooperate with:
  - ✓ Russia: company (country) Joint Stock Company "Russian Railways", LLC "Magnitogorsk Iron and Steel Works"
- Certification: The products are manufactured in accordance with the technical regulations of the Customs Union (CU), certified according to the TRCU and confirmed by certificates of conformity of the CU (Federal budget institution "Register of certification on federal railway transport").



### Points of differentiation compared with other market players?

- ✓ 1200 items of steel enameled cookware with capacity from 0.08 to 20 liters.
- ✓ The company's designers have developed more than 1000 art-decorating projects successfully used in leading specialized enterprises in Russia and abroad.
- ✓ The largest decal shop in the Russian Federation. Up to 15 colors in one picture.
- ✓ We have many years of production experience and our products meet all modern requirements of quality and safety.

### Key strengths / Innovation

#### What's in it for Partner?

- ✓ Private Label and White Label: Yes
- ✓ The plant has developed logistics infrastructure. It includes warehouses, loading terminals, own railway and automobile access roads.

#### Innovations

- ✓ Products are constantly being improved based on market trends, ideas of practicality and attractiveness of design.







NEW

# BASHKIRSKIY FARFOR

PRODUCES PROFESSIONAL TABLEWARE HARD PORCELAIN OF EUROPEAN QUALITY

## General and Financial Information

- Total Sales (RU & International): 126,7mln RU(2019)
- Shares in sales:
  - ✓ Russia 90%
  - ✓ Other Countries 10 %
- Main relevant product groups within company portfolio:
  - ✓ Professional restaurant porcelain (HoReCa)
  - ✓ Home tableware porcelain
  - ✓ Porcelain tableware for on-Board catering, hospitals
  - ✓ Drawing logos / decals
- Logo's of relevant brands
- Currently present in: Russia, Kazakhstan, Belarus, USA
- E-commerce:
  - ✓ Wildberries.ru, sima-land.ru
- Main buyers: Traders/HoReCa
- Cooperate with:
  - ✓ Metro Cash&Carry, Russian Railways Sapsan, Rossiya airlines
- Export: Kazakhstan, Belarus, USA
- Certification: Certificate of Conformity MIR.20.000798 Validity from 12.03.2020 to 14.03.2020, Declaration of conformity from 11.07.2019



## Key strengths / Innovation

### What's in it for Partner?

- ✓ **Private Label**
- ✓ High product quality
- ✓ Ability to produce exclusive forms for the client
- ✓ Lack of distributors abroad

### Benefits for distributors and retailers:

- ✓ Lack of distributors abroad
- ✓ Our products conform to international standards
- ✓ Year-round marketing activities
- ✓ Follow world trends

## Points of differentiation compared with other market players?

- ✓ Production from environmentally friendly and safe raw materials
- ✓ Dishes have a perfect classic shape and thoughtful geometry
- ✓ It has a heat resistance (250 degrees Celsius), which allows you to use dishes in microwave ovens
- ✓ It has increased temperature resistance and can withstand 10 cycles of sharp temperature drop
- ✓ Products undergo annual voluntary certification
- ✓ In 2019, The badge "Product of Bashkortostan" and the diploma "100 best products of Russia»

## Limitations

- ✓ Production period 1 month



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# ARNEST GROUP COMPANY

ARNEST GROUP COMPANY IS ONE OF THE BIGGEST RUSSIAN AND EUROPEAN CONTRACT MANUFACTURERS OF AEROSOLS AND LIQUID PRODUCTS

## General and Financial Information

- Total Sales (RU & International) 250 mio EUR (without VAT)
- Total Market share (Russia & Other Countries (if any))
  - ✓ 55% of the Russian market and 7% of the European market
- Main relevant product groups within Company Portfolio:
- Aerosol contract filling for the following categories:
  - ✓ deo and antiperspirants
  - ✓ shaving products (foam and gels)
  - ✓ styling (sprays, mousses)
  - ✓ repellents and insecticides
  - ✓ air fresheners
- Liquids:
  - ✓ personal care (liquid soaps, body washes, and shampoos)
  - ✓ home care (cleansing sprays, creams, and liquid detergents)
- Shoecare:
  - ✓ Sponges, Wax, creams, colour-restore sprays, footsprays, cleaning foams, waterproof impregnation.
- Logo's of relevant brands: International brands (Unilever, Henkel, and Auchan's brands)
- Currently present in:
  - ✓ Great Britain, Ukraine, Georgia, Kazakhstan and CIS countries, Singapore, EU, Middle East, Israel, UAE.
- Main buyers: Traders/HoReCa international companies, and local brands & retailers
- Cooperate with: Unilever, Beiersdorf, L'Oreal, Colgate&Palmolive, Henkel, SC Johnson, Coty, Driflame, Faberlic, Tander (Magnit), Tesco, Superdrug, Lornamead, Boots, Morrisons (UK), ALDI, LIDL, Wilko
- Certification:
  - ✓ ISO 22716:2007
  - ✓ ISO 9001-2015
  - ✓ ISO 14001-2016

## Points of differentiation compared with other market players?

- ✓ Full service (from our own packaging and LPG production to logistics service all over the world)
- ✓ Own R&D for packaging and formulas
- ✓ Member of international associations (FEA, Aeroball)
- ✓ Constant innovations implemented (from new packaging produced to new product lines launched semi-annually)
- ✓ Input quality control at 3 various stages before product gets to its customer

## Key strengths / Innovation

### What's in it for Partner?

- ✓ **Private Label**
- ✓ Full service, including R&D and NPD support
- ✓ Logistic service all over the world
- ✓ Own packaging production capabilities
- ✓ Diversified product lines portfolio
- ✓ Constant capacity growth and optimization of the processes

### What's in it for Partner professional customers?

- ✓ Great price-quality ratio (best local suppliers)
- ✓ Product customization
- ✓ Optimized supply chain opportunities (own logistics team incorporated)
- ✓ Multi-stage product Quality Control

## Limitations

- ✓ Registration` necessity in absolutely new countries







# GRASS



## THE GRASS LLC

**GRASS IS A RUSSIAN MANUFACTURER OF PROFESSIONAL CLEANING PRODUCTS, HAND AND BODY DETERGENTS AND PROFESSIONAL CAR CARE PRODUCTS**

### General and Financial Information

- Total Sales (RU & International): 47 mln Euro w/o VAT (Russia)
- Total Market share (Russia):
  - ✓ Liquid soap in MAGNIT (7,7 % in 2018, 19884 retail stores): 7,9%, the 3rd place
- Main relevant product groups within GRASS Portfolio:
  - ✓ Liquid soap
  - ✓ Showers gels
  - ✓ Bathroom cleaners
  - ✓ Kitchen cleaners
  - ✓ Floor cleaners
  - ✓ Detergents for clothes
  - ✓ Dishwashing products
  - ✓ Air fresheners
- Logo's of relevant brands:
- Currently present in:
  - ✓ Austria, Albania, Armenia, Azerbaidzhan, Abkhasia, Belarus, Belgium, Bulgaria, Bosnia and Herzegovina, Hungary, Guinea, Germany, Greece, Georgia, Israel, Ireland, Spain, Kazakhstan, Cyprus, Kirgizia, China, Latvia, Lithuania, Macedonia, Mali, Malta, Moldavia, Mongolia, the Netherlands, Poland, Romania, Senegal, Slovakia, Serbia, Slovenia, the UAE, Tadzhiistan, Turkmenia, Uzbekistan, Ukraine, France, Croatia, the Czech Republic, Switzerland, Estonia
- Main buyers: Traders
- Cooperate with: TANDER JSC "Magnit" (Russia), X5 Retail Group (Russia), Leroy Merlin (Russia)
- Certification: We are ready for operational certification in countries where Partner is present



### Points of differentiation compared with other market players?

#### Private Label

- ✓ Branch companies with warehouses in the Czech Republic and China
- ✓ Active participation in international industrial and professional exhibitions
- ✓ GRASS ("Milana" liquid soap and "Vita Paste") was awarded in "100 best goods of Russia" in 2015.

