

## Our furniture has appeal

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"What I value most at Szynaka-Meble company is the fact that it is a family business, which does its own thing and creates its own history," said Alina Szynaka, Vice President of Szynaka-Meble Sp. Z o.o.

What proportions in your income does production of home, office and shop furniture play?

We have custom made kitchens produced in our Wolsztyn factory. Home furniture dominates in our local and international sales. The proportion changes depending on market demand. Office and shop furniture is produced mainly for the local market, and represents 15 % of our sales. About 50 % of income comes from home furniture sales both locally and internally, and about 25 % from sale of kitchens (locally and internationally).

What is your export hit?

Many of our furniture designs and ideas are hits. These are custom made units and systems designed for foreign clients, and they are very popular and sell extremely well.

Who designs the furniture? Do the designs follow world trends?

We allow our staff the freedom to suggest designs. Many of their ideas are in production. We also use external designers, who prepare projects according to our suggestions and specifications.

Trends? It is not a word I use in the furniture context. I prefer the description "functional furniture", "interesting", and currently, "cheap". Nonetheless, I do feel that our sales results are proof that our furniture meets world trends.

Where do you get your wood and other materials from?

In terms of materials, wood, etc. – 75 % of our raw materials are local.

Szynaka-Meble is a family business. Have you thought of listing on the stock exchange?

I shall leave that question unanswered.

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