

# Company profile



heating gas water



# Introduction








We are the largest seller of a complete range of heating, gas, water, bathroom equipment, utilities, fireplaces and stoves in the Czech Republic and Slovakia. Our company was founded in 1992 and our company headquarters are located in Brno - Modřice. We have been in Slovakia since 2001 as Ptáček - veľkoobchod, a.s., our company headquarters are in Bratislava.

Our most important goal is customer satisfaction. We cover all regions of the Czech Republic and Slovakia with an extensive network of branches.

Due to our size, we are one of the largest family companies in the Czech Republic and Slovakia, and since 2004 we have been a partner of the European Cooperation of Professional Wholesalers for Sanitary and Heating Products (EDT).

We strive to be active in professional and educational programmes for professionals as well as schools, and we are a respected company within our field, thanks to the constant improvement in our supply and services.

## Complete range

-  heating
-  gas
-  water
-  bathrooms
-  utilities
-  fireplaces, stoves
-  controlled ventilation







## Our branches



coverage of the entire Czech Republic and Slovakia



6 logistics centres



more than 120 branches

## Warehouse space



170.000 m<sup>2</sup> covered space



110.000 m<sup>2</sup> free space

You will find a complete overview of branches, including contacts and opening hours, on our website.



## Branch network

Includes different branch types and sizes according to the type of customer and the sales method. Business units with direct sales of goods (wholesale branches and Plumbing Centres) are marked as Ptáček - heating, gas, water. The studios and showrooms where goods are exhibited come under the Koupelny Ptáček trade name.

Thanks to the ever-expanding network of branches throughout the Czech Republic and Slovakia, we can offer our customers easy purchase availability as close as possible to their place of implementation. All branches are regularly supplied from our logistics centres in Brno - Modřice, Prague - Jinočany, Olomouc and Jihlava, and in Slovakia in Bratislava and Žilina.

The current number of wholesale branches and plumbing centres have exceeded 130 and there are over 70 bathroom studios. Building a branch network, either in rented premises or within its own buildings, is carried out under the responsibility of Ptáček - správa, a.s.

We have extensive storage space, almost 300,000 m<sup>2</sup>. Goods are stored in a covered area of more than 170,000 m<sup>2</sup> and a 110,000 m<sup>2</sup> outdoor area.







## Customers

-  heating engineers and plumbers
-  construction companies
-  investors and developers
-  end customers

## Vehicle fleet

-  220 forklifts
-  160 trucks and vans





## Wholesale

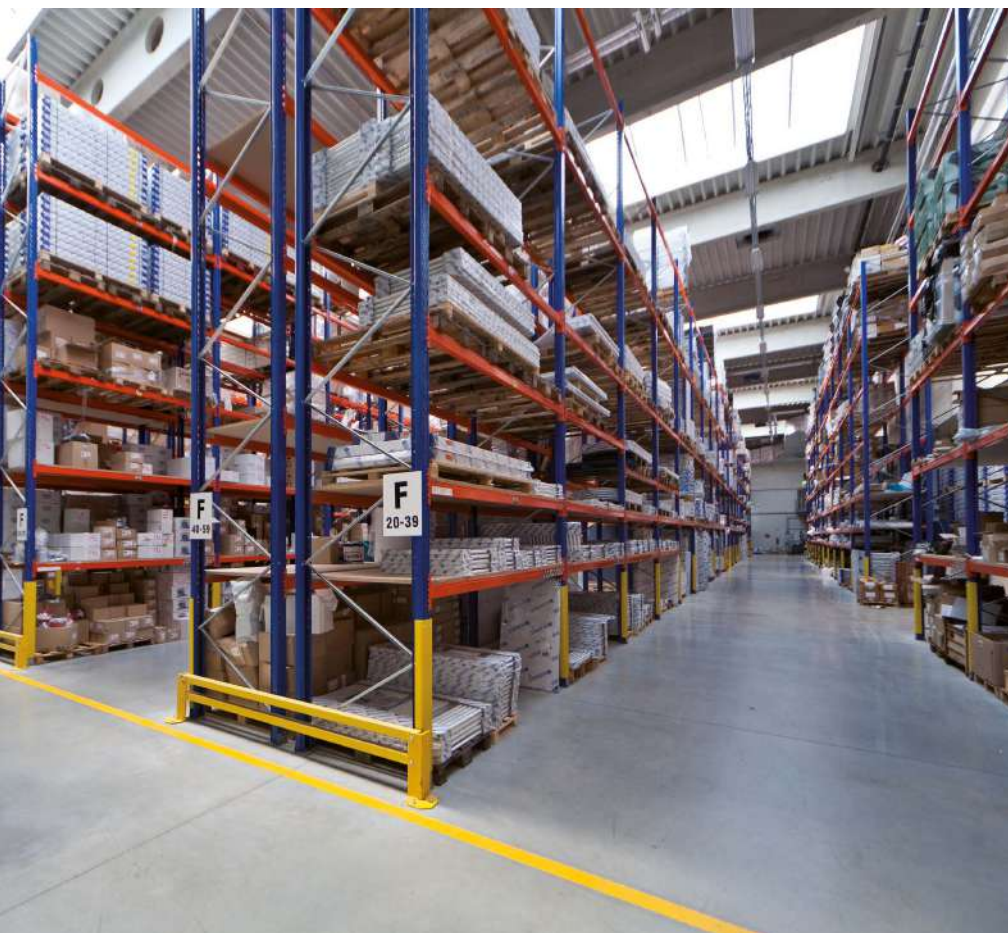
Our main customers are professional heating and plumbing companies, development companies, construction companies, whereby we strive to provide the benefits of arguably the most extensive and largest product range in building services engineering (BSE). Each registered customer has their own sales representative, who provides the necessary service from price calculations to goods delivery.

