

## ELMARK PROFILE AT A GLANCE

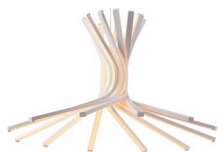


**ELMARK**<sup>®</sup>

The Brand of Electricity

DÉCOR LIGHTING

MODERN



LUX



CRYSTAL



DESIGN



VINTAGE



CLASSIC



INDOOR LIGHTING

SPOTLIGHTS



DOWNLIGHTS



LED PANELS



LED PROFILES



LED FIXTURES



LAMPS & COMPONENTS



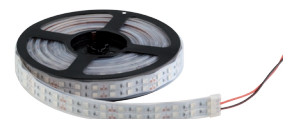
LED BULBS



LED TUBES



LED STRIPS



OUTDOOR LIGHTING

GARDEN



FACADE & GROUND



WATERPROOF



FLOODLIGHTS



STREET



HIGH BAYS



## LV ELECTRICAL AUTOMATION

CIRCUIT BREAKERS



INDIRECT PROTECTION



CONTACTORS



CONTROL & PROTECTION



MONITORING & CONTROL



TIMERS, RELAYS & DISPLAYS



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## ELECTRICAL SUPPLIES

INDUSTRIAL PLUGS & SOCKETS



DISTRIBUTION BOXES



CABLE SYSTEMS



TOOLS & ACCESSORIES



SENSORS



VENTILATION



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## SMART HOME CONTROL

SMART CONTACTS



DIMMERS



CONTROLLERS



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## SWITCHES AND SOCKETS

CITY



LECCE



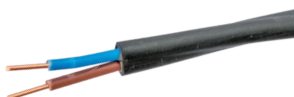
WATERPROOF



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## CABLES AND CONDUCTORS

POWER CABLES



CONDUCTORS WITH FLEXIBLE CU-wires



FLEXIBLE RUBBER CABLES





CENTRAL WAREHOUSE



EUROPEAN MANUFACTURER



DIVERSIFIED PORTFOLIO



INTERNATIONAL INSURANCE



CERTIFIED QUALITY

## WHAT MAKES US DIFFERENT?

ELMARK is European trusted brand for LV electrical automation and supplies, indoor and outdoor luminaires. Our diversified portfolio offers an effective path to fast growth, we answer to our existing customers' needs and at the same time we have the opportunity to establish new markets. We have more than 18 years of experience in providing high performance solutions across a range of different sectors such as residential, hospitality and recreation, office, industry, road and cityscape.

Our well-balanced portfolio ensures excellent market coverage with outstanding quality. We have built trust and credibility with our partners as ELMARK enjoys the recognition of INTERTEK for safe and reliable products, manufactured in accordance with the European safety requirements and quality standards.

ELMARK showcases and maintains product safety and performance, we provide 7 years worldwide warranty as confidence in our production quality.

For more than 12 years partnership with ALLIANZ, Germany we do not have a single claim for the International insurance which guarantees coverage of damages that may occur as a result of any act or omission relating to ELMARK products. We always stay in tune with the environment, safety standards and comfort demand.

Our research and development department currently works on new features and technologies important for the future, that will generate benefits to all our partners, such as smart buildings solutions tailored to clients personal needs and comfort. We constantly develop our product portfolio into a meaningful, differentiated and winning asset. Thanks to continuous improvement and developments we successfully leverage our core competences of lighting and electrical under one roof.

**ELMARK**  
Brand  
was  
born

**Dynamic**  
expansion  
on Bulgarian  
market

**NEW**  
company  
in  
**ROMANIA**

**Starts production**  
of Low Voltage  
Electrical  
Equipment

2000

2002

2003

2004



## OUR VISION

ELMARK aims to be your trusted partner that offers the balance of high quality, efficiency and comfort.

## MISSION

ELMARK is focused to ensure high reliability and cost effective solutions to all consumers. We keep improving our components and products, productivity, quality control, added value, and cost reduction in order to offer market-aligned solutions worldwide.