#### Key strengths / Innovation

#### What's in it for Partner?

- ✓ Stable growing brand – average annual growth for the last 10 years is not less than 45%
- ✓ CPNP registration in EU
- ✓ Safety Data Sheet availability
- ✓ High quality products

#### What's in it for Partner professional customers?

- ✓ Price-quality ratio
- ✓ Trade Marketing activities realization
- ✓ Promo supporting
- ✓ Wide product line



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# SYNERGETIC

## ENVIRONMENTAL DETERGENTS MANUFACTURER

### General and Financial Information

- Total Sales (RU & International) 2 000 mln RU/ 25,9 mln Euro w/o VAT (2019)
- Total Market share (Russia & Other Countries) 80 % (Russia) /20 % (International)
- Main relevant product groups within company Portfolio (l/ 2.75/ 5 L):
  - ✓ dishwashing gel
  - ✓ laundry products
  - ✓ cleaning products
  - ✓ cosmetic



- Logo's of relevant brands:
- Currently present in: Kazakhstan, Belarus, Uzbekistan, Kirgizia
- E-commerce: OZON.RU, BERU.RU, WB.RU
- Main buyers: : Distribution/Traders/HoReCa
- Cooperate with:
  - ✓ Russia: «Auchan» (Russia) X5 RG, «Vkusvill» (Russia), Magnit (Russia), REWE GROUP
  - ✓ Export: GREEN (Belarus)
- Certification ICEA ISO 9001

### Points of differentiation compared with other market players?

- ✓ Hypoallergenic flavorings based on natural essential oils give our products aromas
- ✓ We only use food coloring agents to give color to some of our products
- ✓ We use surfactants (surfactants) derived from renewable plant materials, not from oil. At the same time, due to innovative developments, they are not inferior in efficiency to aggressive components!
- ✓ We conduct tests for the toxicity index using the IN VITRO method without harming animals

### Key strengths / Innovation

#### What's in it for Partner?

- ✓ The best European equipment and raw materials ensure stable and high quality of our products!
- ✓ High demand for product quality
- ✓ Caring about the environment
- ✓ Lack of distributors in countries excluding except Russia, Kazakhstan, Uzbekistan and Belarus
- ✓ Year-round marketing activities and marketing support

#### What's in it for Partner professional customers?

- ✓ Grateful customers are healthy, beautiful people
- ✓ We want to help you make home cleaning easy and safe! That's why our motto is: I love my family!
- ✓ Favorable price positioning, significant difference relative to the main competitors
- ✓ Children's hypoallergenic product line without dyes and shock absorbers-the best seller in children's stores
- ✓ Children's hypoallergenic product line without dyes and shock absorbers - care for our children.



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**NEW**



## NOVOSIBIRSK PLANT OF HOUSEHOLD CHEMICALS. KHMISERVIS EXPORTING COMPANY

### General and Financial Information

- Total Sales (RU & International) 8 296 609 EUR (2019)
- Total Market share 97,7% (Russia) 3,3% (Other Countries)
- Main relevant product groups:
  - ✓ washing powders (producing about 12 ton per hour)
  - ✓ liquid detergents.
  - ✓ We produce: washing powders and gels, conditioners, oxygen bleach, washing amplifier, cleaners for housecleaning, liquid soap and other
- Logo's of relevant brands:



- Currently present in: Russia, Kazakhstan, Uzbekistan, Tajikistan, Kyrgyzstan, Belarus, Armenia, Mongolia.
- Main buyers: distributors, wholesale companies, traders, state enterprises, industrial and manufacturing enterprises, HoReCa  
KhimServis Exporting Company

### Points of differentiation compared with other market players?

- ✓ The products comply with the current standards and they are certified. Development is carried out by our own technological service.
- ✓ New trends and demands are taken into account.
- ✓ Continuous laboratory quality control of raw materials and finish products. Double control: at the output from production and before shipment of finished products.
- ✓ The company is an active participant in exhibitions and scientific and practical conferences.
- ✓ Sales and partners are supported. Individual approach to work with partners.
- ✓ Certification: Full pack of export documentation.

### Key strengths / Innovation

#### What's in it for Partner?

- ✓ Private Label: Yes
- ✓ washing powders, liquid detergents and all our manufactured assortment. We produce by own recipes and customer recipe.
- ✓ Continuous laboratory quality control of raw materials and finished products
- ✓ wide production opportunities
- ✓ production of goods to order.

#### What's in it for Partner professional customers?

- ✓ A wide range of products of different price categories
- ✓ Development and marketing support
- ✓ Private Label
- ✓ proven logistics solutions
- ✓ Two production sites of 6,000 sq m.



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# Радиян

manufacture of plastic products



HOME AND GARDEN PRODUCTS PLASTIC CONTAINERS CHILDREN'S PRODUCTS

## RADIAN

Manufacture of plastic products

### General and Financial Information

- Total Sales ( 6 080 000 PCs 2019)
- Total Market share (Russia & Other Countries)
  - ✓ 95% (Russia)
  - ✓ 5% (Other Countries)
- Main relevant product groups within company Portfolio:
  - ✓ household goods
  - ✓ the goods for the garden
  - ✓ plastic barrels, tanks, boxes, canisters
  - ✓ children's products
- Logo's of relevant brands: RADIAN
- Currently present in: Russia, Kazakhstan, Belarus
- E-commerce: market.yandex.ru, price.ru
- Main buyers: wholesale trading company, retail network, farm, production company.
- Cooperate with: X5 Retail Group, Simaland, O'REXT, Vselnstrymenti.ru, Bezant-M, Ermak-Ufa.
- Certification: NoST.RU.001.M0005647 29.05.2017 ISO 9001-2011 (ISO 9001:2008)

Радиян

### Points of differentiation compared with other market players?

- ✓ Optimal combination of modern design with quality in the best traditions of the USSR
- ✓ Free product delivery in Russia
- ✓ Leading positions in the production of garden implements

### Key strengths / Innovation

#### What's in it for Partner?

- ✓ Private Label (manufacture of a full cycle)
- ✓ Experienced and reliable manufacturer (on the market since 1989)
- ✓ High-turnover products
- ✓ Safety and quality of products are confirmed by certificates
- ✓ Clear deadlines for production and delivery of goods

#### What's in it for Partner professional customers?

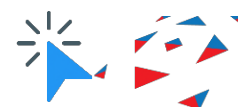
- ✓ Direct deliveries from the manufacturer
- ✓ Stable inventory and quality of deliveries
- ✓ Reasonable price

### Limitations

- ✓ Production works on technologies of casting and blow moulding of plastics
- ✓ The production capacity 50,000 products per day
- ✓ Limitation may arise due to violations of contractual and financial obligations

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# Paper, Disposables & Hygiene





# SOEMZ

**SOEMZ IS THE FIRST AND ONLY COMPANY IN RUSSIA FOR SMALL-SCALE PRODUCTION OF PULPERCARTON PRODUCTS AND PACKAGING**

## General and Financial Information

- Total Sales (RU & International): 2019 - 3 516 000 €
- Total Market share (Russia & Other Countries):  
SOEMZ is the only one molded pulp producer in Russia (excl. egg packaging) and the market share is different in segments of product usage (from 3% to 100%)
- Main relevant product groups within SOEMZ JSC Portfolio:
  - ✓ Apple trays
  - ✓ Lattuce trays
  - ✓ Cup and food trays and carriers
  - ✓ Inserts in cosmetic sets
- Logo's of relevant brands:  **SOEMZ**
- Currently present in: USA, Finland, Romania, Republic of Moldova, Ukraine, Germany, Belarus, Kazakhstan
- Main buyers: Horeca/Traders Huhtamaki, OPTICOM, GDC EAC, HAAS., Abrau Durso, Kraftway, Trial Market, Mistery
- Cooperate with: USA - [PackagingNow](#), Finland - [Famifarm Oy](#), Romania - S.C. JUST SEVEN S.R.L., Republic of Moldova - [ArtehPlast](#), Ukraine - [Procter & Gamble Trading Ukraine](#), [Alfa Pack-Ukraine LLC](#), Germany - [Holz & Pack Maier](#), Belarus - [GeckoCaps LLC](#), Kazakhstan - [KazArStroy](#)
- Certification: MSDS - Paper pulp products (EU), RoHS, SVHC.

