



St. *m*ajewski®
since 1889

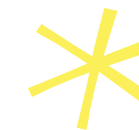
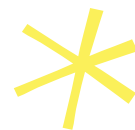
ST. MAJEWSKI SP. Z O.O
UL. KREDKOWA 1
05-800 PRUSZKÓW
POLAND

WWW.ST-MAJEWSKI.PL

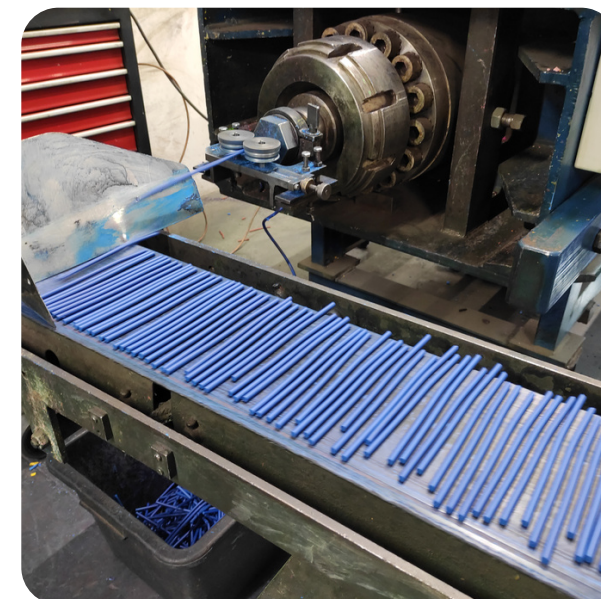
FROM A LOCAL POLISH FACTORY
TO THE BIGGEST MANUFACTURER & DISTRIBUTOR OF SCHOOL SUPPLIES!

OVER 130 YEARS OF HISTORY

THEN



NOW

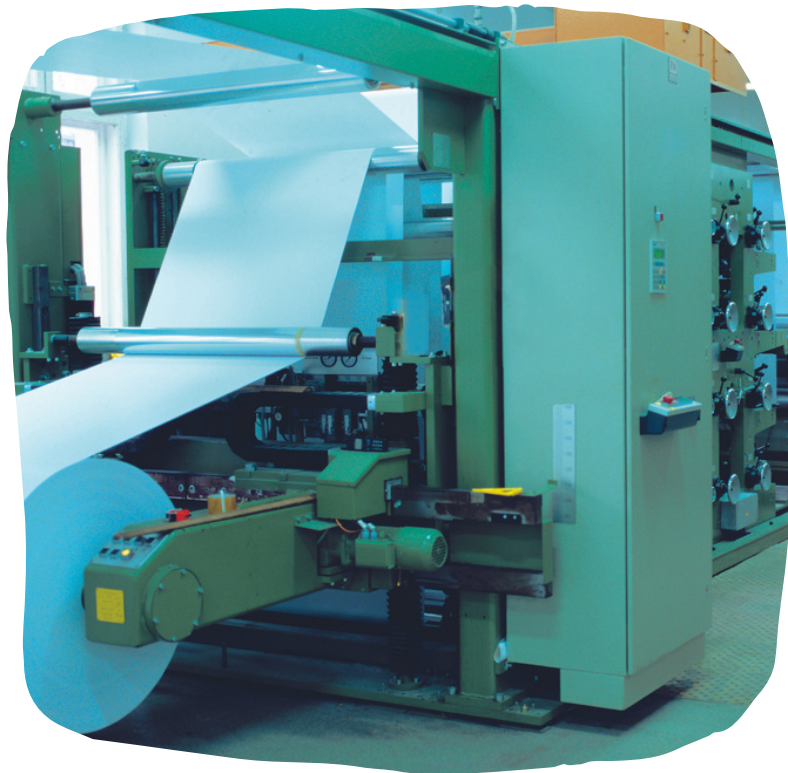


WHO ARE WE?

- The biggest manufacturer, importer and distributor of school supplies, pre-school and art&craft articles on the Polish market
- We offer a few thousand of various products, such as art&craft items, stationery, school textiles, as well as office supplies

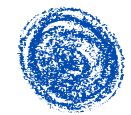


OUR PRODUCTION PLANTS



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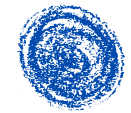
NATIONAL DISTRIBUTION CHANNELS



