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THE RIGHT MOMENT IS DECISIVE.



Szccepan Kwiatek, founder and CEO of the Kartpol Group, had to wait until the market was ready for his products.

Szccepan Kwiatek founded the Kartpol Group in 1996. In the meantime the company has progressed to one of Eastern Europe's important producers of cartridges. Entirely new perspectives have been opened to the successful Polish enterprise in Wolomin with the integration in the Canadian Wentworth Group two years ago. It is planned to double the production capacity by 2016.

Mr Kwiatek, please give us some data on Kartpol.

I set up the company together with a partner in 1996. Today it is a trading company. We produce cartridges, printed cartridges. Our enterprise has been established in its present location for eleven years. We employ just under 50 persons. Central and Eastern Europe are our main markets.

Why cartridges?

It was in the time after the «change» in Poland when I looked for a product which is present on the market for a long time

without modification. A suitable product might be the packaging of everyday products which are used everywhere. One day I came across such a product, it was a cartridge.

The point in time was no doubt favourable!

I considered entering this business for the first time already in 1991. But after a market analysis I concluded that things weren't ripe yet for quite a while. The market wasn't ready for a product of this type. This is why we held back with the investment and the founding of the enterprise for some

years until there were producers who wanted to fill their products into cartridges.

In the meantime Kartpol in Poland has won an entrepreneur award already for the tenth time. Of what significance is this to you?

The Business Gazelle - this is the name of the ranking - is awarded to the companies with the most dynamic development in Poland. One of the conditions is that the company has been active in the market for at least three years and that it is transparent as regards its obligations towards the state and the banks. It is a big plus in marketing, of course, if one achieves this ranking year after year. A company which is annually represented in this ranking is seen with entirely different eyes by banks and business partners. And this is very important to us.

Do you have a recipe for success?

The determination to achieve objectives. And the right trading partners, the right subcontractors and the right persons as employees, of course. Most important of all are the partners because, basically, an enterprise is judged by its business partners and by the market.

«KARTPOL SEES ITSELF AS A COOPERATION PARTNER RATHER THAN AS A PRODUCER.»

Szccepan Kwiatek

Why do customers select the cartridges of Kartpol?

It is perfectly clear to us that in our cooperation with Henkel, Soudal, Selena, etc., we are the ones who have to meet the conditions. The entire atmosphere in customer care, the fast reaction to the wishes and needs of the client are very important. We don't make a product for the market - we produce for our partners. The end product consists of the product of our customer and of our packaging article. The two form one unit.

Quality is Kartpol's goal. What are the relevant factors?

The fact is that big business partners test a product for several months before they enter into business relations. Quite often we don't even know about it. It is only after their labs and quality inspectors have achieved positive results that discussions are started on a possible cooperation, and never earlier. We must submit proof of our products' quality, our innovation capability and our willingness to serve our customers at the highest level on a daily basis. We can only hold this high level thanks to our «environment», i.e. our production conditions and our partners.

You've been cooperating with Otto Hofstetter for the last twelve years. What characterizes your Swiss partner?

The openness towards our wishes and requirements. In my view this is one of the big strengths of the Hofstetter company. A good cooperation needs a basis, and in the last twelve years we had many opportunities to confirm the basic principles of this good cooperation. Particularly also in the last two years during which we at Kartpol implemented a new technology.

«THE CONFIDENCE IN PEOPLE, IN ONESELF AND ONE'S BUSINESS PARTNERS IS THE BASIS FOR SUCCESS.»

Szccepan Kwiatek

What are your next steps?

In 2010 we opened a new chapter in the history of our enterprise. We are a part of the Wentworth Group whose owner and principal shareholder is Walter Kuskowski. The Suwary Group belongs to him as well. This connection gives us a much wider view of the market and opens new perspectives. We plan as far as 2016, by which time we want to double our production.

Mr Kwiatek, we thank you for this discussion and wish you every success in future.

My thanks to you, also. Our enterprise wouldn't have the position in the market and the prospects for the future if it didn't have a partner such as Otto Hofstetter. Our Swiss supplier plays a very major role in our current market position. Kartpol is just lucky when it comes to business partners.

EK Technika
Precyzja
Jakość

The Kartpol Group was set up in 1996 and has been a part of Wentworth Technologies Co. Ltd. since 2010. The company domiciled in Wolomin near Warsaw produces cartridges for silicones and sealants for customers in Central and Eastern Europe.



Walter T. Kuskowski, President and CEO of Wentworth Technologies Co. Ltd., became a shareholder of the Kartpol Group in 2010.

www.kartpol.eu