## Points of differentiation compared with other market players?

- ✓ Flexible and small-scale production (40 types of products in 10 colors)
- ✓ Innovative properties of products depending on the scope of application:
  - ✓ Moisture resistance
  - ✓ Moisture absorption
  - ✓ Deferred biodegradation
- ✓ Unique mechanics and design strength properties

## Key strengths / Innovation

## What's in it for Partner and professional customers?

In the context of ban of the use of major plastic products and packaging in European Union since 2021 we would like to present molded pulp advantages:

- ✓ 100% sustainable solution. Waste paper trays biodegrade in less than few months.
- ✓ Longer lifetime for a product
- ✓ Gather extra moisture and condensate
- ✓ Better protection for fruits and veggies
- ✓ Paper trays is a fresh look of your product for a modern customers







**ПАПИРУС**



## PAPIRRUS

Production of biodegradable, compostable paper disposable utensils

### General and Financial Information

- Total Sales (RU & International) 45000000 RUB
- Total Market share : 100% Russia
- Main relevant product groups within company Portfolio:
  - ✓ paper disposable utensils,
  - ✓ holiday goods
- Logo's of relevant brands:
- Currently present in: Russia
- E-commerce: <https://market.ekspa.io/>
- Main buyers: Cafes, canteens, pizzerias; takeaway food trays; bakeries and confectionery; Food delivery services Markets of different formats, catering companies with their own culinary production; Agencies for the organization of picnics and away holidays; Retail



### Key strengths / Innovation

#### What's in it for Partner?

- ✓ **Private Label**
- ✓ Environmental cleanliness and hygiene make the use of paperware absolutely safe
- ✓ Products suitable for cold and hot drinks/dishes
- ✓ Paper does not change its properties when in contact with food, does not interrupt the taste of products
- ✓ Convenient advertising platform
- ✓ Favourable terms of cooperation

#### Points of differentiation compared with other market players?

- ✓ Price Favorable terms of cooperation
- ✓ Quality
- ✓ Favorable terms of cooperation



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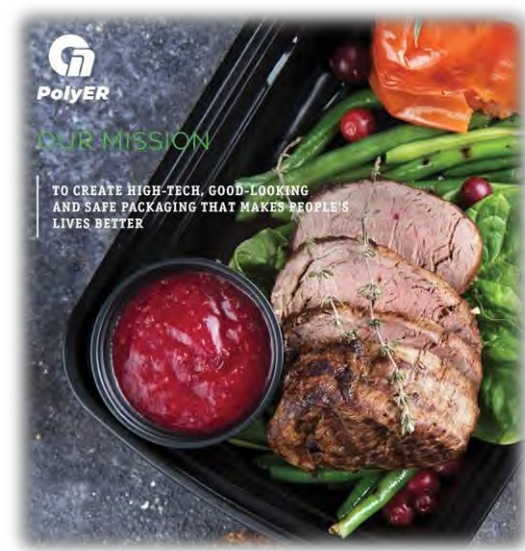
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# PolyER INDUSTRY

## LEADERS DESIGNING AND MANUFACTURING POLYMER FOOD PACKAGING

### General and Financial Information

- Total Sales (RU & International) 58 ml Euro (Russia, EC,CIS)
- Total Market share (Russia & Other Countries )
  - ✓ 15 % Russia,
  - ✓ 4 % International
- Main relevant product groups within PolyER Portfolio:
  - ✓ PET Containers for cold products
  - ✓ PP Containers for hot and cold products
  - ✓ PET Cups
  - ✓ PP Cups
  - ✓ Sealing trays
  - ✓ Custom designed, unique portion controlled single or multi-packs in a variety of materials
- Logo's of relevant brands: 
- Currently present in:
  - ✓ UK, Germany, Poland, Hungary, Sweden, Czech Republic, Ukraine, Baltic countries, Ukraine, Kazakhstan and most of other CIS countries,
- Main buyers: Traders, HoReKa
- Cooperate with: Russia - Metro, Globus, Auchan, Ferrero, Lactalis, Axfood/Dagab (Sweden), Maxima Group (Baltic ),Rimi (Baltic)
- Certification: ISO 9001, ISO 14001, FSSC 22000, Sedex

### Limitations

- ✓ Limitations – full truck load delivery

### Key strengths / Innovation

#### What's in it for Partner?

- ✓ The combination of high product quality and best price
- ✓ Many years of successful experience with Russian, European clients and HoReKa

#### What's in it for Partner professional customers?

- ✓ Combination of high quality and best price
- ✓ Capacity duplication providing supply stability
- ✓ Many years of successful experience with HoReKa
- ✓ The full offers' system for custom designed products: from idea, structure, design and selection of the material to production and adjustment for automatic packaging lines
- ✓ Custom printed: We offer decoration of Cups, containers made of PP and PET by the method of dry offset printing up to 8 colors and shrink label

#### Points of differentiation compared with other market players?

- ✓ We add value to our customers of understanding their requirements and providing a comprehensive design and manufacturing service of thermoformed packaging by delivering exceptional quality products and services
- ✓ We have long-term experience of cooperation with our clients include Russian and EU Retailers, global brands, own label producers and manufacturers





# Veiro | Professional

**JSC STG**  
HYGIENE TISSUE COMPANY

## General and Financial Information

- Total Sales (RU & International) 7,8 bln Rub
- Total Market share 11-12% (Russia & CIS)
- Main relevant product groups within company Portfolio:
  - ✓ Mother-reels
  - ✓ Personal & public hygiene tissue products



- Logo's of relevant brands:
- Currently present in: Germany, Poland, Serbia, Czech, Romania, Baltic countries
- Main buyers: Distributors, Retail
- Certification:
  - ✓ Russian National Standard System,
  - ✓ FSC (mix, recycled)
  - ✓ ISO 9001 / 14001 / 45001 / 50001

## Points of differentiation compared with other market players?

- ✓ Full-stage production
- ✓ Innovation equipment
- ✓ Unique production technology (refined waste paper)

## Key strengths / Innovation

### What's in it for Partner?

- ✓ **Private Label**
- ✓ Reliable supplier
- ✓ Wide products range
- ✓ Unique products (from refined waste paper)
- ✓ Tailor-made attitude
- ✓ Flex pricing





# ECOARMY

## PRODUCTION OF DISPOSABLE ECO-FRIENDLY WOODEN TABLEWARE

### General and Financial Information

- Total Sales (RU & International) 5 mln rub/ 3000 euro
- Total Market share (Russia & Other Countries)
  - ✓ Russia-10%
  - ✓ Europe - 90%
- Main relevant product groups within company Portfolio:
  - ✓ Disposable wooden eco-friendly tableware
- Logo's of relevant brands:
- Currently present in: France, Belarus
- E-commerce:
- Main buyers:
  - ✓ Wholesale bases
  - ✓ Wholesale Networks
  - ✓ Eco Shopping
  - ✓ Grocery chain stores
  - ✓ Recreation facilities
  - ✓ Food courts
  - ✓ Restaurants
- Certification: FSC



### Points of differentiation compared with other market players?

- ✓ Production without chemistry and glue
- ✓ Proximity to the main market
- ✓ FSC certification
- ✓ Own raw materials

### Key strengths / Innovation

#### What's in it for Partner?

- ✓ Environmental friendliness
- ✓ Practicality
- ✓ High demand for products
- ✓ Low market price
- ✓ Excellent quality





# TABLE WARE



## ET-GROUP

DISTRIBUTES THE ENVIRONMENT FRIENDLY DISPOSABLE WOODEN TABLEWARE MADE OF BIRCH. TABLEWARE DOESN'T CONTAIN GLUE, INK, BLEACH AND OTHER CHEMICALS

### General and Financial Information

- Total Sales in Russia: The company is new, start of sales is planned for august-september 2019 in other countries: The company is new, start of sales is planned for august-september 2019
- Main relevant product: Big plates, spoons, forks
- Logo's of relevant brands: Brand is not protected. Ready to use Partner trade mark.
- Currently present in: Russia.
- Certification: ready to certify on demand

### Points of differentiation compared with other market players?

- ✓ We produce it from wood which makes it environment friendly, esthetic and attractive comparing to analogues of this product category
- ✓ This products comply with new European legislative requirements
- ✓ Tableware doesn't contain glue, ink, bleach and other chemicals.

