



**metalplast**  
Oborniki

# LIVING UP TO YOUR EXPECTATIONS

Branch Director Metalplast Oborniki - Sławomir Korczyński



## Map the business

Established in 1998 as a Polish joint-stock company, Metalplast Oborniki is one of the leading producers of modular buildings in Poland.

It has an extensive experience in the trade, as the company's roots trace back to the mid-1970s when it started manufacturing sandwich panels using a continual method. In other words, it contributed to the emergence of light-weight cladding industry in Poland. The Metalplast Complex itself was opened in 1975, comprising several production plants. One of these, a zinc-plating shop, started producing windows, steel gates and load-carrying structures, and sub-

sequently, by the end of the 1970s, also modular structures. At the turn of 2008 and 2009 the enterprise merged with Mostostal Wrocław S.A. Business profiles of both companies are based on the use of similar technologies, suppliers as well as they are alike in terms of development opportunities. The merger is viewed as an opportunity to take more advantage of a production potential and reduce the costs of conducting day-to-day activities, resulting in better customer satisfaction.

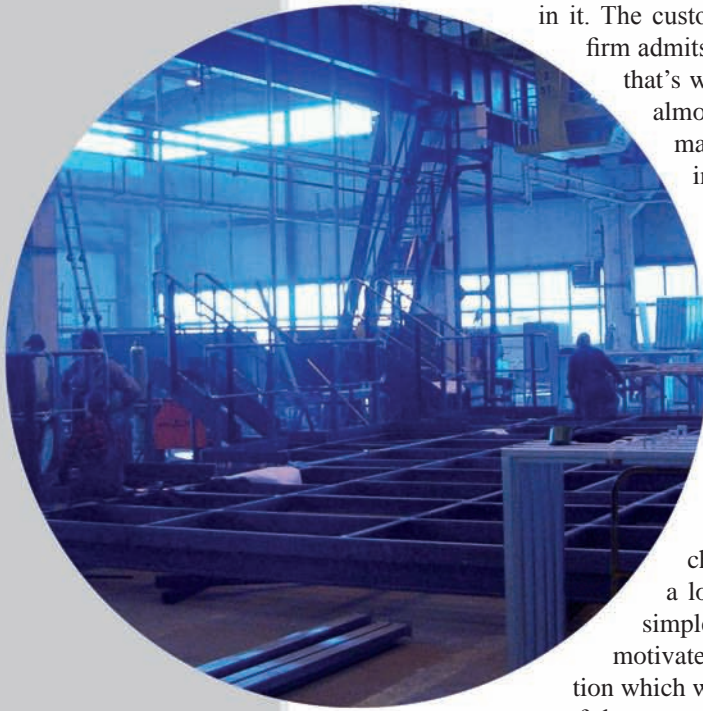
The company's present offer includes:

- production and assembly of modular structures,
- production and assembly of steel structures,
- production and assembly of PCV and aluminium windows and doors and aluminium facades.

At the moment the firm employs a total of 250 staff. Highly qualified people and long-standing experience allow the company to offer products that meet even the most demanding requirements of architects, designers, and investors. The materials used are certified, which guarantees the high quality of products. What is more, the products are well recognized both on the domestic market and, more recently, they are gaining ground on international markets, including, but not limited to, such countries as: Belgium, Germany, Switzerland, Ukraine, Belarus, Russia, Norway and the Baltic States.

## Basking in reflected glory

Metalplast Oborniki earned a good reputation for being a reliable business which highly values the trust that customers put



in it. The customer confidence, as the firm admits, is the most important, that's why it has been built for almost 40 years. There are many factors which come into play when winning customer confidence.

In the case of Metalplast Oborniki, the customers plumped for the long-standing experience in the production of facades, steel constructions, lightweight cladding as well as the top quality, a wide choice of products and a long warranty period. In simple terms, all actions are motivated by customer satisfaction which was intentionally made a part of the company's motto "Spełniamy Państwa oczekiwania" (We live up to your expectations), thus being proclaimed an ultimate goal of the company's activity.

