

# EnErGy in EEG

#1/2022



## Together we are stronger!

# Welcome to **our** first issue!



**Beata Kuler**  
HR Director Eastern Europe EMEA

Thank you for joining us on this journey – we're very excited and hopeful.

It wouldn't be possible without your input. This newsletter is **for us and about us** and the title **“EnErGy in EE&G – together we are stronger”** is very meaningful and shows our togetherness – and that's something to celebrate 😊.

Thanks to the articles and information included in each issue, we will get to know each other better, and just in time when all of our offices are becoming **one Aliaxis**.

We're definitely starting something new and looking into the future of our region with new energy. It's the New Year 2022, after all!

We hope this year is kind and joyful to you all – may it also be filled with nothing but success.

Happy reading!  
Stay safe and healthy!





Dear Colleagues,  
Dear Business Friends,



## What a year 2021...

...again unpredictable times with lots of uncertainties and challenges around us. We can be even more proud of what we have achieved together! Congratulations to all the people who have contributed to this excellent performance.

## Who are we?

A team of 300+ employees, serving 5,000+ customers in 20 countries in Eastern Europe and in Greece.

### EEG is a €60m region (net sales 3rdP AOP 21)

1 manufacturing site incl. distr. 130 FTE & 8 distribution centers 150+ FTE



## Why are we successful?

Customer focus, excellence in technical support, and highly-motivated and skilled teams are in place and secure continuous improvement in being a solution provider in front of the market demands.

Net sales growth of 21% compared to the previous year and significant CEBITDA improvement in 2021 demonstrated the ability to execute the planned initiatives with a high performance team.

Pegasus in EEG will lead us to the next level of customer intimacy. Investments in commercial resource

to capture opportunities which we have not been able to explore in the past and investments in operational excellence in our factory in Olešnica are just starting points in our exciting journey towards 2025.

My best wishes for 2022, with big hopes we can get the pandemic under control and meet as soon as possible in person!

**Reinhold Mayer**  
VP EMEA Subregion EEG

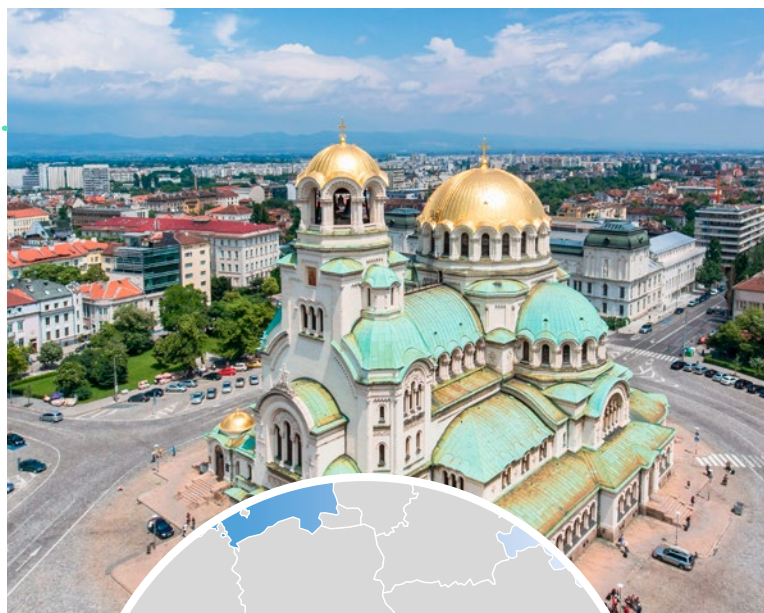
# Aliaxis Bulgaria

Aliaxis Bulgaria is located in Sofia, which is the capital of Bulgaria and the biggest city in the country. Sofia has always been home for Aliaxis since the establishment of the company **20 years ago**.

## Our company

In the past ten years we have developed and proven our positions on the market of plastic pipes and fittings for water, gas and industrial applications, as a leader and strong competitor in Bulgaria. Aliaxis Bulgaria has always been a synonym for high quality products, fast deliveries, professionalism and friendly attitude toward the customer.

The constant growth throughout the years led us facing another challenge in the unforeseeable 2021.