### Key strengths / Innovation

#### What's in it for Partner?

- ✓ LLC «ET-Group» is a new company. It was founded as a distributor of the disposable tableware
- ✓ It is a part of company group together with LLC Mechanics which started this project a year ago. LLC Mechanics has 5 years experience in cooperation with X5 Retail Group and Tander
- ✓ Our company is interested in development of business relations with EU and CIS countries in the nearest future
- ✓ Cooperation with our company will help you to meet the national needs in ecofriendly disposable tableware

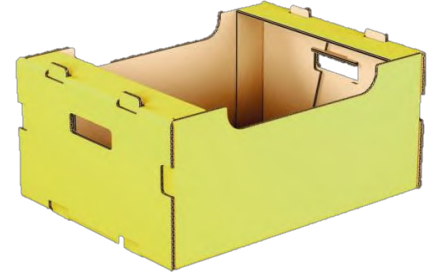
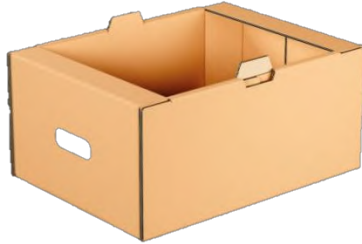
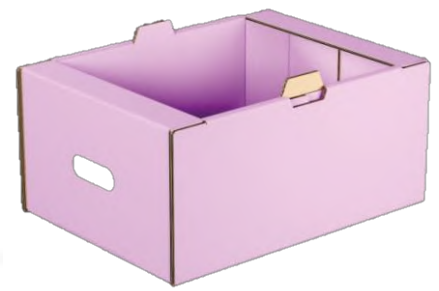
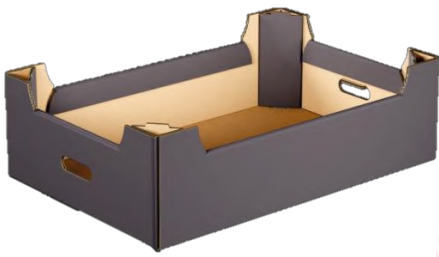
#### What's in it for Partner professional customers?

- ✓ Development of new markets.
- ✓ Increase in sales.
- ✓ High quality and ecofriendly disposable tableware.

### Limitations

- ✓ Restrictions depend on the purchased product range





# SFT GROUP

## A RUSSIAN PARTNER FOR CORRUGATED PACKAGING SOLUTIONS

### General and Financial Information

- Total Sales in 2018: 365 million USD.
- Total Sales (RU & International) in 2018: 450 million sqm of corrugated packaging
- Total Market share in 2018 (Russia & Other Countries)
  - ✓ Russia - 7% of corrugated packaging market (a market leader)
- Main relevant product groups within SFT Group Portfolio:
  - ✓ The whole range of corrugated packaging products with full color printing:
    - ✓ - individual types of custom-designed packaging
    - ✓ - shelf-ready packaging
    - ✓ - 4-flap boxes
- Currently present in:
  - ✓ Russia
- Main buyers: Magnit, Sportmaster, Ozon, Wildberries, Pepsico, Heinz, Carlsberg-Baltika, Kerama Marazzi
- Certification: ISO 9001:2015, FSSC 22000, FSC, SEDEX (SMETA)

### Limitations

- ✓ SFT Group offers services for the production and the suppliers of corrugated packaging solutions (e.g. die-cut tray) to Partner distribution centers and retail chain in Russia.

### Key strengths / Innovation

#### What's in it for Partner?

- ✓ The turn-key packaging supplier: expertise, design, construction, production, technical service
- ✓ Convenient location: one of our factories is located in Tver region, between Moscow and Saint Petersburg. We also operate factory in Tula region – 230 km from Noginsk.
- ✓ Packaging solutions that ensure high production, logistic and marketing results.
- ✓ A reliable partner: we produce corrugated packaging for Partner suppliers of FMCG/food
- ✓ The quality management systems of our factories complies with the requirements of the international standards
- ✓ High production capacity

#### Points of differentiation compared with other market players?

- ✓ We guarantee high quality being a vertically integrated holding: we collect recovered paper, produce paper, board and packaging solutions.
- ✓ Effective logistics on all wide geography: we operate 4 corrugated plants that cover the whole Central part of Russia.
- ✓ A great experience of working for agriculture industry (fruits/vegetables): we take about 50% of the South Russia corrugated packaging market.





# CLARITY



## CLARITY

### THE BIGGEST RUSSIAN MANUFACTURER OF PVC CLING FILMS FOR FOOD WRAPPING

#### General and Financial Information

- Total Sales (RU & International) 10 000 tons per year
- Total Market share (Russia & Other Countries)
  - ✓ 12% - Russian market
  - ✓ 0,5% - foreign market
- Main relevant product groups within CLARITY Portfolio:
  - ✓ Blown type PVC Cling Film for handwrap
  - ✓ Blown type PVC Cling Film for machine packaging
  - ✓ Cast type PVC Cling Film for handwrap
  - ✓ Cast type PVC Cling Film for machine packaging
  - ✓ Printed PVC Cling Film for machine packaging
- Logo's of relevant brands: CLARITY
- Currently present in:
  - ✓ Russia, Italy, Kazakhstan, Azerbaidjan, Uzbekistan, Armenia, Jordan, Israel, Vietnam, Belarus, Kirgiziya, Moldova
- Main buyers: Traders
- Cooperate with: in Russia Metro, MAGNIT, SPAR, BILLA, ASHAN
- Certification:
  - ✓ Declaration of conformity (Russia)
  - ✓ EU Certificate of compliance



#### Key strengths / Innovation

##### What's in it for Partner?

- ✓ Cooperation with CLARITY will allow Partner to reduce costs for PVC Cling Films
- ✓ High production capacity allow to produce and export orders in a short time

##### What's in it for Partner professional customers?

- ✓ highest standards of products
- ✓ Possibility of changing product properties, according wishes of customers

#### Points of differentiation compared with other market players?

- ✓ Company CLARITY have different types of production equipment. BLOWN type of extrusion. CAST type of extrusion.
- ✓ Rewinding equipment allow us to produce small rolls (on cores with diameters 25mm, 38mm, 50mm). ...
- ✓ Flexo printing machines permit us to print on our own films.
- ✓ Big capacity of production equipment allow us to produce orders in short time.

#### Limitations

- ✓ CAST Type films for handwrap 9-20mic 2500 mt length max.
- ✓ BLOWN Type films for handwrap 8-20mic 6000mt length max.
- ✓ BLOWN Type films for machine packaging 14 (7+7)mic minimum
- ✓ Printed PVC Cling films 8 colours maximum
- ✓ Films meets requirements of EU Regulation about overall and specific migration (Factor 2 and Factor 3)

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## MECHANICZ

### General and Financial Information

- Total Sales (RU & International):
  - ✓ Over 15 mln \$ in 2017-2018.
  - ✓ Bulk of sales is made via major Russian retailers such as Tander and X5.
- Total Market share Russia & Other Countries: 90% in Russia
- Main relevant product groups within Mechanicz Portfolio:
  - ✓ Reinforced thermal covers
- Logo's of relevant brands:
  - ✓ Brand is not protected.
  - ✓ Ready to use Partner trade mark.
- Currently present in: Russia, Croatia, Kazakhstan
- Main buyers: large retailers
- Cooperate with: Russia: Tander and X5, Kazakhstan: Magnum Cash&Carry
- Certification: ready to certify on demand



### Points of differentiation compared with other market players?

- ✓ Our company guaranties our clients the best value for money.
- ✓ All our products are made of high-quality safety materials under control of high-skilled specialists.
- ✓ We are a client-oriented company and ready to produce goods according to the technical characteristics and requirements of the customer.
- ✓ Guarantee period is 12 months
- ✓ Life period is 5 years
- ✓ Working temperature range of thermal cover is from -30°C to +30°C
- ✓ Thermal covers (TCE) produced by our company allow to withdraw from using the thermoboxes without losing of the operational requirements.
- ✓ The cost of one thermal cover usage is much lower than the cost of the thermobox of similar capacity.