TRADITIONAL

Wholesale

Stationery shops, bookstores,
Toy Shops and convenience stores

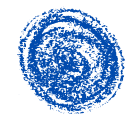


MODERN

Retail chains

Discount store chains

Cash&Carry



E-COMMERCE

Internet shops

Platforms such as marketplace

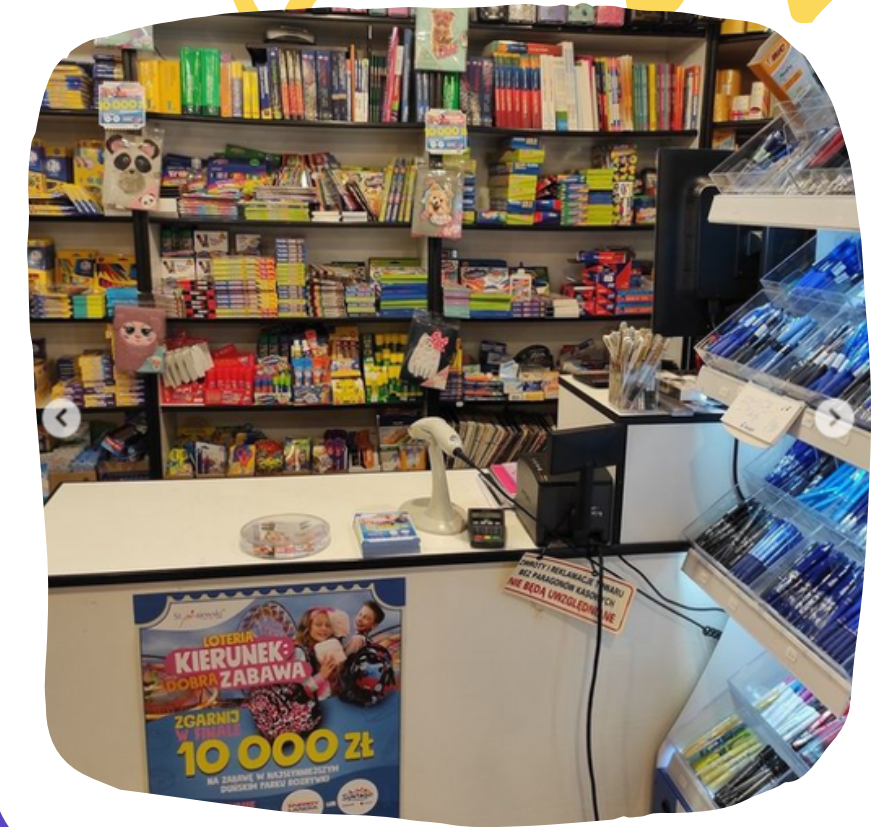


B2B

Advertising agencies

Corporate clients

Institutions, organisations

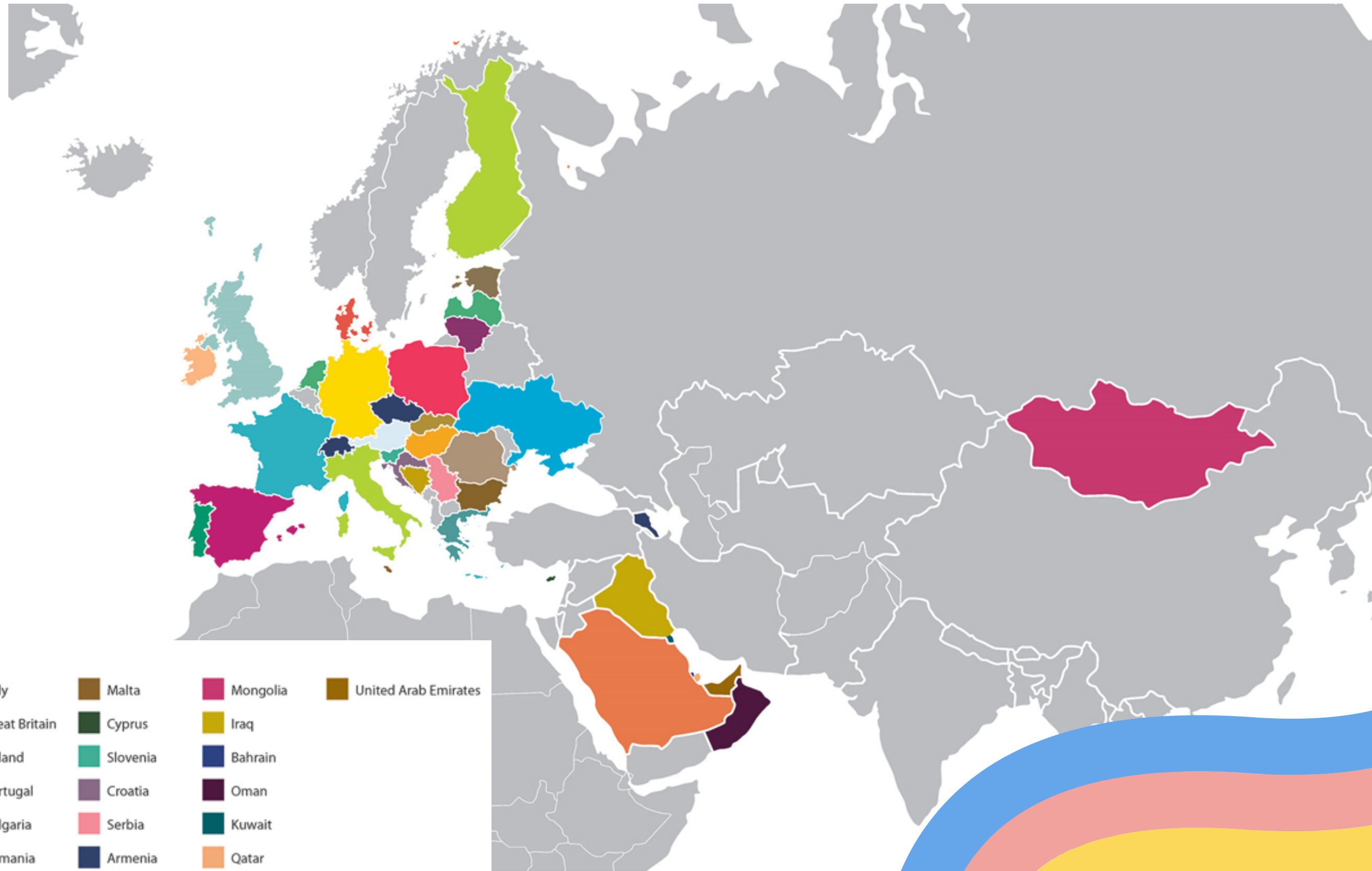


NATIONAL DISTRIBUTION CHANNELS SHOWROOMS & NATIONAL FAIRS



OUR PRODUCTS CONQUER THE WORLD!

EXPORT TO OVER 30 COUNTRIES



Poland	Germany	Italy	Malta	Mongolia	United Arab Emirates
Slovakia	Austria	Great Britain	Cyprus	Iraq	
Czech Republic	France	Ireland	Slovenia	Bahrain	
Ukraine	Netherlands	Portugal	Croatia	Oman	
Lithuania	Denmark	Bulgaria	Serbia	Kuwait	
Latvia	Finland	Romania	Armenia	Qatar	
Estonia	Spain	Greece	Bosnia and Herzegovina	Saudi Arabia	

OUR PRODUCTS CONQUER THE WORLD!

INTERNATIONAL FAIRS