## OUR VALUES

Ethical / Respectful / Team Player /  
Dedicated / Caring / Sustainable /  
Flexible



**NEW**  
company  
in  
**SERBIA**

**ELMARK**  
Holding AD  
has been  
established

Moves  
to a new  
Headquarter  
of 3500 sq.m

**NEW**  
Logistic  
centre of  
5000 sq.m

**NEW**  
company  
in  
**CROATIA**

2005

2006

2007

2008

2009

## TECHNICAL SUPPORT AND CONSULTING

We operate from 10 different locations across the globe to ensure flexible approach to every project worldwide. Our experienced engineers and advisors have a proven ability to provide technical expertise on different projects from small private clients to large-scale market centres. We ensure viable and sustainable product solutions as well as clear and useful advice.

Our ELMARK library offers a variety of technical documents to provide guidance on standards, safety, usage and installation. Each product dossier contains certificates, Data Sheet with product specification, test reports, Photometric Data (IES) Files that help professionals select products and systems that are most appropriate for their requirements.



TECHNICAL DOCUMENTATION



EXPERT ADVICE



PROFESSIONAL TEAM

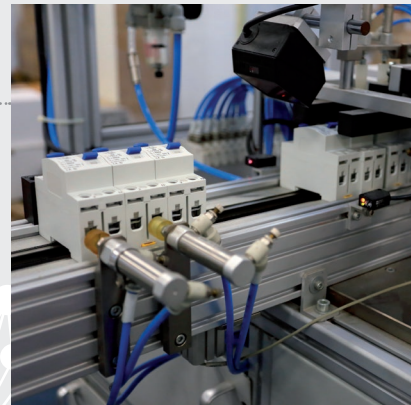


SERVE COMPLEX PROJECTS

## PRODUCTION FACILITIES

ELMARK Production Complex consists of a manufacturing plant and testing centres for both low-voltage electrical and lighting solutions. We successfully combine automated technology with experience to meet quality highest standards, ensure high efficiency and add value to our clients.

The Complex together with the adjacent warehouse facilities occupy a total area of 10,000 m<sup>2</sup>, strategically located in Bulgaria, nearby the Black Sea where it benefits from its proximity to major transport links and direct access to European market.



**NEW**  
Production line for LED Lighting

**NEW company** in GREECE and BOSNIA AND HERZEGOVINA

**NEW company** in HUNGARY

**Intertek: S Mark**  
**NEW Automatic**  
Testing Equipment for LV & Lighting Lab

**NEW company** in SLOVENIA

2010

2011

2012

2013

2014

## LOGISTICS AND SUPPLY CHAIN

Successful inventory management plays a key role for our growth strategy. ELMARK keeps in stock more than 10 000 finished products to answer customer demand and reduce the lead time. Our customized ERP, WMS and digital business solutions increase our organization productivity and visibility at all levels. Flexibility and cost-effective operations helps us increase speed, improve competitiveness and maintain customer satisfaction. ELMARK fleet of vehicles and trusted logistic partners provide fast and reliable delivery solutions.



FLEXIBLE  
SUPPLY CHAIN



STOCK  
AVAILABILITIES



MOBILE CHECK  
& ORDER APP



ECOMMERCE  
DATABASE

## COMMERCIAL BENEFITS

ELMARK offers its customers unrivalled combination of products at competitive prices.

We are proud with our widespread international network of highly-valued business partners in over 50 countries. Understanding our clients' requirements stays at the centre of our business cooperation. We apply proven industry and market concepts and training for both business-to-business and business-to-consumer companies.

We focus to build strong and lasting relationships and maintain friendly communication with our partners. All of our customers are provided with a dedicated account manager to deliver the highest level of customer service.