Our supplies include a complete range of heating, gas, water, utilities, sanitation. The standard number of stored items at our facilities is around 35,000 items, we annually store 90,000 different products for customers, including the custom range.






Thanks to a strong negotiating position with supplier companies, we are able to provide customers with the best conditions on the market. Optimising stock and goods distribution between branches are handled by the logistics department and is provided by a fleet of 160 trucks and other warehousing and handling equipment.

Optimising the required amount of stock at all our branches allows the availability of goods so that it's ready for immediate delivery. The regional location of the branches, as well as the interconnection through logistics centres, guarantee fast customer service in any region.





## Offered services

-  stock availability
-  goods deliveries
-  tool hire
-  ordering system
-  bonus programme





## Wholesale services

As a professional company, we stand on a professional approach to the customer with a wide range of provided services. From consulting with regard to selecting the range and offer processing, including project consultations for goods delivery in accordance with customer requirements. A personal approach to each customer is provided by a sales department team composed of sales representatives, technicians and specialists amounting to over 200 people.

Without doubt, one of the major advantages we have to offer our customers is the most extensive and largest products range in building services engineering (BSE). Products can be conveniently ordered via the Ptáček e-shop, by e-mail or by phone. Ordered goods can be picked-up immediately at the branch, have them prepared for a certain date or have them delivered free of charge directly to the construction site according to the delivery plan.

Transport is provided by our own fleet. Detailed information regarding our range and services is presented in catalogues with pricelists in printed or electronic form.

We provide technical assistance with project documentation and professional consultation directly at the construction site. The possibility of hiring professional tools and equipment is a great help. We reward our registered long-term partners for subscriptions in the bonus programme.





## Services and benefits



coverage of the entire Czech Republic and Slovakia



over 130 Plumbing Centres



stock availability



6 logistics centres





## Plumbing centre

In 2003, we built our first Plumbing Centre - a concept of an establishment used for the sale of small heating and plumbing materials, sanitary ware and bathroom equipment and other basic building services engineering (BSE) ranges, including tools and protective aids for craftsmen. Customers liked this sale, we currently have over 130 Plumbing Centres. Either as separate sales units or as part of a wholesale branch.

Plumbing centres are designed as self-service stores with a clear arrangement of goods, where customers have the opportunity to look at and choose the presented goods themselves. They're intended for sale to both professional customers as well as end consumers. These establishments are built in a unified concept, the composition of shelves, the presentation system and goods storage. Above all, the basic benefit of these centres for customers is fast service.

We offer a wide range of stored stock within these facilities, stock is automatically replenished on a daily basis from distribution centres using a sophisticated daily delivery system involving our fleet. Therefore, craftsmen have all the BSE range they need for their daily work in their own vicinity.



## Studios exhibition

-  over 70 studios in the Czech Republic and Slovakia
-  17 000 m<sup>2</sup> exhibition space
-  67 bathroom cubicles (bathroom collections)
-  5 bathroom price categories
-  over 120 domestic and foreign brands
-  functional zones





## Bathroom studios

The extensive sales network includes specialised bathroom studios, whose task is to provide both wholesale customers and individual builders and investors with comprehensive care when designing a bathroom or choosing bathroom equipment through professional staff. The company currently has more than 70 bathroom studios in the Czech Republic and Slovakia.


The bathroom studios present a wide range of sanitary ware, tiles, taps and accessories, with a large selection of domestic and foreign brands, including current news. Studios consist of bathroom cubicles, where all elements are harmonised into harmonious collections and, for easier orientation, they're divided into various price categories marked economy, basic, standard, top and design.

Cubicle exhibitions evoke the idea of a real bathroom. In the functional zones of the bathroom studios, it's possible to try selected equipment elements such as (hydromassage baths, saunas, bidet toilets, mini-pools)

Another presentation for bathroom equipment selection is in the so-called Shop in Shop, i.e. a studio space with a clearly arranged assortment in various design and technical solutions, in all price ranges.



## Premium Ptáček

-  premium spaces
-  exclusive range
-  individual approach
-  architect point
-  3D reality





## Premium Ptáček

We built brand new showrooms whereby our customers can realise their idea of their home's perfect bathroom. This is where they will find the best. Exclusive suppliers, beautiful and functional samples, VIP consultation, Architect Point. In building this type of studios, we continue the tradition of our first equally focused studio in Prague, which we opened in 2009.

