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CENTER FOR STRATEGIC COMMUNICATIONS

OFFER №105
SALE OF CERAMIC TILES

APPLICANT:
MANUFACTURER

COUNTRY:
RUSSIA

INDUSTRY:
PRODUCTION OF PORCELAIN STONEWARE AND CERAMIC TILES

TARGET MARKETS:
CIS, EASTERN EUROPE, ASIA, MIDDLE EAST

OBJECTIVE:
SALE OF CERAMIC TILES THROUGH DEALERS AND WHOLESALE BUYERS

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Description: One of the leading manufacturers of ceramic tiles and porcelain stoneware produces its products using state-of-the-art European equipment. The production lines are equipped with Neutsch presses, Intesa digital printers, and SACMI complexes, ensuring high molding precision and exceptional color depth. Raw materials are sourced from Russia, Italy, and Spain, allowing the company to offer a wide range of wall and floor tiles, inserts, and decorative elements with diverse textures, colors, and formats.

Proposed cooperation:

- Wholesale and dealer partnerships with discounts from 37% to 52%
- Direct contracts for regular supplies from stock
- Products of Grade I, Grade II (−10%), and Grade III (−20%)
- Possibility of custom orders (specific formats, collections)
- Export deliveries with full logistics and customs support
- Assistance in order formation, reservation, and shipment
- Private Label production and custom packaging — upon agreement

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Advantages of Cooperation:

- **Production on European equipment:** automated SACMI lines, Intesa digital printers, Neutsch presses, and KEMAC decorators ensure high dimensional accuracy, sharp patterns, and consistent quality.
- Flexible discount system: up to 52% off the retail price, with the option to purchase Grade II and Grade III products at reduced prices (up to 20% off).
- **Wide assortment:** over 100 collections of wall and floor tiles, porcelain stoneware, inserts, borders, and decorative elements in popular formats (600×1200, 600×600, 300×600, 250×500, 400×400, etc.).
- **Centralized warehouse logistics in Russia:** prompt shipments from stock — convenient for both domestic and export markets.
- **On-trend designs and regular new releases:** collections follow market trends and are adapted to the requirements of various segments — from economy to premium.
- **European-quality raw materials:** sourced from Russia, Italy, and Spain, ensuring stability, eco-friendliness, and rich color solutions.
- **Individual approach:** made-to-order shipments, assortment selection, and Private Label production — all making cooperation flexible and partnership-oriented.
- **Reliability and scale:** many years of manufacturing experience, a stable market position, confirmed by a wide dealer network and consistently high production capacity utilization.

Technical Parameters of the Commercial Offer:

Product range includes:

- Porcelain stoneware in formats: 600×1200, 600×600, 450×450, 200×1200, 300×600, 300×300 mm
- Ceramic wall and floor tiles in formats: 300×600, 250×500, 280×400, 400×400 mm
- Inserts, borders, decorative elements, and metal profiles

Retail prices (RRP excluding VAT):

- Porcelain stoneware: from 885 to 1,243 RUB/m²
- Wall tiles: from 433 to 729 RUB/m²
- Floor tiles: from 458 to 601 RUB/m²
- Inserts and borders: from 118 to 743 RUB/piece
- Dealer discounts: from 37% to 52% off RRP

Additional conditions:

- −10% discount on Grade II products, −20% on Grade III
- Some items (e.g., technical porcelain stoneware) are not subject to discounts
- Part of the product range is available on a made-to-order basis

Note: The stated prices are based on the company's current price list. However, the offer and pricing conditions may be adjusted.