### Key strengths / Innovation

#### What's in it for Partner?

- ✓ Mechanicz company designs and produces thermally insulated containers and Mechanicss has been developing this branch for more that 7 years.
- ✓ All our products are made of solid materials and tested in contemporary research laboratories.
- ✓ The company offers large mass products as well as individual ones according to specifications and terms provided by the customer.
- ✓ We use and implement new technologies and our experience.
- ✓ Our company guarantees the quality of our products.

#### What's in it for Partner professional customers?

- ✓ Solving of new complicated technical tasks and implementation of innovative technologies of thermal insulation in logistics and food industry.
- ✓ Development of new markets. Increase in sales.

### Limitations

- ✓ production capacity of 18000 items per month
- ✓ we are considering the opportunity to work on Factoring financing platform



# Household appliances and furniture





# TMF (SIBERIAN STOVES, HEATERS, FIREPLACES)

## General and Financial Information

- Total Sales (RU & International) 10 191 364 Euro (2019)
- Total Market share (Russia & Other Countries)
  - ✓ 87% (Russia)
  - ✓ 13% (Other Countries)
- Main relevant product groups within company Portfolio:
  - ✓ Wood and coal sauna stoves
  - ✓ Gas sauna stoves and burners to them
  - ✓ Electric heaters and control panels for them
  - ✓ Heating wood stoves
  - ✓ Fireplace stoves and fireplace inserts
  - ✓ Multi-fuel water-heating boilers
  - ✓ Braziers, ovens for cauldrons, grills and smokehouses
  - ✓ Portable stoves and braziers
  - ✓ Chimneys, tanks and heat exchangers



- Logo's of relevant brands:
- Currently present in: Finland, Germany, Kazakhstan, Latvian, Lithuania, Estonia, Kyrgyzstan, Uzbekistan, Mongolia
- Cooperate with: DIY Leroy Merlin (Russia), DIY Baucenter (Russia), DIY Petrovich (Russia), DIY Vashdom (Russia), Shulepov.ru (Russia), dachny.expert.ru (Russia), 100-pechey.ru (Russia), Kesko Senukai (Lithuania)
- Certification No. 0002/104/2017 from 01/12/17, No CRP-B-00059-20 from 15/01/20, No CRP-B-00060-20 from 15/01/20, No RU C-RU.AД78.B.01064/18 from 27/12/18, No RU Д-RU.AБ37.B.26617 from 17/04/18, No RU Д-RU.AГ03.B.04966/18 from 11/12/18

## Points of differentiation compared with other market players?

- ✓ Unique high-tech design that no manufacturer can repeat
- ✓ The largest assortment
- ✓ New developed and patented technologies for the production of stoves
- ✓ 20 years of experience in stoves development is taken into account
- ✓ Numerous participation in international exhibitions (North American Stove Exhibition HPBA, Salt-Lake City, 2011, European stove exhibition Progetto Fuoco, Verona, Italy 2014, Russian-Mongolian Fair in Ulaanbaatar 2010, Aqua Salon 2011, Fireplaces Exhibitions 2013)

## Key strengths / Innovation

### What's in it for Partner?

- ✓ Stable demand from the buyer
- ✓ Increasing loyalty to your point of sale through a well-known brand
- ✓ Individual approach to handling claims and objections
- ✓ Marketing support
- ✓ Own warehouse and transport logistics structure that provides timely delivery of products to customers

### What's in it for Partner professional customers?

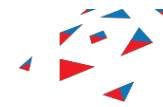
- ✓ A huge selection of different modifications and categories of furnaces from economy to premium class
- ✓ Quality assurance
- ✓ Different from other original design
- ✓ Unique design technologies that allow you to get a light superheated steam

## Limitations

- ✓ Minimum shipment quantity for the amount from 2 400 Euro
- ✓ Shipment by pallets
- ✓ Double crate needed



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# UGLEPROM

## Always in a pleasant company



### General and Financial Information

- Total Sales (RU & International): 4.7 mln
- Total Market share (Russia & Other Countries): 5.4 % in Russia
- Main relevant product groups within company Portfolio:
  - ✓ Various volume of packages: 2,5-20 kg
  - ✓ Various kinds of packages: paper or propathene bags, pasteboard box
- Logo's of relevant brands:



- Currently present in: Russian Federation, France, USA, Poland
- Main buyers: Traders/HoReCa/Iron and Steel companies
- Certification: FSC 100 %

### Points of differentiation compared with other market players?

- ✓ Modern high-tech equipment which allows us to produce charcoal of the highest quality in Russia
- ✓ Customized characteristics such as the size of coal fraction and the percentage of carbon
- ✓ Careful attitude to the environment and to the regeneration of Russia's National forest fund approved by FSC 100 % Certificate
- ✓ Our charcoal is in high demand with iron and steel companies, and it has also received the highest quality award at a coal supply and purchase tender in Poland
- ✓ We exhibited our product at the "International Green Week" in Berlin in January 2020

### Key strengths / Innovation

#### What's in it for Partner professional customers?

- ✓ **Private label**
- ✓ Ability to manufacture customized product packaging of your own design
- ✓ Ready to export: complete package of export documents for the EU
- ✓ Delivery system can be adjusted to your needs: both customer pickup and delivery to your address are available
- ✓ Our marketing support includes a flexible discount system, special bonuses, supplier's credit and delayed payment

#### What's in it for Partner?

- ✓ **UNIQUE SELLING PROPOSITION: PREMIUM CHARCOAL**
- ✓ Every package includes sorted by size and hand-prepacked fractions, as well as everything needed for safe and easy kindling
- ✓ Natural products with no noxious substances
- ✓ Manufacturing technology eliminates any possibility of spontaneous combustion
- ✓ Optimal Quality-Price Ratio

### Limitations

- ✓ Guaranteed shelf-life: 18 months



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# IMAGE-BOROVICHI FIRESTARTERS, CHARCOAL, MATCHES

## General and Financial Information

- Total Sales (RU & International): 80 mln. Rubles (1,1 mln. Euro)
- Total Market share (Russia & Other Countries (if any)): 10%
- Main relevant product groups within Portfolio:
  - ✓ Wooden rolls for fire starter(5 types)
  - ✓ Wooden wool (2 types)
  - ✓ Firestarters(8 types)
  - ✓ Dry fuel (5 types)
  - ✓ Charcoal (10 types)
  - ✓ Matches (21 types)
- Logo's of relevant brands: IMAGE 
- Currently present in Russia, Germany, France, Finland, Estonia, USA

## Key strengths / Innovation

### What's in it for Partner?

- ✓ Our company is a reliable supplier providing 100% delivery
- ✓ High demand for Eco-friendly products
- ✓ High production capacity
- ✓ Ready to export product
- ✓ Representing in England and Germany 

### What's in it for Partner professional customers?

- ✓ Increase of sales channels in Europe
- ✓ diverse product range

## Points of differentiation compared with other market players?

- ✓ Image-Borovich LTD is a full-cycle factory
- ✓ All the manufacturing processes are concentrated in one place
- ✓ We have own printing equipment
- ✓ So we produce all the individual package by ourselves.
- ✓ It all helps us to reduce cost price of goods and timescales of production

## Limitations

- ✓ The minimum quantity to order is 1 truck (33 pallets)
- ✓ The truck must have ADR

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## AQWELLA INVEST

### LEADING BATHROOM FURNITURE RUSSIAN BRAND

#### General and Financial Information

- Total Sales (RU & International) 9,5 mln euro CIS, 0,5 mln euro export to Europe
- Total Market share (Russia & Other Countries)
- Russia 95%
- CIS, Lithuania, Germany 5%
- Main relevant product groups within company Portfolio:
  - ✓ Bathroom furniture