View current news and the most exclusive products from selected suppliers and manufacturers of prestigious global brands. The care of Ptáček Premium studio customers is purely individual. In the privacy of our private meeting rooms, you can discuss all your ideas with us, have visualisations created, arrange cooperation with an architect or designer of your choice, or have an informal chat with our staff.

Premium Ptáček means fulfilling all your ideas. We will become your guide to the world of luxury bathrooms.

We're not afraid of challenges in the form of unconventional space or new architectural solutions. Become inspired by examples of bathrooms in our showroom. You'll be able to consult your ideas with selected architects. Our Architect Point serves architects with the perfect place to meet customers. Here you can discuss everything you need and at the same time see the various implementations.





# Studio services

## 3D visualisation

The modern VISOFIT computer programme enables perfect visualisation of a given space, including specific tiling and paving, washbasins, toilets, bidets, bathtubs, shower enclosures, taps and bathroom furniture. Creating 3D graphic designs is free of charge in the case of implementation through our studios.

## Professional consulting

Our bathroom studios employ professional and experienced staff who are ready to listen to your wishes and requirements and help find the best solution leading to successful implementation.

## Architect services

For perfect harmonisation of all bathroom elements, including connecting the concept of other rooms and the overall concept of the house or apartment, we're ready to ensure the presence of an architect who will find such a solution, making you feel as comfortable as possible.

## Transport

We will deliver selected goods to the construction site throughout the Czech Republic and Slovakia free of charge.

## Possibility of implementation by proven assembly companies

A properly selected craftsman is half the battle, which is why we offer installation by top craftsmen. In practice, this means that we provide quality tilers and plumbers, or companies, and they will carry out the work according to your ideas.

## Implementation consulting

Upon request, we'll arrange an implementation check at your construction site.

## Extended warranty

We provide extended warranties in cooperation with the manufacturer for the selected ranges, which can be up to 30 years when implemented with a professional installation company.

## Advantages of BS services



professional consultation



architect services



3D visualisation

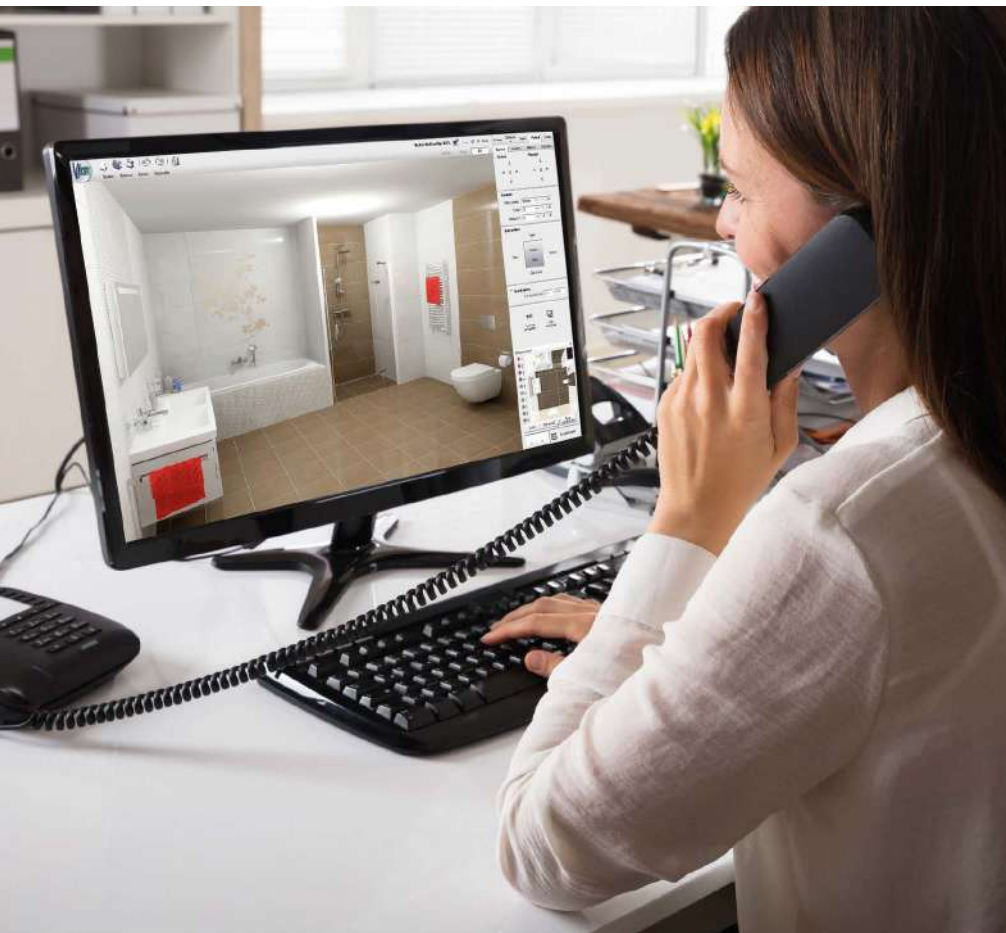


free transport










extended warranty





## We offer to developers

-  individual solutions
-  3D visualization
-  Visoft – photo-tuning  
(possibility of photo quality visualisation outputs)
-  project documentation
-  standard and exclusive ranges
-  smart living design
-  logistical support





## Solving customer changes

We especially offer developers cooperation in implementing customer changes with a complete service related to customer handling in the field of above-standard bathroom equipment and smart living, including storage and goods transport to the construction site.