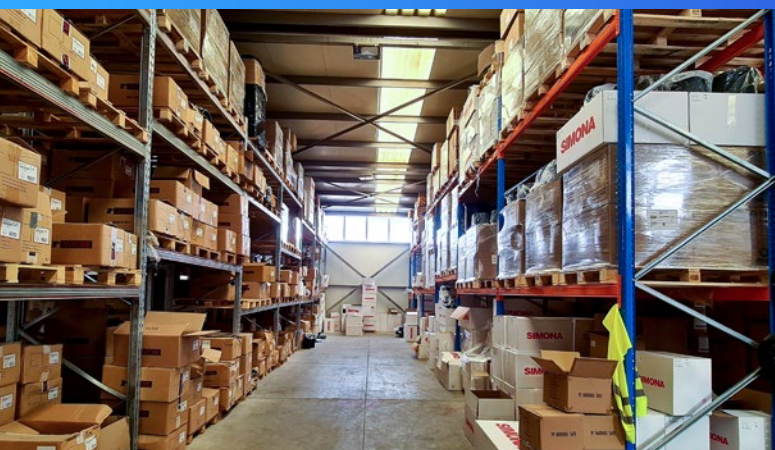


The company has moved its office facilities to a **new key location** – a modern and separate building. The new home for Aliaxis Bulgaria is located on Sofia ring road, which significantly improved the logistics and accessibility to customers.

## Our people

The above-mentioned improvement is not the only big precedence of our new location – for the first time in the company's history administration and warehouse are sharing one building. That step enabled us to unify our strengths and bring the communication within the team to a new level.

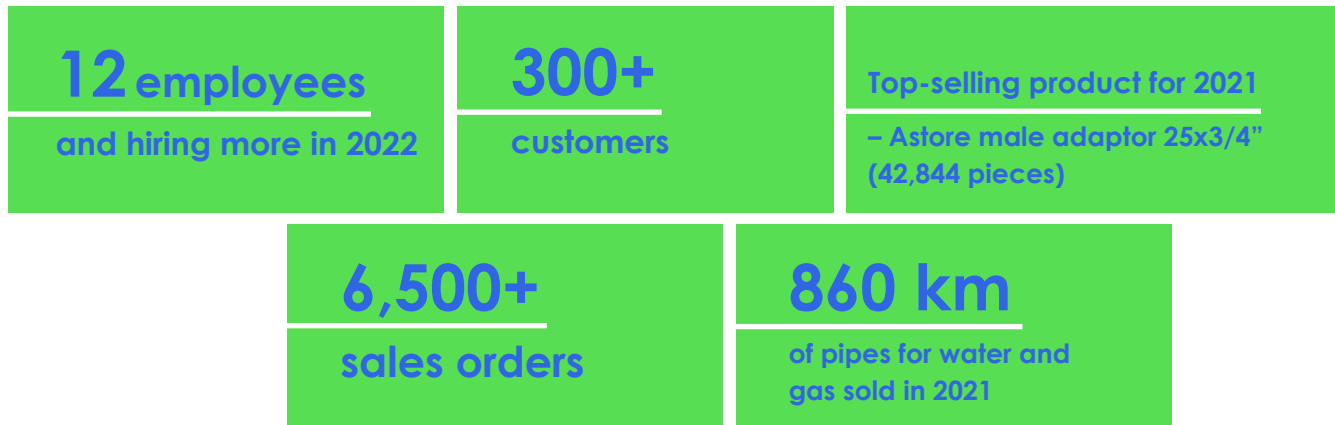
*Now, acting like one whole part, we are ready to face the challenges in daily business routines and we are also ready to celebrate the wins and share the joy in 2022 together.*



The new home for Aliaxis Bulgaria



## Some interesting facts about us:



## Our team



## Our ambition

Our ambition for 2022 is to continue growing as in the past ten years, but this growing is also related to **growing as individuals, as professionals, as a team.** Surely, there is a lot more we can achieve in terms of performance and customer support – and this should be within our main goals for the next year.

Some of our marketing ambitions are: bringing the new website into life, a massive update of all catalogues, and other marketing activities we have in mind. We are working on creating a strong presence and brand awareness on social media.

## Our expectations

Our expectations for the next year are the ability of presenting new products to the market, improved solutions and services, as well as better delivery conditions for the customers and significantly improved stock availabilities within the supply chain.