Analyzing the needs of the customer and tailoring the product to meet the customer's individual preferences have come to serve as a yardstick against which other measures are taken. The enterprise adopted a flexible approach aiming to identify the demands of the Polish market and respond to them immediately. Investments in research and technical solutions consecutively come next, as they are indispensable to ensure the top quality of products. Today, the company enjoys a success which was achieved owing to

experienced and committed people, clear-cut goals as well as an advantageous location (the company is located in close proximity to a market town and the Western border). Metalplast Oborniki is connotative of a leadership in the production of modular lightweight cladding facilities, metal joinery and steel constructions. The strength of the brand is ascribed to several decades of experience and an ability to adapt to customers' changing preferences. Metalplast Oborniki also emphasizes the role of the customer in building the company's brand. Customers give it a proper shape and meaning when they can try out the products. The customer satisfaction survey conducted by the company revealed that Metalplast Oborniki is best valued for the high qual-

ity and durability of products and their aesthetically pleasing appearance. To recap, the company has always held customer's expectations in high esteem and has built the brand from the early days of its activity, making a steady headway towards unrivalled customer satisfaction.

## In the name of progress

Once it has established itself a safe market position, the enterprise has seen constant development of the product and market as a professional responsibility. The present offer is a response to the market demands. The offer addressed to local authorities encompasses, among other things, construction of modular kindergartens, health care centres and sports facilities such as a sports field and a brand new double-purpose version of a sports field combining a pitch with an ice rink. For institutional customers a different offer was prepared. This one, by contrast, focuses on the execution of investments related to the construction of industrial, trade and storage buildings. What is more, the firm reveals that, in response to the needs of the petroleum industry, it is going to launch a new product at the Warsaw Petrol Station 2009 fair where it is also going to compete for an 'innovative product of the year for petrol stations' award. Despite its multifaceted activities and services, Metalplast Oborniki gives no preferential treatment to any group of customers. All of them are equally important. The company always wants to satisfy the needs of each customer by making its utmost to provide aesthetically pleasing and functional products.

## Ecology and loyalty

Concerned about global environmental risks, Metalplast Oborniki implemented an eco-friendly policy. Technological processes and materials used for production are not harmful to the environment. The company has all decisions and permits required under the Environmental Protection Law, which means that it is allowed to emit a certain amount of pollutants, but it does not overstep the limits permitted by the law at the same time. When it comes to the firm's environmental policy, the goal is to keep negative effects of the activity to a minimum. In practice, it is achieved, on the one hand, by using special machines which filter the air, and by reducing the general amount of pollutants on the other. Much as it could boast about different prizes and certificates, Metalplast Oborniki prefers keeping those



achievements away from publicity, albeit it won several prestigious awards such as 'Kupiec Roku' (Trader of the Year), 'Gazela Biznesu' (Business Gazelle) or 'Certyfikat KRD Rzetelnego Platnika' (A Reliable Payer Certificate). What counts more is the customer satisfaction and loyalty to the brand. The enterprise is most proud of being able to say that customers who once decided to buy its products were so satisfied with them that they want to purchase them again or try out new ones.

### **A bright side of the market**

The current economic slowdown in the Western Europe has also been felt in Poland, impacting on its prosperous economy. Metalplast Oborniki has been so far unaffected, as it is still carrying out investments which started before the crisis set in. The economic forecast is not, however, uplifting. The situation is likely to aggravate partly on account of the decreasing number of tenders being put out on the market. As the company claims, the crisis can be overcome chiefly by companies which managed to establish a reliable and unshakeable market position and which enjoy the status of having a strong brand and customer confidence. This kind of attitude provides Metalplast Oborniki with an optimistic outlook on the future. The good prosperity of the construction industry in Poland seems to remain intact if considered 17 million of Polish flats built before the year 1980 that will soon need a replacement

of old windows. Poland's role as the host country for Euro 2012 is very important as well. It adds luster to the Polish construction industry which is undergoing a rapid development, especially in areas related to road and communication infrastructures as well as hotel and sports facilities. Besides, regardless of Euro 2012, the Polish railways and motorways must be developed and revamped if the country's economy is supposed to boom again or at least regain balance. Metalplast Oborniki already has a bunch of international partners in Belgium, Germany and Holland but the business looks set to develop sound co-operative bonds with European companies willing to work on innovative construction projects. It is not difficult to notice that nowadays the Polish market is abound with construction-related investments. In order to complete them on time, Polish companies more often express the need to involve foreign firms from the EU whose professional skills and technical know-how can be an invaluable help to the Polish building investments. This could be a great opportunity for both the domestic and foreign businesses. Poland will be able to tackle many challenges and make up for its large infrastructure backlog, whereas business enterprises will benefit by finding new customers.



**metalplast**  
Oborniki

[www.metalplast-system.pl](http://www.metalplast-system.pl)