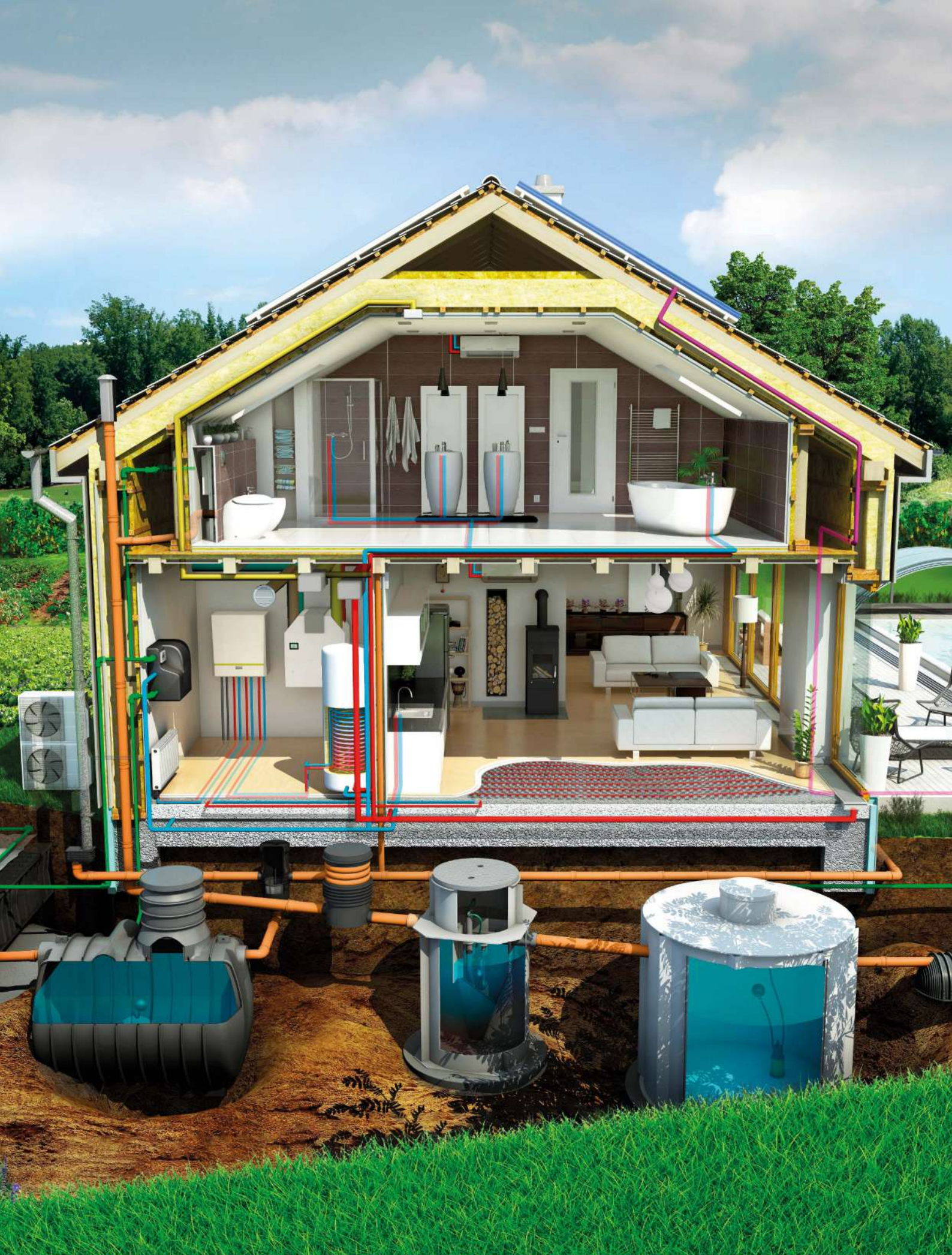
In order to handle customer changes in the area of bathroom equipment, in our bathroom studios we offer the possibility of building model bathroom cubicles for presenting standard equipment especially for individual housing projects. Depending on individual investors needs and the specifics of certain projects, it's also possible to prepare options of the offered standards in several price or design levels.

Specific staff designated to deal with customer changes are always fully acquainted with the project's documents and all issues.

### **Customer change solution service includes:**

- Presentation of standards in the bathroom studio.
- Professional counselling and study services.
- Graphic design of the bathroom with 3D outputs and laying plans with dimensioned placement of fixtures, processed in the VISOFIT Premium software.
- Processing the customer's budget change for sanitary equipment regarding tiling and paving resulting from the customer's choice.
- Familiarising the customer with smart home standard equipment and the proposal of a possible extension therefore increasing the comfort of living.
- Storage and transporting materials to the construction site.