## We are proud of

**We are proud of our customers who are the main reason for the great performance** we have had in 2021. Despite the COVID-19 crisis, we were able to make good progress and we cannot express our pride for the efforts and robust growth to the team in Bulgaria, as well as any Aliaxis Company in the EEG Subregion. ●

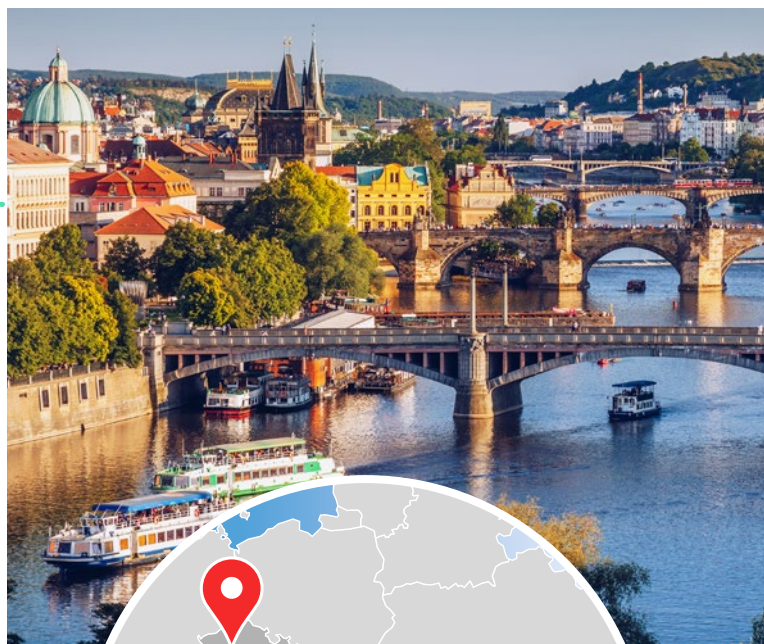
# Aliaxis Czech Republic

Our main office is located in Vestec in Prague-West District in the Czech Republic (the Central Bohemian Region).

## Our company

**For 30 years**, we have been delivering systems for industrial media transport, public and private distribution, water treatment facilities, vacuum, pressure, and gravity sewers. We have also designed specific solutions for sensitive networks (gas, compressed air, hydrocarbons, contaminated soils, abrasive media, etc.). We deliver smart and sustainable solutions for storm water management as well as indoor installations. The products and services we offer can be grouped into three main segments: Infrastructure, Building, and Industry. We take care of both the professional and the DIY market.

We're at the threshold of a name change. Nicoll Czech Republic received approval for changing the corporate name and becomes Aliaxis in March 2022. Nicoll started to communicate this change to



customers in February and at the same time they launched a new website [www.aliaxis.cz](http://www.aliaxis.cz).

*„We have been looking forward to this change for a long time and we are happy that it will finally happen. We really want to be part of our Aliaxis” said Martin Pecka, managing director of Nicoll.*

## Our people

Due to our expertise and years of experience, we provide high level of technical support and after sales services to our customers.

*We are a stable team working together. This creates an atmosphere similar to a family company.*

Next year we will extend our team to be even closer to customers and strengthen cross-fertilization in infrastructure.





## Some interesting facts about us:

**26 employees**

**1,800**

pallet places in warehouse

**€5 million+**

sales through DIY channel

Water infrastructure project:

**253 pieces** of new

FRIALEN DAV pressure tapping valves

**17 product groups**

in building and infrastructure

**6,500 sq m**

of indoor and outdoor warehouse area

## Our team



## Our ambition

We want to **strengthen our dominant position on gas market in the Czech Republic**. We would like to be perceived as a strong supplier of complete range of S&W and drainage systems for buildings. We also plan to enter new markets of ventilation and recuperation through DIY and also professional channels.

