



ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

Kírók Poli-Farbe

Poly-Farbe Chemical Industry Ltd. is one of the Hungarian leading paint and plaster factories being in 100 percent Hungarian-owned company. Antal Szabó, founder of Poli-Farbe Ltd. worked as manager of the box producing plant and as security officer in the cooperative of Bócsa. At the beginning of the change of regime, it became clear to him that he could lose his job due to the economic recession, then he began to realize his own vision for which he also received foreign support. In 1989, the question was raised in a family conversation with a Bavarian small entrepreneur in Waldkraiburg whether he intends to produce paints in Bócsa. The answer was yes. By the morning, they agreed in details. To get started, a simple technology and a recipe, as well as the necessary raw materials were provided by the Bavarian party, who made all this in return for a significant historical moment that the then government opened its borders to Austria for East German tourists. Thus, the company was founded under the name Fischer-Farben Ltd. at the end of 1989.

The headquarters of the company was initially in Fischerbócsa as a box and paint manufacturer. The initial size and capacity of the company is well illustrated by the fact that in the first year of their activity, less than 20 tonnes of paint were produced and sold. Since then, this number has been increasing continuously every year. In the twentieth year of their operation, in 2009 they produced and traded slightly more than 35,000 tons of paint, thus their price income reached 6.1 billion forints. In 2017 their paint production exceeded 44,000 tons, while their sales exceeded 11 billion forints.

Organizational reforms have made the activity of Poli-Farbe Chemical Company more cost-effective and economical, thus becoming more prepared for solving the economic crisis.

However, the introduction of the quality management system in 1999 far preceded the organizational changes being necessary because of the growing volume of production, market requirements. The introduction of the quality management system justified our expectations and made great progress in the life of our company.

The quality management system of Poli-Farbe Chemical Industry Ltd. operates under Standard MSZ EN ISO 9001: 2009. This guarantees that they are continually able to deliver products meeting the buyer's requirements and the applicable legislation.

The aim of Poli-Farbe Ltd. is to enhance customer satisfaction through effective application of the system including the process of continuous development in the current structure, as well as to meet customers' and legal requirements.

After the success of the domestic market, foreign expansion started to unfold in 2005. In 2006 the exports made up 2%, in 2007 3% and in 2008 5% of the sales revenue of the company. In 2009 this value was stable increasing together with the company by having a share of 5% from the sales revenue. The year of 2013 in terms of tons showed a decreasing picture with stagnated goods turnover. The year 2014 also brought growth abroad as well, about 6,5% of annual turnover was made up of exports. Today Poli-Farbe Ltd. deliver paints to the neighbouring countries as well, including Austria, Romania, Serbia, Slovakia and Slovenia. Poli-Farbe, employing nearly 280 people, has invested billions of HUF in developments over the past 25 years. Poli-Farbe Ltd. provides employment and livelihoods to many people not only in Ócsa, but in the surrounding towns as well.



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In 2017 the company carried on a “milestone” investment: Due to new production unit built with robot technology and a 21st century production line by investing more than HUF 1 billion, the competitiveness of the Hungarian paints will increase all over the world. The main advantage of industry's 4.0 development is to produce larger amounts of wall paint in less time using less electricity, while reducing the human resource per unit of tonne but increasing the volume of production. In the new production unit, they can produce twice as many paint as before. Building on new capacities, they can also increase their export activity. By expanding their production capacity, their intention is not only to gain market leadership in the domestic market estimated at about 30-35 billion forints, but also want to have regional role in the region. Between 2018-2020, an export increase of 20 percent is expected in the white, indoor dispersion wall paint segment.

The third most important pillar of the development of Poli-Farbe Chemical Co. is the training of employees in addition to capacity expansion and quality improvement. The company offers the opportunity to participate in an OKJ chemical vocational training to its employees.

Thanks to the charity programs of Poli-Farbe Ltd., hundreds of educational, social, health and cultural institutions had been renewed with this quality Hungarian paint in the past years - from the border and beyond.

In addition, Poli-Farbe is one of the major donors to National Association of Large Families, as well as the strategic partner of Budapest Association of Disabled People.

The company's efforts in social responsibility have been recognized by the Ministry of Human Resources in 2012, Mr. Antal Szabó, managing director of Poli-Farbe Chemical Co. Ltd., was awarded a Ministerial Prize at the event organized on the occasion of the Disabled World Day.

“As a company we want to show an example of creativity, diversity, positive thinking and responsibility.”

Antal SZABÓ, managing director, Poli-Farbe Chemical Industry Ltd.

Poli-Farbe has always been in contact with creative talents in home-decoration, furnishing and interior design. How is the interaction with them is in connection with innovation and product development?

I find very important to have dialogue and common thinking with them, since otherwise we it is not possible to know and serve the market, consumer habits and to meet requirements. Our company has been a bridge for 25 years between the population, craftsmen, specialized stores and developers. Without the thorough knowledge of the market, no effective decision can be made. Our important goal is to foreseen various creative trends from time to time, to offer solutions to our partners and readers taking easier quality work and realizing beautiful homes. Our mission has remained unchanged since our foundation: to create a nicer and livable environment for families and communities with the



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help of our high quality innovative products. At the same time as company we would like to show an example of creativity, diversity, positive thinking and responsibility.

Poly-Farbe Chemical Industry Ltd. is one of the Hungarian significant leading paint and plaster factories. You are working to become the market leader in Central Europe: where are you now on the road, and how does innovation and creativity contribute to this issue?

Our most important achievement is that in 25 years we have built up almost from nowhere a dynamically developing company in Bócsa becoming for nowadays one of the dominant paint and plaster factories in Carpathian Basin. We have won several product and innovation prizes. I am very proud that we have achieved this result with our creative, Hungarian chemical industry experts, in our own laboratory and due to our modern manufacturing machines. Our team is constantly looking for innovative solutions being embodied in better and better products. Through our developments and innovations, we are on the threshold of market leadership. Last year is certainly a milestone in our company's history.

We have built a new production unit with robot technology and a 21st century production line by investing more than HUF 1 billion. The main advantage of industry's 4.0 development is to produce larger amounts of wall paint in less time using less electricity, while reducing the human resource per unit of tonne but increasing the volume of production. We have been able to manufacture Hungary's full white wall paint needs. Our competitiveness is expected to increase and our exports will continue to grow, thus the Western European market also will become available. It has been proved that automation and robotic technology are not necessarily associated with staff reduction.

Corporate responsibility plays a decisive role in the life of the company. How can a value-creating business be built?

Our continued expansion has enabled us to provide more and more assistance to disadvantaged people. Our factory has donated quality Hungarian paints to educational, cultural, social and healthcare institutions nation-wide over tens of millions of HUF in the recent years. I am extremely proud of the fact that our initiative has created, for example, an exhibition series under the name „Repainted reality”, in which both intact and disadvantaged artists could create together along our common values. We have been able to prove that mouth-foot painter artists can also create outstanding art works under appropriate conditions.