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# Technical support

The technical sales support department consists of professionals who are constantly educated and trained in the solution of modern systems and technologies for heating, cooling, ventilation - recuperation, including comprehensive regulation with the possibility of expanding to smart housing and optimising the technical equipment in building systems. A specialised department helps in the design and correct selection of very complex systems in houses and flats as well as commercial buildings

Our team of experts in the field of the building's technical equipment, air conditioning and smart living will help you find your way around current trends and news on the market. We assess each case individually according to the customer's requirements and needs. Part of our service is also Communication with professional assembly companies is also part of our service, for which we prepare documents, including designs for wiring and diagrams for the chosen solution.

We always try to include the use of alternative energy sources such as solar energy or external energy in the solution design. We also offer the possibility of preparing documents for the submission of applications for subsidies supported by the state environmental fund (Zelená úsporám, Kotlíkové dotace, Dešťovka, etc.).

Part of our work is also the preparing model calculations such as heat losses, the amount of air exchange and related parameters (floor heating solutions, optimal cooling or ventilation system or calculation of storage tank volumes according to the selected technology).

We always bring the most up-to-date offer, including the maximum amount of information, processing the price offer is a matter of course. On request, we can also arrange for individual builders through the network of our contract assembly companies with many years of experience in the field.

## Technical counselling



technology selection



project design for heating, cooling and ventilation - recuperation



regulation and smart living designs



computations and calculations



grant programmes

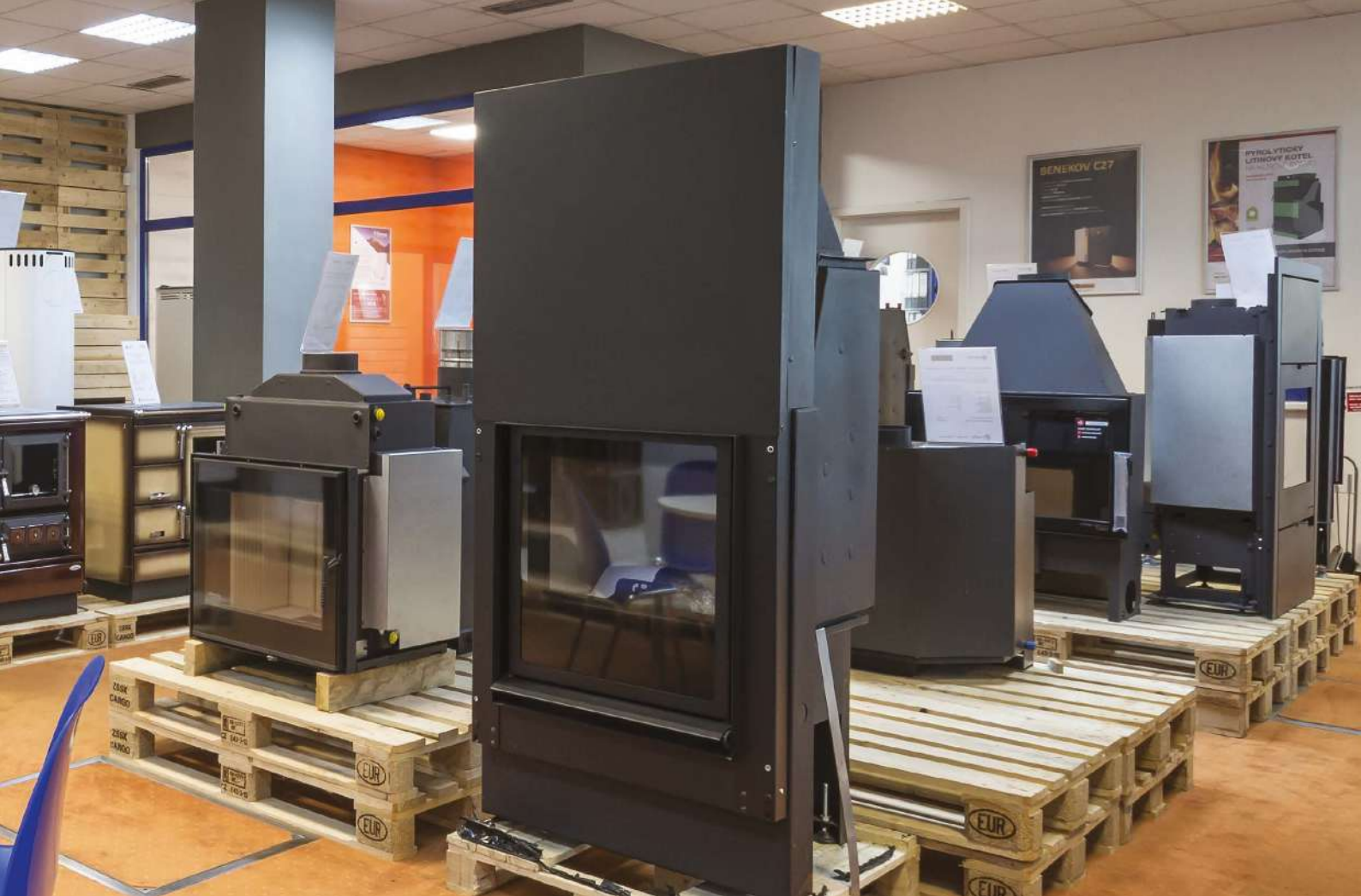




## Offered services

-  network of sample rooms
-  wide range
-  inventory
-  counselling





## Fireplaces and stoves

The Ptáček presents a comprehensive range of fireplaces, fireplace inserts, tiled stoves and solid fuel stoves. At showrooms associated with selected bathroom studios, those interested have the opportunity to become acquainted with products in detail. Studios with a cross-section of a wide range facilitate quick orientation in the menu.