## We are proud of

- We are proud of handling a very difficult and unclear situation brought to our market by COVID-19. Despite all the difficulties in the supply chain, which caused problems in the availability of goods as well as huge price instability, **in 2021 we achieved a record turnover in the entire history of the company**. We managed that as a team and together with our customers and partners. All of them deserve our gratitude.
- In 2021 we participated in a project which included a construction of water infrastructure in Krumsín, Czech Republic. Thanks to this project it was possible to ensure high quality fresh water supply for 558 inhabitants of Krumsín. In the construction they used our new FRIALEN DAV pressure tapping valves. We delivered 253 pieces of this new product which was launched in 2020/2021.
- 80 pieces of FRIALEN UB SDR 17 in infrastructure project delivered in cooperation with a pipe producer from the Czech Republic, Elmoplast.
- Akasion on the airport Mošnov, Ostrava.
- Infiltration project in Moravské Budějovice in the Czech Republic. We delivered eight trucks of 5,000 pieces of infiltration modules for the building of a new shopping center. ●

# Aliaxis Greece

Our company is based in Marousi, a suburb in the north-eastern part of Athens, the capital and largest city of Greece with over 6 million inhabitants.

## Our company

Aliaxis Greece is proudly part of the Aliaxis global network. This gives us access to a broad range of solutions within the Group and the opportunity to connect an advanced product portfolio with our customers. Thanks to our highly skilled and dedicated team we are able to offer our partners the technical expertise required to get the job done. We know that the needs of our customers are changing, that issues like climate change are effecting parts of Greece and access to clean water in the islands and villages is increasing in importance. We also know that thanks



## „New” was the word of the year!

**New legal entity name  
– ALIAXIS GREECE**



**New offices**



**New website**



**Introducing CRM**

to the strengthening of our local economy, customer needs are growing.

*Going global means we are better positioned to meet these challenges and needs.*

## Country ambition and strategy

Having in place a strong track record in Building, which will be further developed through new products, Aliaxis Greece wants to grow its market share in Industry and Infrastructure.

## Our expectations

What we expect in the following four years is to double our total business by focusing on new sub-segments such as Marine and Water & Gas Distribution, by adding new products and by developing the current Aliaxis business in Cyprus.



## Some interesting facts about us:



## Our people

The people who make up the staff of our company are **distinguished for their expertise in their respective fields.**

The final recipient is our customer who receives a product of reliable quality.



## We are proud of

**A ballast water treatment project** where we provided a technical solution with U-PVC & PVC-C FIP range sales of €300,000 (2021-2022).

**A multi-segment Project** – Costa Navarino Swimming Pool & SPA. We received an order of 80 pieces of FIP f3.00.P.01 flowmeters for the highest-quality Hotel Chain in Greece: <https://www.costanavarino.com/romanos-resort/>

### Why has the Aliaxis solution been chosen?

- Close to the customer.
- Follow-up on the project.
- Create X-Fertilization: One of our achievements has also been selling channel drains of 2.5 km in the same hotel (building segment).
- Sales: €3.3 million in 2021. ●

# Aliaxis Hungary

## South-Eastern Europe

HQ based in Biatorbágy, in the neighborhood of Budapest, in Hungary.

### Our company

The original Hungarian entity was established in 1999 with major focus on the utility segment.

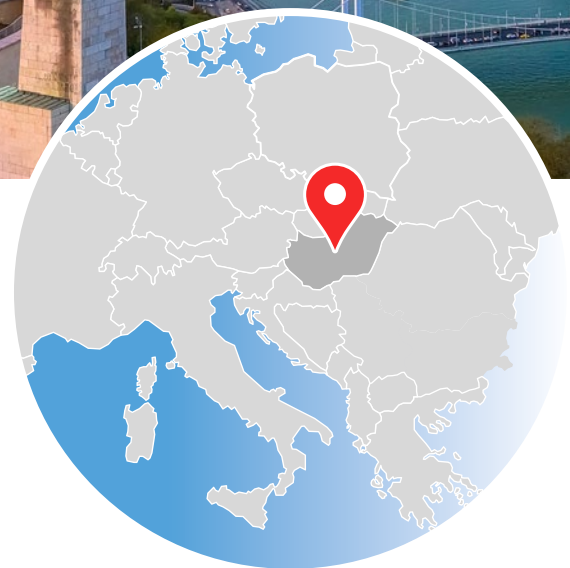
*Aliaxis Hungary SEE based in Biatorbágy, since 2018 has acted as a hub-to-sell and to support business in 10 countries in the South-Eastern European region.*

Apart from Hungary, we cover countries such as:

- Albania
- Bulgaria
- Croatia
- Czech Republic
- Kosovo
- Romania
- Serbia
- Slovakia
- Slovenia

### Our people

42 professionals in the field of Sales and Marketing, Supply Chain, and Finance.