- Logo's of relevant brands:
- Currently present in: Belorussia, Kazahstan, Gergia, Kirgizstan, Lithuania, Germany
- Leroy Merlin, all Russian DIYs, around 1500 retail shops in Russia

- E-commerce: all local Russian sanitaryware internet traders
- Main buyers: Leroy Merlin, Distributor, OEM projects
- Cooperate with:
  - ✓ Russia: Leroy Merlin Russia
  - ✓ Export: Adeo, Kingfisher, Kohler group
- Certification according to Russian standards

#### Points of differentiation compared with other market players?

- ✓ Aqwella is one of the biggest russian producers of bathroom furniture.
- ✓ 25 years experince in the field of Bathroom furniture.
- ✓ Modern park of machines (Homag, Ima, Cefla).
- ✓ UV technology for coloring.
- ✓ Laser and poleurethane technology for edging.
- ✓ Stornq R&D department

#### Key strengths / Innovation

##### What's in it for Partner?

- ✓ Private Label and White Label: Yes/No , conditions possible
- ✓ 15 years experience with global interbational brand icl Adeo and Kohler Groups
- ✓

##### What's in it for Partner professional customers?

- ✓ high quality product.
- ✓ interesting design,
- ✓ high level of margin

#### Limitations

- ✓ Aqwella is looking for distributors or agents outside of Russia
- ✓ There is a possibility of exclusive rights of Sales in the new territories



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## GAZPROM HOUSEHOLD SYSTEMS

GAZPROM HOUSEHOLD SYSTEMS JSC IS THE DAUGHTER COMPANY OF AN ENERGY GIANT GAZPROM PJSC. THE HISTORY OF THE COMPANY DATES BACK TO 55 YEARS. CURRENTLY GAZPROM HOUSEHOLD SYSTEMS IS THE LARGEST RUSSIAN PRODUCER OF FREESTANDING COOKERS AND BUILT-IN APPLIANCES.

### General and Financial Information

- Total Sales (RU & International) – around 700k freestanding cookers and built-in appliances
- Total Market share (Russia & Other Countries) - 31% of freestanding cookers market
- Main relevant product groups within company Portfolio:
  - ✓ freestanding cookers (gas, electric, combined)
  - ✓ built-in appliances (gas and electric – induction and vitro ceramic hobs, hoods, built-in electric ovens)

- Logo's of relevant brands: **DARINA™**  
- Currently present in: Russia and CIS countries (mainly Kazakhstan)

- E-commerce: SITILINK, DNS, HOLODILNIK.RU
- Main buyers: MVIDEO, ELDORADO, RBT., ABSOLUT, MERLION
- Cooperate with:
  - ✓ Russia: mainly all retailers of home appliances, wholesalers
  - ✓ Export: Sulpak (Kazakhstan)
- Certification ISO 9001

### Points of differentiation compared with other market players?

- ✓ European technology
- ✓ Modern production equipment
- ✓ Wide dealers network – covers the whole country
- ✓ Large service centers network in Russia
- ✓ Relatively low price

### Key strengths / Innovation

#### What's in it for Partner?

- ✓ Possibility of private Label depends on the amount of purchase
- ✓ Amount fulfillment bonuses
- ✓ Logistics support

#### What's in it for Partner professional customers?

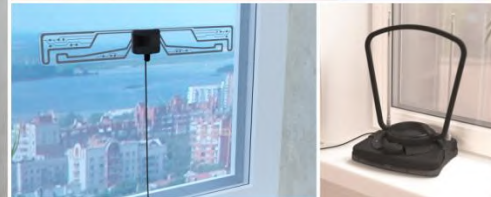
- ✓ Marketing support (bonuses for trade-marketing activities)

### Limitations

- ✓ Amount of purchase







**REMO**  
ELECTRONICS

## REMO ELECTRONICS

REMO IS ONE OF THE LARGEST MANUFACTURERS AND EXPORTERS OF TV AND COMMUNICATION ANTENNAS AND ACCESSORIES IN RUSSIA.

### General and Financial Information

- Total Sales (RU & International) 10 000 000 USD (2019)
- Total Market share (Russia & Other Countries)
  - ✓ 95 % (Russia)
  - ✓ 5 % (Other Countries)
- Main relevant product groups within company Portfolio:
  - ✓ Indoor TV Antennas
  - ✓ Outdoor TV Antennas
  - ✓ Communication Antennas
  - ✓ WiFi Antennas
  - ✓ TV Accessories
- Logo's of relevant brands: REMO Electronics
- Currently present in:
  - ✓ USA, Germany, Italy, Czech Republic, Mali, Korea, Kazakhstan, Kyrgyzstan, Belarus, Armenia, Ukraine
  - E-commerce: Alibaba, Amazon, Ebay
  - Main buyers: MVM, DNS
- Cooperate with: M.Video, Eldorado, Auchan, Expert, Satellite, OBI, DNS, Svyaznoy, NoLimit Electronics, Megafon, MTS, Yulmart, Nyx.
- Certification: Full pack of export documentation. The production has all the necessary certificates and evidences.
- Numerous participations in international exhibitions: CES (USA), ANGACOM (GERMANY), HKTDC (CHINA), CSTB (RUSSIA)



### Key strengths / Innovation

#### What's in it for Partner?

- ✓ Flexible conditions
- ✓ Individual approach
- ✓ Competitive prices
- ✓ Supply of high quality certified products
- ✓ Wide range of the products
- ✓ Fast transport logistics structure that provides timely delivery of products to customers
- ✓ Different varieties of design
- ✓ Longer lifetime for a product

#### What's in it for Partner professional customers?

- ✓ We have a full cycle of producing our product.
- ✓ We design, develop and produce our products in one place.
- ✓ We have our own warehouse in Russia, Europe, USA.

### Limitations

- ✓ We can produce 1.5 million units per year, with the highest quality control standards anywhere in the world.

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**Nika**  
MANUFACTURING COMPANY

COMFORTABLE  
FURNITURE  
FOR A GOOD  
OUTDOOR REST



INTERESTING  
STUDY



NEW

JOYFUL WINTER  
WALKS



BETTER  
EVERYDAY LIFE



WWW.NIKA-FORYOU.COM

**NIKA**

ONE OF THE LEADING RUSSIAN DESIGN AND PRODUCTION COMPANIES IN THE MARKET OF HOUSEHOLD, LEISURE AND CHILDREN GOODS.

### General and Financial Information

- Total Sales (RU & International) 52 mln Euro
- Total Market share (Russia & Other Countries) Russia - 50% (market share differs by product category)
- Main relevant product groups within Nika Portfolio:
  - ✓ Children products (furniture sets, drawing easels, bicycles)
  - ✓ Goods for winter walks and outdoor activities (sledges, strollers, snow tubes, snow racers)
  - ✓ Products for camping and summer holidays (tourist tables, folding chairs, sun loungers)
  - ✓ Household products (ironing boards, clothes dryers, clothes racks, shoe shelves, banquettes, stools, chairs, stepladders, bath seats)
- Logo's of relevant brands: Nika, Nika kids

■ Currently present in: : Russia, Georgia, Azerbaijan, Kazakhstan, Kyrgyzstan and Armenia.



We have also experience of successful cooperation with Latvia and Canada.

- E-commerce: Amazone
- Main buyers: Traders
- Cooperate with: Metro (Russia), Leroy Merlin (Russia), Auchan (Russia), Lenta (Russia), Costorama (Russia), Hoff (Russia), Decathlon (Russia), SportMaster (Russia), Detkiy Mir (Russia), Kari Kids (Russia)
- Certification: CE

We are ready for operational certification in the countries where Metro is present.

### Key strengths / Innovation

What's in it for Partner?