Cooperation with leading manufacturers in the field allows customers to offer products from the most famous global and domestic manufacturers. Some even produce part of their range exclusively for us.

Nowadays, fireplaces and stoves are able to provide more than just heating for one room. They're an important part of the interior as an aesthetic and design element, in many cases they're the dominant feature of the whole area. However, they can also fulfil the function of water heating and heating the entire building, they're economical and mainly ecological.

Our employees, as heating experts with many years' experience in consultation, will not only handle the design element, but also the most suitable heat source for your living space and other areas.







# Utilities

Since midway through 2007, our company has included the sale of a range of engineering networks. We provide supplies from water and sewage connections for family houses to the main networks for municipalities, cities, industrial and residential areas. The priority is customer satisfaction based on the supply of quality products, perfect logistics and an exceptionally high-quality team of experts. We are currently one of the top suppliers of this range in the Czech Republic.

A comprehensive range focused on the supply of systems for the use of rainwater, water supply, sewerage, gas, drainage and amelioration systems are stored at selected branches in the Czech Republic and Slovakia.

For roads and commercial constructions, the range offers concrete building elements as well as a concrete programme for the private sector and garden architecture, all from renowned manufacturers with an emphasis on the strictest quality requirements.

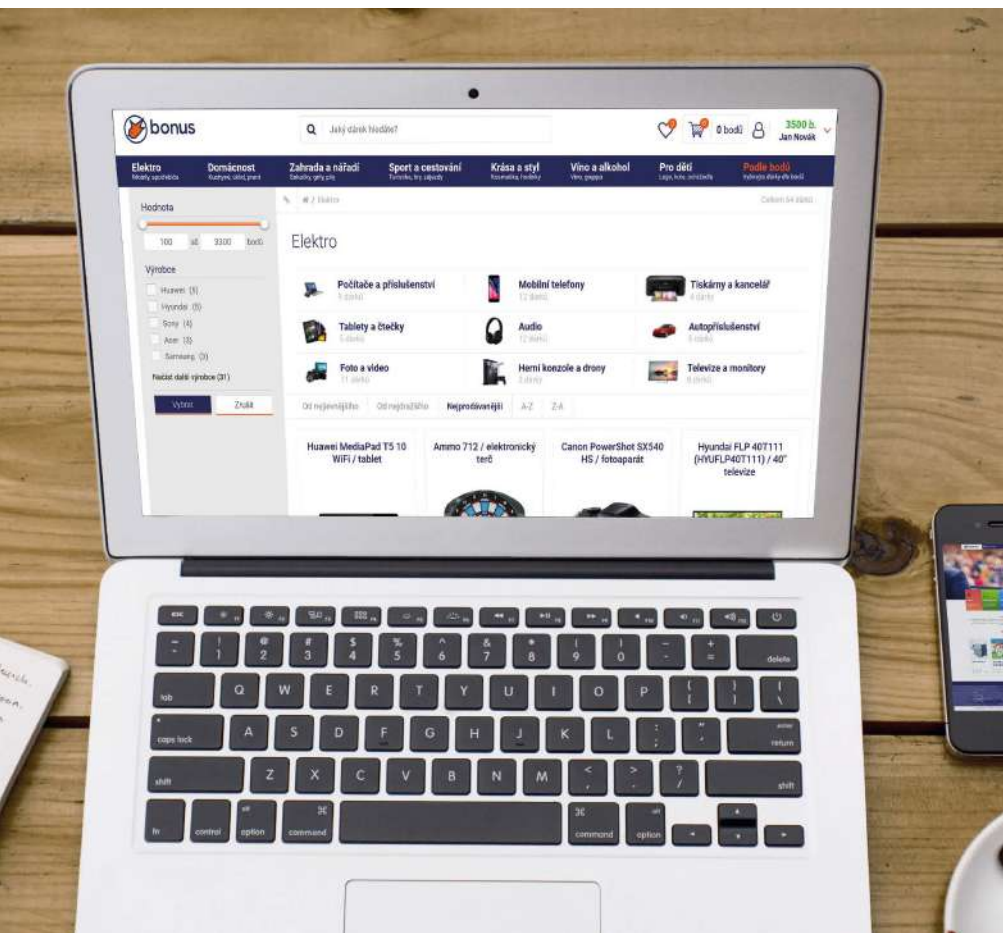
A professional team of engineering networks is ready for a comprehensive solution for the main water supply or sewerage lines, family houses and large water management facilities of landscape engineering (infiltration, retention, accumulation). Specialists are able to design sewage pumping stations and pumps for drinking water supply, provide technical advice in the field of water supply and sewerage. Elaborating price offers according to the statements of acreage or in accordance to project documentation is a matter of course.