**We are a dedicated team of qualified experts who work with the aim of making the company's results better every day.** Not only are we committed to providing the highest quality products to our customers, we also take care of a friendly work environment which makes us even more effective.

### Our plans

Beside keeping our good market position in Infrastructure, **our main aim is to strengthen our industrial footprint** in Romania and in the Balkan region, develop our distribution network in specification sales to win important Industry and Infrastructure projects, to develop in Building, especially symphonic roof drain systems.





## Some interesting facts about us:

42 employees

10 countries

20 brands

3 segments

300 customers

7 languages

100 distributors



## We are proud of

We have established a regional hub with shared distribution and finance services in Hungary supporting local sales engineers in the region.

*Market leader in several countries in the segments of Industry and Infrastructure, successful implementation of more than 200 key projects each year.*

We are also proud to announce that Aliaxis Hungary SEE has moved to the new premises and started deliveries on the 10th of January.

The new warehouse 3,000 sq m is roughly double the size of the old one 1,700 sq m. The office space is 1,000 sq m including a new welding machine service and showroom.

The warehouse will reach full capacity at the end of March when the new Jungheinrich racking system and newest generation forklifts with inductive wire guidance will be installed.

**The investment will enable Aliaxis to leverage market opportunities in SEE realizing the strategic plan 2025.** It will improve customer satisfaction and employee commitment. ●

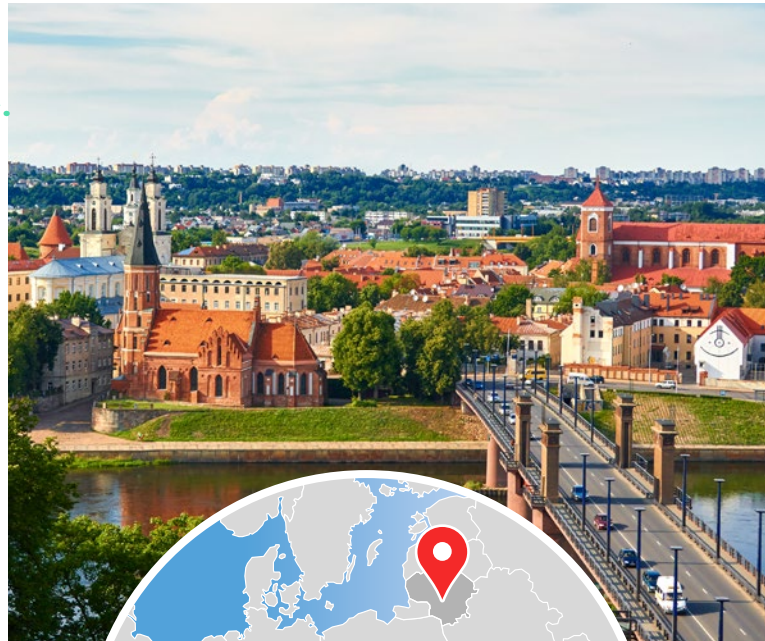
# Aliaxis Lithuania

Glynwed belongs to the Aliaxis group and is located in Kaunas – the second biggest city in the country with the population of 2.8 million.

## Our company

The company was created more than 20 years ago and started its activities predominantly in the gas market. High quality, good logistics, and reliable technical support – this was the main package the company strived to offer to its customers.

*Keeping the promises in all the fields and providing solutions helped to create stable and long-lasting relationships and to gain a strong reputation on the market.*



Now the company serves the gas, water, pressure sewage, industrial markets, sells the installing equipment, organizes trainings in the welding centers in Lithuania and Latvia, and has ambitions to grow further with new products of the Group.

## Our people

The core of the company has been working almost from the very beginning and has contributed to its **development experience, and reputation.**

This year we employed two new persons who joined the team and quite quickly became its integral part.