PROFIT MIX



TRAINING



MARKETING  
SUPPORT



DEDICATED  
ACCOUNT MANAGER



AFTERSALES SUPPORT



LONG TERM PARTNERSHIP

**Middle East-Sales and Logistics Branch and Test Centre in Dubai Silicon Oasis, UAE**

**NEW company in UNITED KINGDOM and SLOVAKIA**

**NEW product line Decorative Lighting**

**Building Second Logistic Centre of 4000 sq.m, Retail Franchise**

**ELMARK DIGITAL, E-Business Platform, Mobile Application, Check & Order System**

2015

2016

2017

2018

LOOKING FOR A NEW BUSINESS OPPORTUNITY?

JOIN ELMARK RETAIL FRANCHISE!



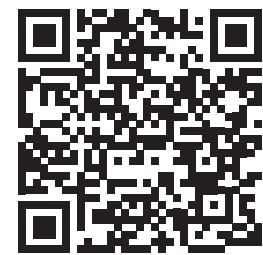
**THERE IS ONE RULE that is common for the success across all markets around the world** – to offer quality goods at balanced prices and to follow a consistent, straightforward and 'win-win' commercial policy.



Jelez Georgiev, CEO

**WHY ELMARK IS THE RIGHT BUSINESS INVESTMENT?**

*Run your own business while benefit from an international brand, successful business model and the support of a market leader.*



Register your interest

**JOIN ELMARK FAMILY!**

- A proven business model
- Diversified portfolio
- No previous experience required
- High level training and support for owners and their teams
- Exclusive territory
- Extensive operational support
- Extensive merchandising support
- Extensive marketing support
- Different Retail concepts
- Ongoing consultation and trainings
- Mobile flexible solutions
- E-commerce advantages
- Transparent process of business



# TAKE ELMARK COMPACT CATALOGUE FOR FREE!

*Make you orders anytime, anywhere with ELMARK App.*

- CHECK PRICES
- AVAILABILITY
- PLACE ORDERS



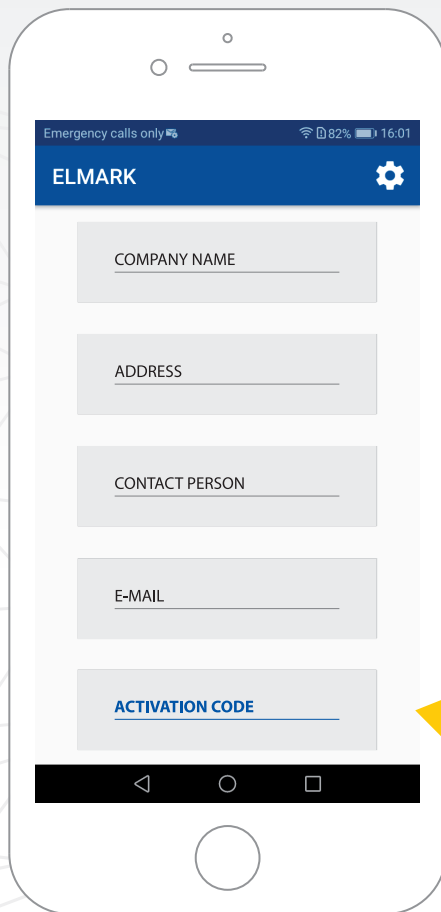
## YOU BENEFIT:

- Easy to use system: SCAN - CHECK - ORDER - GET
- Wide selection of products
- Immediate access to information