- ✓ Favorable prices. Direct goods delivery from the manufacturer guarantees low prices
- ✓ We manufacture all our products at our own factory. That is why we could change and adapt product color or design making it more attractive for children and their parents in any country.
- ✓ Product quality control at every stage of the production cycle.
- ✓ More than 20 years of commitment to the highest quality standards
- ✓ EU Certification. EC-TYPE EXAMINATION CERTIFICATE Number: 1015-TOYS-01390-19, 1015-TOYS-J-00267-19
- ✓ Supply Experience. Many years of experience in export supply to the CIS countries.
- ✓ We collaborate with many licensor companies, such as Disney.

What's in it for Partner professional customers?

- ✓ Interesting products of the famous Russian brand have already become known in the CIS countries.
- ✓ Wide product line.

### Points of differentiation compared with other market players?

- ✓ Nika is one of the leading Russian companies in the market of children and Household goods
- ✓ We have 5 production sites with a total area of more than 30.000 square meters and We manufacture all our products at our own factory located in the Russian Federation
- ✓ We have our own design and technical department, and they are constantly working on improving and updating the range of our products, in order customers from any country like our goods.
- ✓ Regular analysis and monitoring of the European market contributes to the fact that we create the products desired by customers

### Limitations

- ✓ Registration necessity in absolutely new countries excluding EU
- ✓ The possibility of selling products with famous characters and the terms of cooperation with licensors in each country are discussed individually!

### WE ARE TRUSTED



Almost every Russian family owns at least 1 product made by Nika



90% Russian families with kids choose Nika Kids brand



More than 20 years of commitment to the highest quality standards

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# Home decor





**NEW**



# "VYATSKAYA KORZINA"

NATIONAL ARTS AND CRAFTS MANUFACTURER UNDER THE BRAND NAME "VYATSKAYA KORZINA" WICKER BASKETS COMBINED WITH WOODWORK

## General and Financial Information

- Total Market share (Russia & Other Countries):
  - ✓ 99% (Russia)
  - ✓ 1% (Other Countries)
- Main relevant product groups within the Company Portfolio:
  - ✓ Kitchen utility baskets (for fruit, vegetables, berries, bakery food);
  - ✓ Ornamental baskets (for weddings, celebrations; uniquely designed baskets);
  - ✓ Beds and baskets for pets;
  - ✓ Retail equipment (display baskets, baguette baskets);
  - ✓ Creative gift packages for all kinds of celebrations (jewelry boxes, gift baskets);
  - ✓ Home decor and household items (laundry baskets, toy baskets, vases, wood racks, food trays);
  - ✓ Souvenirs and gift products;
  - ✓ Doll beds and baby carriages;
  - ✓ Creative sets (for painting, willow weaving, birch bark applique work, woodblock printing on textiles).

## What's in it for Partner?

- ✓ High-quality handicrafts.
- ✓ The products are made of environmentally friendly natural materials (not under mandatory certification).
- ✓ Creative sets produced by OOO "Azimut" (sets for applique work, willow weaving, painting, woodblock printing) made of wood and wood-based materials, including sets completed with glue, fabric pieces, paints, paint-brushes, without mechanical parts are certificated.
- ✓ Compliance certificate № РОСС RU С-RU.AK01.H.05941/19; ОКР Code: 36.50.20.122; TN VED of Russia code: 9503007000 9503009909



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## VINTAGE SHAR – CHRISTMAS ART WORKSHOP

VINTAGE SHAR ART WORKSHOP IS A COMPANY WITH OLD TRADITIONS. WE MAKE HAND PAINTED DECORATIONS FROM NATURAL GLASS BASED ON OUR OWN DESIGNS AND OUR EXPERIENCE IS A GUARANTEE OF HIGH QUALITY OF OUR PRODUCTS AT AFFORDABLE PRICES

### General and Financial Information

- Total Sales for 2019 (RU & International) 250K USD
- Total Market share: Russia – 90%; Other – 10%
- Main relevant product groups within company Portfolio:



Glass Ball Ornaments  
Toppers



Christmas Figurines



Christmas

- Logo's of relevant brands: Vintage Shar
- Currently present in: Russia, Japan, Norway, Holland, Germany
- Main buyers: Big Russian retailers MAXIDOM, MAGNIT
- Certification: not required

### Points of differentiation compared with other market players?

- ✓ The entire process of production of Christmas glass decorations is a true craftsmanship ranging from glass blowing to packaging
- ✓ Unique technology of hand painting
- ✓ Full cycle of the manufacturing. Each stage of the production process is a well-coordinated operation and enable to meet deadlines and carry out its duties on time

### Key strengths / Innovation

#### What's in it for Partner?

- ✓ Decoratives with special ornaments and images, your signs, logo and greeting.
- ✓ We can offer exclusive glass-ball assortments that consist of many different exclusive shapes and hand-blown Christmas baubles.
- ✓ We can offer Christmas balls in a spectrum of colours, shapes and sizes.

#### What's in it for Partner professional customers?

We can provide with a wide range of Christmas products:

- ✓ Christmas decoratives of different shapes (balls, figurines, toppers, etc)
- ✓ Christmas glass balls of different sizes (70, 80, 85, 100, 120 mm)
- ✓ Symbols of the year. Well recognized characters
- ✓ Classic and complex compositions of colors;
- ✓ Wide price ranging (standard, premium, de luxe)

#### Limitations

- ✓ Production capacity is 7 500 items per month.
- ✓ Fragile glass decoratives



# Goods for Leisure, Sport and Kids





**WOODLANDTOYS**  
производство развивающих игрушек



## WOODLANDTOYS COMPANY

WOODLANDTOYS COMPANY IS MANUFACTOR OF CHILDREN'S EDUCATIONAL TOYS FOR KIDS FROM 3 TO 7 YEARS

### General and Financial Information

- Total Sales (RU & International) 2 million dollars.
- 
- Total Market share : 90% for the Russian market and 10% for export.
- Main relevant product groups within company Portfolio:
  - ✓ Busyboards,
  - ✓ puzzles for kids,
  - ✓ mosaic,
  - ✓ montessori
- Logo's of relevant brands:
- Currently present in: Kazakhstan, Belarus
- E-commerce: Wildberries, My-shop, sima-land, ozon, happywear, igrocity
- Main buyers:
- Cooperate with:
  - ✓ Russia: company (country) Sima-land (Russia), Rich Family (Russia), Nasha Igrushka (Russia), Gulliver (Russia)
  - ✓ Export: company (country)
- Certification RU C-RU.H012.B.01020 28.03.2017-27.03.2020, RU C-RU.HA24.B.00055 20.06.2018-19.06.2021, RU C-RU.H012.B.01053 27.12.2017-26.12.2020, RU C-RU.HA24.B.00008/18 26.12.2018-25.12.2023



### Key strengths / Innovation

#### What's in it for Partner?

- eco-friendly product.
- a wide product range.
- we take care of all logistics issues
  - ✓ Private Label and White Label: Yes/No , conditions
  - ✓ It`s possible but the terms will be discussed with partner.
- ✓
- ✓

#### What's in it for Partner professional customers?

- ✓ Our company tries to build long-term relationships, we take care about all complaints and accept all suggestions from customers regarding our products
- ✓ We are ready to participate in all marketing activities
- ✓ We take care about all logistics and customs clearance issues
- ✓ Also we have loyal discount system
- ✓ We have experience in manufacturing products under our own brand

### Points of differentiation compared with other market players?

- ✓ Eco-friendly products.
- ✓ Wide product range.
- ✓ low-price/good quality segment
- ✓ Full-circle production.

### Limitations

- ✓ We ship and take care with logistics for orders from 3000 dollars



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# RAMAYOGA

## THE LARGEST SUPPLIER OF PROFESSIONAL YOGA EQUIPMENT WITH ITS OWN PRODUCTION IN THE CIS

### General and Financial Information

- Total Sales (RU & International): 40 000 000 RUB
- Total Market share (Russia & Other Countries): 85% Russia, 10% Kazakhstan, 5% Belarus
- Main relevant product groups within company Portfolio:
  - ✓ Yoga mats
  - ✓ Covers and bags for yoga mats
  - ✓ Yoga Belts and Ropes
  - ✓ Iyengar Yoga
  - ✓ Yoga hammocks



- Logo's of relevant brands: **RamaYoga**
- Currently present in: Kazakhstan, Belarus
- E-commerce: wildberries.ru, ozon.ru, 4fresh.ru
- Main buyers: Traders / Distributor
- Cooperate with: wildberries.ru; ozon.ru; 4fresh.ru; dvayoga.ru yoga.spb.ru, hanuman.ru
- Russia: wildberries.ru; ozon.ru; 4fresh.ru; dvayoga.ru yoga.spb.ru, hanuman.ru

- Certification: Products and equipment for yoga are not subject to mandatory certification in the Russian Federation. Rejection letters for the goods are available.