*Confidence and reliability are the main qualities pursued by our team and appreciated by our customers.*



## Some interesting facts about us:

**9 employees**

**3 regions**

**600+ customers**



## We are proud of

- Delivering solutions to water purification projects – e.g. in 2021 for such projects we delivered PVC-U and PVC-C materials with the sales value of > €300,000.
- Delivering solutions for large diameters PE piping systems: XL el. couplers, special spigots, SA-UNI saddles.
- Conducting seminars at the training centers for welders.

- Being invited by construction companies to solve various technical problems.
- **The number of complaints is close to 0.**

## Our expectations

Our ambition would be **to expand our portfolio and to enter new markets** where we could offer reliable, high-quality products and good technical service. ●

# Aliaxis Poland

We are located in Oleśnica, near Wrocław. It is a great location – a 3-hour drive from Warsaw, Berlin, and Prague. Oleśnica itself is a very old city with 30,000 inhabitants. It is sometimes called “Wrocław’s bedroom” because of its proximity to this capital of the region.

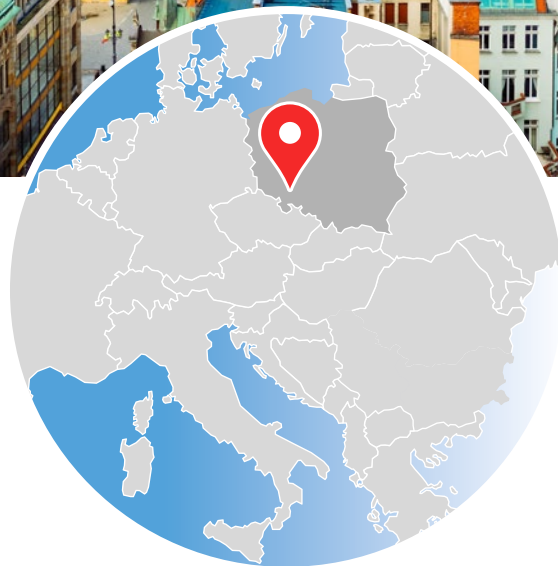
## Our company

**The history of Aliaxis in Poland started by setting up Friatec Polska in 1994,** and acquiring a local PVC sewage pipes manufacturer – Poliplast by Etex in 2001.

In 2019 both Aliaxis companies merged and eventually created a new Aliaxis Poland organization. We are serving Building & Sanitary, Utilities, and Industry customers in Poland with such brands as: Frialen, FIP, dBlue, AmaxPro, Akasison, Nicoll.

## Our people

Every day, **over 140 employees** from various areas of production, warehouse, sales specializations and the company’s operation support keep on working on building **a friendly atmosphere based on respect and encouragement.**



**Our people are high-class specialists.** They are committed and competent, willing to take advantage of trainings and therefore able to keep developing. Together with managers, we work on making our employees feel appreciated, needed and respected. We share with them our successes, priorities and plans for the future.

*We are all one team and we prove it by helping each other out and doing our best to meet any challenges we may face.*

Our business is still relatively small considering the size of the country; however, we are growing fast.

**Over the past five years we have doubled the business** to €18 million last year and our plan is to **double it again within the next four years.** That assumes organic growth on the domestic market and also expansion of the factory acting as the Intercompany supplier.





## Some interesting facts about us:

**146** employees

**1,500** projects  
per year

**6** regions



## We are proud of

*We are proud that we have built a team of talented, engaged people who have accelerated business growth and set bold objectives for the years to come. That allows us to develop business excellence across various areas.*

The recent transfer of **manufacturing polyolefin pressure fittings** to Oleśnica is an example of a successful project which delivers product **at a lower cost with superior quality.**

Another area we are proud of is our specification capability which we developed in Oleśnica in the B&S segment. This has made Akasion **a great success in the country and a key volume driver.** we are preparing 1,500 projects per year and the pipeline has grown in 2021 by another 30%.

## Our plans

**Our plan is to double the business size again within the next four years.** We want to grow on the Domestic market, but also as a supplier of Intercompany business for Aliaxis EMEA. On the Domestic market we will further expand in all segments.