**ELMARK****ELMARK BUSINESS APP**ACCESS TO MORE THAN 10 000 ITEMS  
ANYWHERE, ANYTIMEELMARK  
E-BUSINESS PLATFORM

## GET ACCESS IN JUST FEW STEPS

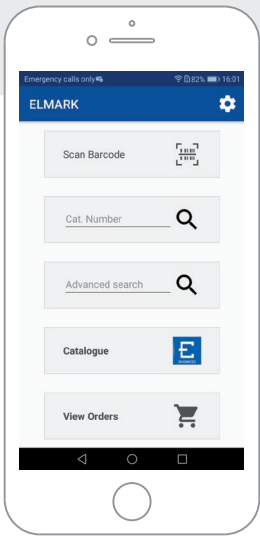


- 1 Download ELMARK app from Google Play or App Store
- 2 Enter your company info and/or contact name, e-mail and the ACTIVATION CODE and click SUBMIT
- 3 You will receive USER NAME AND PASSWORD at the appointed e-mail
- 4 You can already benefit ELMARK App to
  - Go through ELMARK assortment and latest catalogues
  - Check price, availability, delivery time
  - Place orders remotely

**Install Application!**

**Find your activation code** at the back of **ELMARK POCKET CATALOGUE** or request one from your ELMARK supplier.

MAIN PAGE

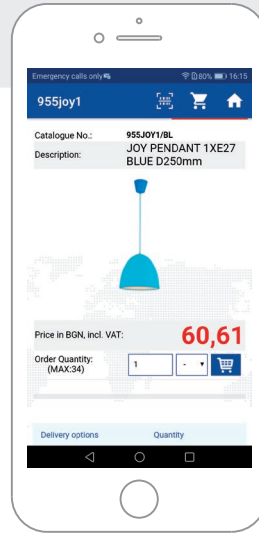


**SCAN:**  
the QR code on any catalogue page



**FIND:**  
your product by catalogue number or description

PRODUCT PAGE

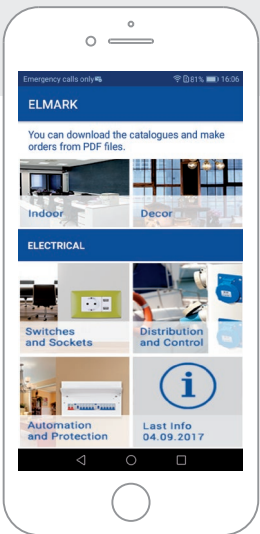


**CHECK:**  
Prices  
Stock Availability  
Delivery Time  
Order Status



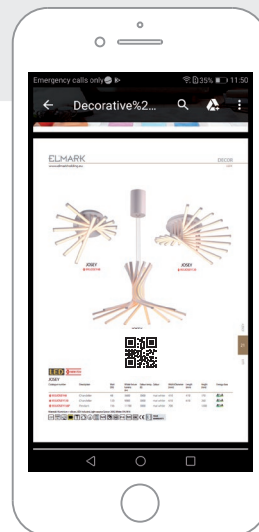
**SUBMIT:**  
New Orders  
Book Goods In Advance