### Points of differentiation compared with other market players?

- ✓ There is no reference to large volumes of goods
- ✓ The ability to create products under the customer's local label or brand
- ✓ Short logistics to EU countries
- ✓ Quality control of products
- ✓ A wide range of goods
- ✓ Local production

### Key strengths / Innovation

#### Private Label

- ✓ The best price on the market of yoga products
- ✓ Short deadlines for orders of any level of complexity
- ✓ Minimal quantity for making order is available
- ✓ Experienced management team
- ✓ The product line is tailored for European consumers

#### What's in it for Partner?

- ✓ Private Label and White Label: Yes
- ✓ Possibility to make deferred payment
- ✓ Products under private label
- ✓ Fast and prompt execution of orders of any complexity

#### What's in it for Partner professional customers?

- ✓ High product quality control
- ✓ Professional packaging
- ✓ Accompanying marketing materials

#### Limitations

- ✓ There are no restrictions



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Presentation 





## NEW SOLUTION

NEW SOLUTION HAS BEEN MANUFACTURING GOODS FOR COMFORTABLE REST SINCE 2017. THE MAIN PRODUCTS OF OUR COMPANY ARE UNIVERSAL AND MOBILE SAUNA TENTS.

### General and Financial Information

- Total Sales (RU & International) 30 mln RUB
- Total Market share (Russia & Other Countries)
- 65 % (Russia) , 35 % (Other Countries)
- Main relevant product groups within company Portfolio:
  - ✓ Mobile camping saunas
- Logo's of relevant brands:



- Currently present in: Russia, USA, Canada, Japan, Kazakhstan, Belarus, EU countries
- E-commerce: knr24.ru
- Main buyers: end-user
- Cooperate with:
  - ✓ Russia: KNR Ltd
- Certification: no obligatory certification

### Points of differentiation compared with other market players?

- ✓ **ALCULATED FOR ANY FURNACES:** The tent can be used with any furnaces and heat exchangers. The stove can be a mobile sauna, active combustion for rapid heating or long-term burning for living
- ✓ **3 LAYERS:** Oxford 240 / heater "Siberia" with a density of 80 g / m2 and a light strong fabric "Tafet" with reinforced weaving
- ✓ **WINDOW OF TPU TRANSPARENT FILM:** Thermopolyurethane film (TPU) is a modern eco-friendly material capable of withstanding heavy loads, while maintaining flexibility and flexibility in the cold
- ✓ **SHOOTING HEAT FLOOR:** With a tent, it is recommended to use a heated floor kit made of waterproof Oxford 600D fabric and heat-insulating liners made of IPE (Izolon). The floor fabric is additionally treated with polyurethane impregnation, which does not pass moisture (the floor must be purchased separately)
- ✓ The use of materials for manufacturing with increased strength characteristics
- ✓ The most safe use of our products in everyday life

### Key strengths / Innovation

#### What's in it for Partner?

- ✓ The use of new innovative materials and their combinations.
- ✓ There is a warehouse located in the European Union, with customs cleared goods and free of fees and charges.

#### What's in it for Partner professional customers?

- ✓ Active marketing.
- ✓ High quality after-sales service and customer support, both in the period of guarantee and at the end.

#### Limitations

- ✓ Storage temperatures of -40°C to +40°C
- ✓ There are no restrictions on amounts and deliveries



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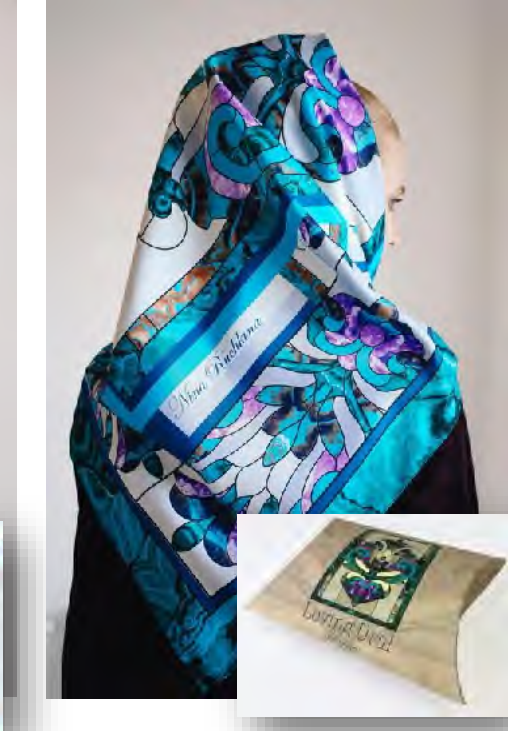
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# Clothes and Accessories







# FASHION HOUSE OF NINA RUCHKINA LLC

SCARVES NINA RUCHKINA, IT IS – WORKS OF ART THAT WILL REMAIN IN THE HISTORY OF YOUR CONGRATULATIONS, BECAUSE THEY ARE MADE WITH LOVE FOR RUSSIAN CULTURE, HISTORY AND PEOPLE.

## General and Financial Information

- Total Sales (RU & International) 200 000 EUR
- Total Market share (Russia & Other Countries) 100 %(RUSSIA)
- Main relevant product groups within company Portfolio:
  - ✓ Women`s & Men`s Scarf (30 types)
- Logo`s of relevant brands:
- Currently present in: RUSSIA
- E-commerce: WILDBERRIER.RU, OZON.RU, BERU.RU
- Main buyers: RETAIL CHAINS AND DISTRIBUTORS
- Cooperate with:
  - ✓ Russia: Duty-free shops at Russian airports, museums and theaters in Russia
  - ✓ Export: USA
- Certification: Voluntary certification system "Made in Russia" RE.18.000131/US, The products are certified according with international quality standards: ISO 9001, ISO 22000, in accordance with the HASSP system



## Key strengths / Innovation

### What`s in it for Partner?

- ✓ Exclusive brand
- ✓ Flexible pricing
- ✓ Design development for the partner's order
- ✓ Stable growing brand (47% average growth in per year)

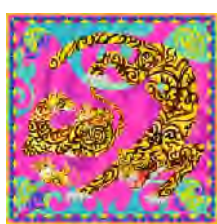
### What`s in it for Partner professional customers?

- ✓ The company is responsible for the highest level of quality and after sales service
- ✓ Year-round marketing activities and marketing support
- ✓ Accretive package designer



## Points of differentiation compared with other market players?

- ✓ Original (exclusive) author's prints
- ✓ Low prices for similar products



## Limitations

- Production capacity is 3 000 items per month.
- Registration necessity in new countries
- Lack of distribution in new countries



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## FRANTI

### FASHION STORES AND TAILORING STUDIO

#### General and Financial Information

- Total Sales (RU & International) 3000000 RU/ 45000Euro
- Total Market share (Russia & Other Countries)
- Rus-5%
- Main relevant product groups within company Portfolio:
  - ✓ clothes
  - ✓ accessories
- Logo's of relevant brands:
- Currently present in: Russia
- Planned e-commerce: Amazone
- Main buyers: Russia
- Cooperate with:
  - ✓ Russia company
- Certification declaration of conformity



#### Key strengths / Innovation

##### What's in it for Partner?

- ✓ Exclusive models
- ✓ Individual approach to each client
- ✓ A developing and promising brand
- ✓ Consultations of stylist and designer

##### What's in it for Partner professional customers?

- ✓ The company controls all stages of production

#### Points of differentiation compared with other market players?

- ✓ Exclusive clothes
- ✓ High production speed
- ✓ Italian materials
- ✓ Professional workers
- ✓ Modern equipment