The factory will develop as a center of excellence for Soil & Waste systems and pressure fittings for Industry and Infrastructure projects. The key competence which we want to develop further in the commercial area is specification sales and becoming a solution provider ●

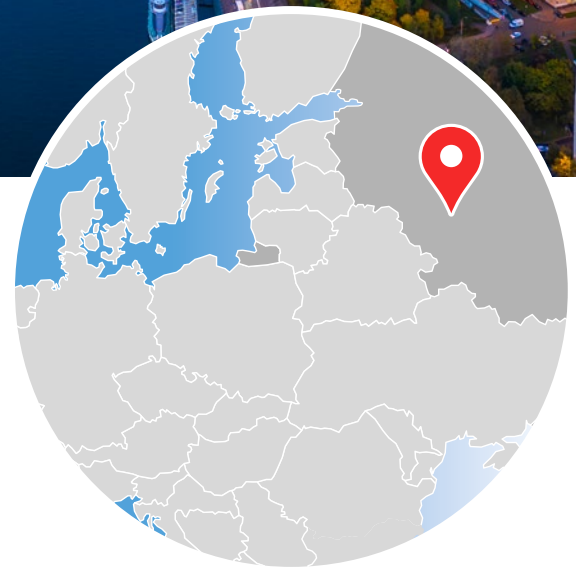
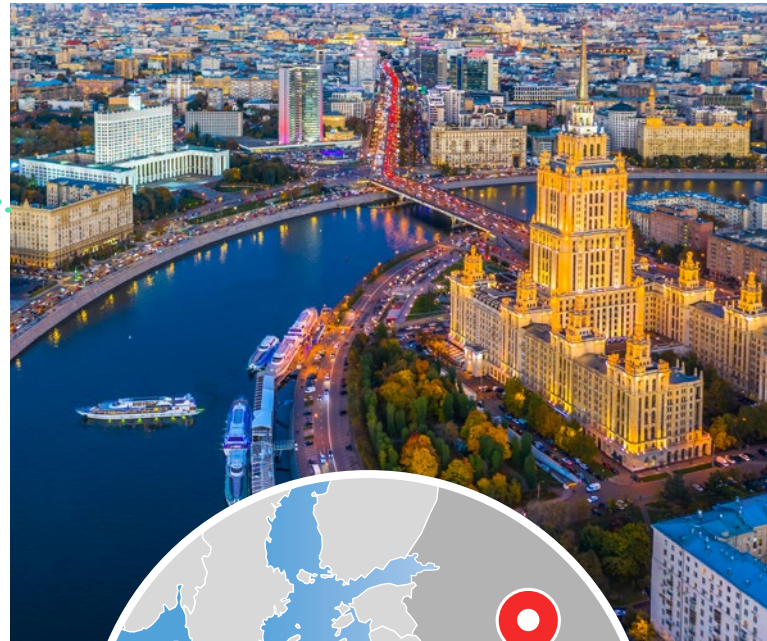
# Aliaxis Russian Federation

The main company office is based in Moscow, the capital of the Russian Federation. Our representatives work in six regions of the country: Far Eastern, Siberian, Ural, Volga, Northwestern, Southern.

## Our company

As for Russia, the history of the company began in 1995. Since then, the company changed its name a few times. The latest change of name happened in 2014, when, as a result of the renaming of Glynwed to Aliaxis, the Russian representative office became known as Aliaxis Utilities and Industry.

**We offer a broad spectrum of products and services** for infrastructure, shipbuilding and industry.



Within 26 years of our work we have supplied not only pipes, fittings, shut-off valves, welding machines, but also Rheinhütte pumps, Fridurit ceramic products, pipeline systems for heating and sewerage.

*We're always willing to provide our customers with the most sustainable and innovative solutions. Shaping a better tomorrow is our goal at all times.*

## Our people

**At the moment there are 45 employees in our team,** the company in the Russian Federation includes: Infrastructure, Industry, and Shipbuilding departments. There is also own welding machine service center, assembly production of Straub products, as well as a Technical Support department.



## Our company in numbers:

**60** distributors

service thousands of companies

**45** employees

**6** regions

**369,000**

items in the portfolio



## We are proud of

Thanks to our active work and high quality of our products, the company has become a supplier for significant projects and companies. There is a Gaz-Prom project of social gasification of regions in the Russian Federation lasting 3 years (Frialen couplings are included in the main supply specification), UGMK holding (supply of pipeline systems for a new copper electrolysis shop) – we supplied 3,500 pieces Straub couplings for technical support of the construction of the SevMash plant in 2020.