## Technical advice

-  rainwater drainage, treatment and use
-  sewage drainage, treatment and use
-  drinking water supply
-  sewage pumping
-  calculation







## Sale support forms

-  own Ptáček Fair
-  customer training
-  staff training
-  professional publications
-  trips to production plants
-  akademie.ptacek.cz
-  bonus programme





## Sales promotion

Ptáček's business strategy also includes various forms of sales support. They include presentations at exhibitions and fairs, as well as a customer education system, and last but not least, various forms of customer motivation.

Vocational training in the building services engineering (BSE) field as well as knowledge of current trends and the use of modern technologies are a prerequisite for gaining and maintaining our market leader position. In addition to the Ptáček Academy education system, we also publish our own professional leaflets and catalogues.

Our company supports vocational secondary schools and apprenticeship facilities. We are partners of regional and national competitions, which focus on practical skills tests in the BSE field.

Participation in professional exhibitions and fairs in the country and abroad are also part of sales support, both in the form of visits and active presentations. The exhibition exposition of the Ptáček bathrooms dominates the pavilions and visitors have the opportunity to get acquainted with current news and trends in the field, whether it is a design or a technical solution.

The Ptáček Fair itself is a separate project, which has been a regular feature since 2013 and has become the largest BSE fair in the Czech Republic and Slovakia.







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# Ptáček Academy

Vocational training in the building services engineering (BSE) as well as knowledge of current trends and the use of modern technologies are a prerequisite for gaining new or retaining existing customers. We are fully aware of this and independently and in cooperation with our suppliers we are preparing a system of training and seminars system for you called “Ptáček Academy”..

Only confidence in quality manufactured goods and communication with the manufacturer - designer - trader - plumber / heating engineer can positively contribute to influencing and recommending the best and most suitable goods for end customers.

As part of the Ptáček Academy education system and in cooperation with our suppliers, we perform specialised training at branches and professional seminars in our suppliers training centres connected with excursions to production plants, both for our customers and for our professionals in all sections.

In addition to training focused on the range of our suppliers products, we also focus on education in the field of current general trends in the field. These are both technological trends, such as controlled ventilation and recuperation, as well as design trends, such as modern materials and bathroom element design. Training focused on renewable energy sources and water management also include a section devoted to using subsidy titles (Zelená úsporám, Kotlíkové dotace, Dešťovka, etc.).

## Training Benefits

-  online registration and reservation system
-  current training topics directly from manufacturers
-  professional trainers
-  certification possibilities
-  most training is free





**easy**



## Advantages of private labels

-  reputable manufacturers
-  advantageous quality / price ratio
-  full stock and warranty
-  exclusively on the Czech and Slovak market