LATEST CATALOGUES AND OFFERS

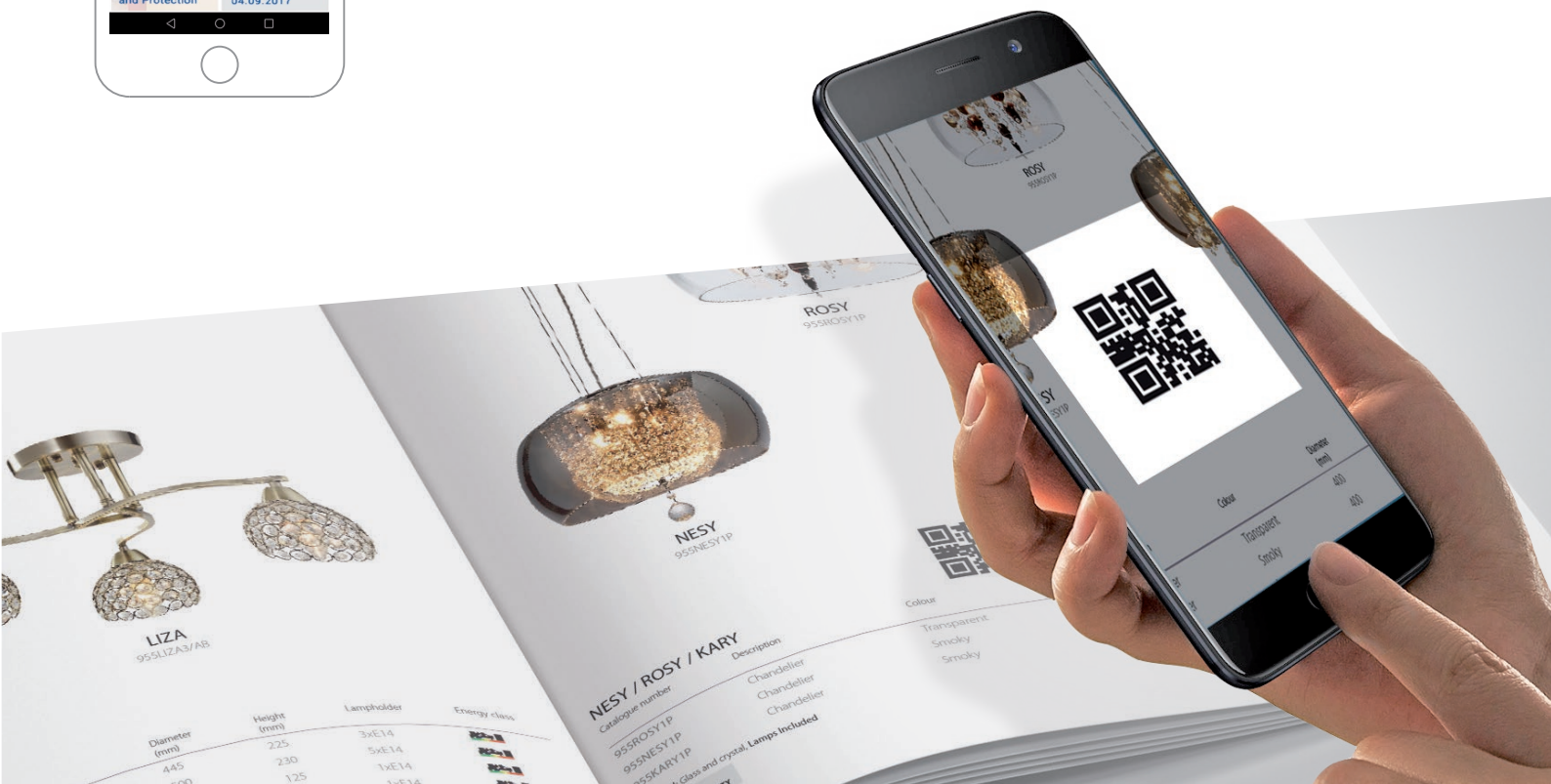


**ACCESS:**  
New Catalogues  
Current Promotions

ONLINE CATALOGUE



Use ELMARK Online Catalogue to order any item by clicking the QR code



## EXTENDED WARRANTY UP TO 7 YEARS

The production of ELMARK products is closely supervised by qualified engineers to guarantee high quality level. We warrant that our products are manufactured in accordance with all applicable European standards and are free from defects in materials and workmanship.

We are proud with **ALLIANZ GERMANY** recognition for the lack of claims for **12 consecutive years** in regard of insurance "Product liability" for **1 500 000 EUR**. ELMARK guarantees professional production and products durability and offers its clients the possibility to receive an Extended Warranty for all ELMARK products that have been purchased.

Extended warranty package:

- ▶ total **7 years full warranty** for products in **Automation**
- ▶ total **5 years full warranty** for products in **Electrical materials**
- ▶ total **5 years full warranty** for products in **LED Lighting**
- ▶ total **5 years full warranty** for products in **Decor lighting**



**Register your purchase** at [www.elmarkholding.eu](http://www.elmarkholding.eu) and get up to **7 years extended warranty** for ELMARK products.



For more information  
read the General Terms  
and Conditions