## Our plans

**1. Focus on the customer: listen to the pain points of the customer and offer solutions,**

**2. Process efficiency:**

- simplify procedures,
- increase confidence and responsibility,
- develop competencies.

**3. Digital marketing:**

- expand the market,
- measure development. ●



# Aliaxis Serbia

We are located in the City of Nis, which is situated 250 km south of the capital of Serbia (Belgrade). It is almost equal to our distance from Sofia (Bulgaria) and Skopje (Northern Macedonia), with which we are connected by a direct highway.

## Our company

In the last 10 years, Aliaxis Serbia has transformed from a small representative office into a modern and profitable distribution company operating in the Aliaxis Group.

*Our advantage over the competition is a comprehensive approach to product distribution and after-sales support through additional activities - trainings, education, technical support, participation in the work of relevant local organizations, etc.*

## Our people

We currently have 12 employees and an organizational structure that is in line with Aliaxis goals and recommendations:

- Logistics in charge of optimal flow of goods and services in and out of the company (four employees who provide annual flow of goods over 40,000 pieces).



- Customer support center that monitors and meets customer requirements (two employees who prepared and sent over 7,000 offers and invoices in 2021).
- A commercial department that promotes our products and works directly with our customers (four employees who currently serve over 200 private sector companies and over 60 public companies with active tenders).
- One colleague who is in charge of the company's financial documentation and cash flow monitoring,
- A country manager who monitors the company's work and aligns it with Aliaxis goals, local regulations and market requirements.

Soon we will have new colleagues on board to help us to reach the Aliaxis growth plan 2025 and to provide our customers with even better service.





## Some interesting facts about us:

**12 employees**

**€3 million**

revenue

**300+ customers**

**52 active public sales**

contracts with 84% win rate (2021)

**1,000 sq m**

of warehouse with  
600 pallet places

## Our team



## Our plans

Our basic plan is to **become market leaders** in the sale of all primary product groups through the improvement of the sales process and customer support, integration of new technologies and digital transformation.

Given that we have a relatively small but **very dedicated team**, we will try to focus on digital tools and the benefits that the digital age brings to make it easier and faster to provide the necessary technical support to our customers and improve existing processes.

## We are proud of

We are proud of our development path, excellent cooperation with our customers and partners, perfect relationship with colleagues from other Aliaxis companies & regional Aliaxis team, and that we are part of the global Aliaxis Group. ●



All hands on deck! There's a **competition!**

## Safety around us

Because we care about safety, we decided to launch a "Safety around us" competition.

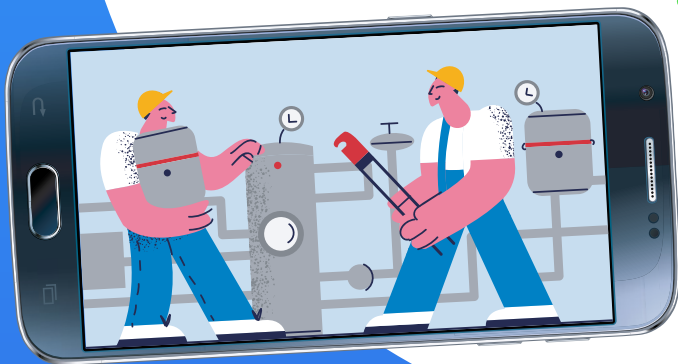
When you travel and visit different places, maybe you observe examples of good or bad practice when it comes to staying safe (perhaps something funny?). Send us the picture(s) so we can all learn and improve safety around us.

Let your creativity guide you!



The results will be published in the next issue. 3 authors of best photographs will be awarded not only prizes but also recognition and congratulations from the whole region. And there's going to be a collage of the photos you share with us!

Send the picture(s) to:  
[katarzyna.olszynska@alixis.com](mailto:katarzyna.olszynska@alixis.com)



## Thank you!

A huge thank you to everyone who contributed to this issue of our newsletter – it's your articles that make it so special!

We're looking forward to reading more from you. Whenever anything interesting happens – don't hesitate, write about it right away!

You can send the articles to:  
[katarzyna.olszynska@alixis.com](mailto:katarzyna.olszynska@alixis.com)