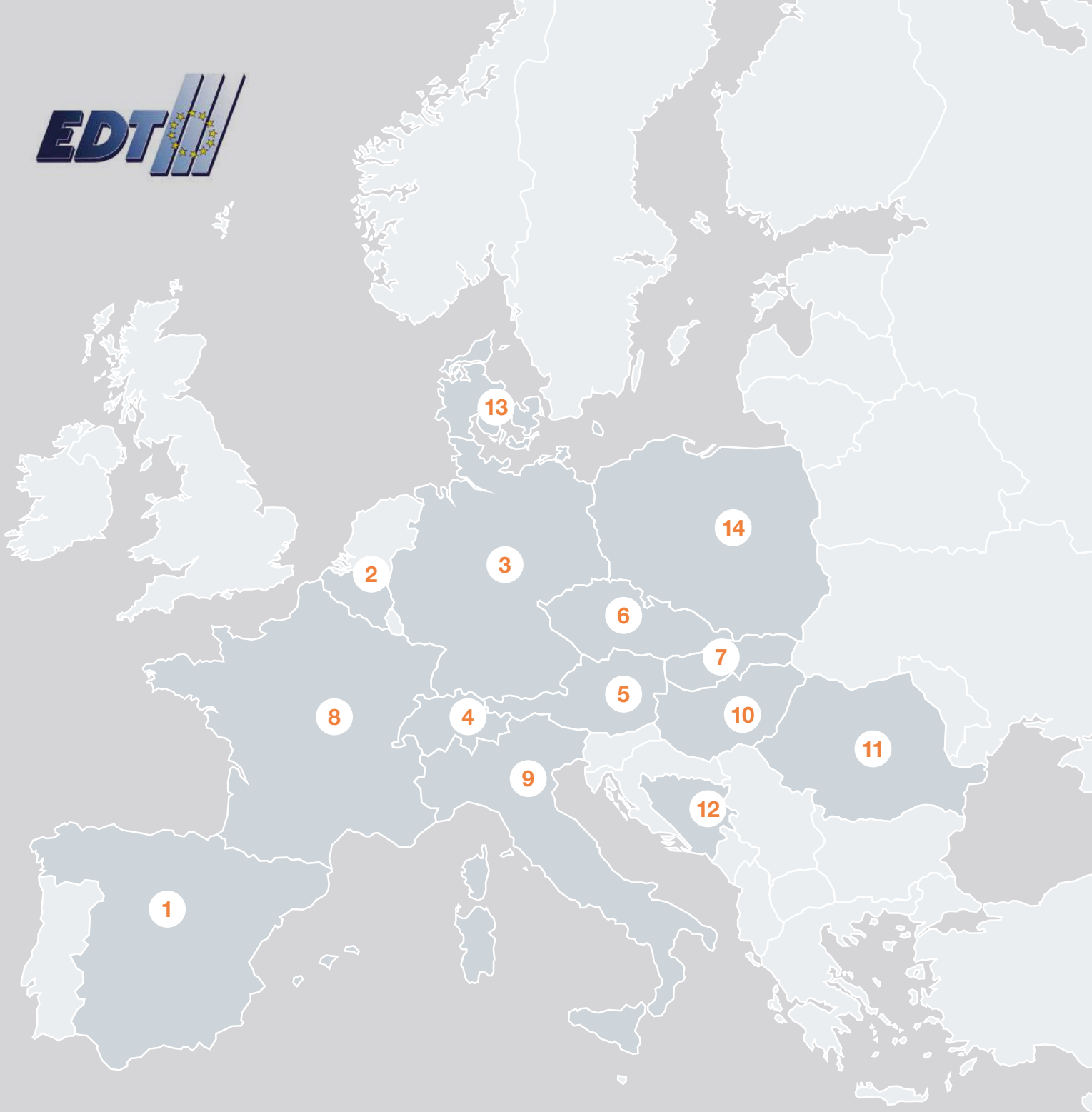
## Private and exclusive brands

Ptáček offers a wide range of products that can only be purchased in our sales network. It is both a complete range or selected series of renowned world manufacturers, as well as products sold under the Concept and Easy brand.

We bring a number of products under the Concept and Easy brands, and where we are the exclusive importer and seller in the Czech Republic and Slovakia. These products are fully available at all our branches. High-quality products from the world's leading manufacturers such as Geberit, Hansa, Huppe, Ideal Standard, Kaldewei and Vitra are characterized by an excellent price / quality ratio.

The Concept brand is a well-perceived and well-known brand throughout Europe that has been in existence for over thirty years in the countries where EDT members operate.

Within the Czech and Slovak market, we offer a range that can only be purchased in our sales network. Exclusivity of their products has been entrusted to us by, among others, by world's renowned manufacturers: De Dietrich, G.K.I, TOTO and Cristina.



**Members in countries:**

- 1. Cealco
- 2. ISG
- 3. ISG
- 4. ISG
- 5. ISG
- 6. Ptáček – wholesale
- 7. Ptáček – wholesale
- 8. Algorel
- 9. Idroteam
- 10. GéPéSZ
- 11. GéPéSZ
- 12. LUK
- 13. Lemvigh-Müller
- 14. Instal-Konsorcjum



# EDT

Ptáček is a shareholder of EDT GmbH and a member of the EDT Association. EDT - European Cooperation of Professional Wholesalers for Sanitary and Heating Products is an association of traditional family wholesalers active in these areas.

Same as Ptáček, EDT was founded in 1992, and currently has 9 shareholders and member companies in 14 European countries. Other shareholders are: ALGOREL, CEALCO, GÉPÉSZ, INSTAL - KONSORCJUM, IDROTEAM, ISG, LEMVIGH - MÜLLER and LUK.

With a 5.5 billion EUR annual turnover, EDT is the largest and most important association of its kind in Europe, and they continue to expand.

EDT coordinates the development of products of the private brand Concept and, thanks to its size and importance for its members, negotiates the most advantageous conditions with the most important European manufacturers and suppliers. The most important EDT partners include: Comap, De Dietrich, Geberit, Ideal Standard, Oventrop, Regulus, Vitra, Villeroy & Boch, Wilo and others. Membership in EDT helps us gain experience and knowledge with regard to the latest European trends in bathroom and heating solutions.

## Benefits EDT

- ★ 9 members
- 📍 14 countries
- 🏢 1.500 sales units
- 🔗 concept private brand



concept



# Suppliers

Ptáček's product range includes all major domestic and foreign suppliers. We are the largest or even exclusive distributors for many of them.

In Ptáček's product portfolio you'll only find quality and branded products from domestic and foreign suppliers. Because our customers demand the highest quality, we strive to work with proven manufacturers and distributors who provide us with full sales and technical service. In some cases, above-standard guarantees for a certain assortment beyond normal conditions, quality warranty or post-warranty service.

Our suppliers produce special series for us according to our requirements. A number of new products in suppliers offers are the first in the Czech and Slovak Republics to be distributed in our Ptáček sales network



## Our suppliers

-  reputable manufacturers
-  domestic and foreign suppliers
-  full warranty







[www.ptacek.cz](http://www.ptacek.cz)  
[www.koupelny-ptacek.cz](http://www.koupelny-ptacek.cz)