BIG BUYER - BOLOGNA, PAPERWORLD - FRANKFURT, INSIGHTS-X - NUREMBERG





POLISH COMPANY WITH HERITAGE

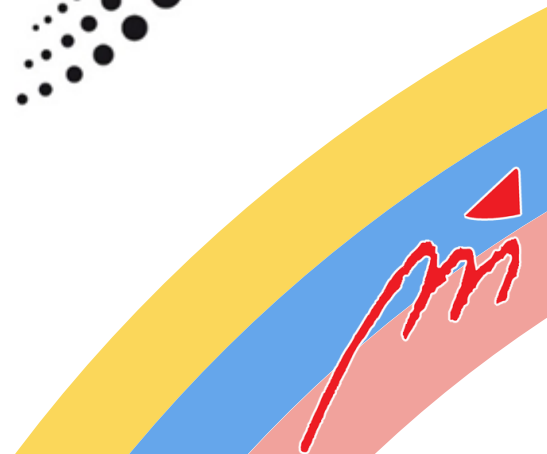
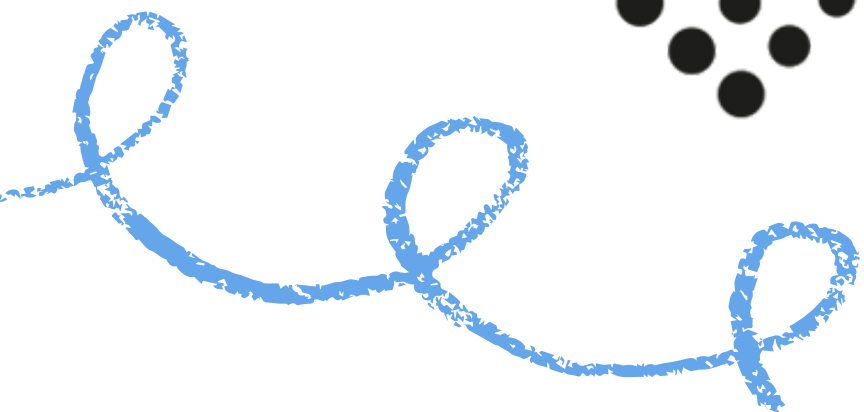
WHAT MAKES US STAND OUT?

- Company & brand awareness
 - Over 130 years of continuous operation
 - Excellent knowledge of the industry & consumer needs
 - Vast experience in manufacturing, import, brand development and trading
 - Business credibility & partners' trust
 - Dynamically operating logistics
 - Professional teams of experts in development, product design as well as trade & marketing
 - Innovation
 - Attention to quality standards
 - Cooperation with certified suppliers
 - Large portfolio of licensed articles
 - Extensive marketing activities for each brand
 - Flexibility in building an offer for the individual needs of a specific channel or retail chain
 - Possibility of production under the chain's own brand
- 
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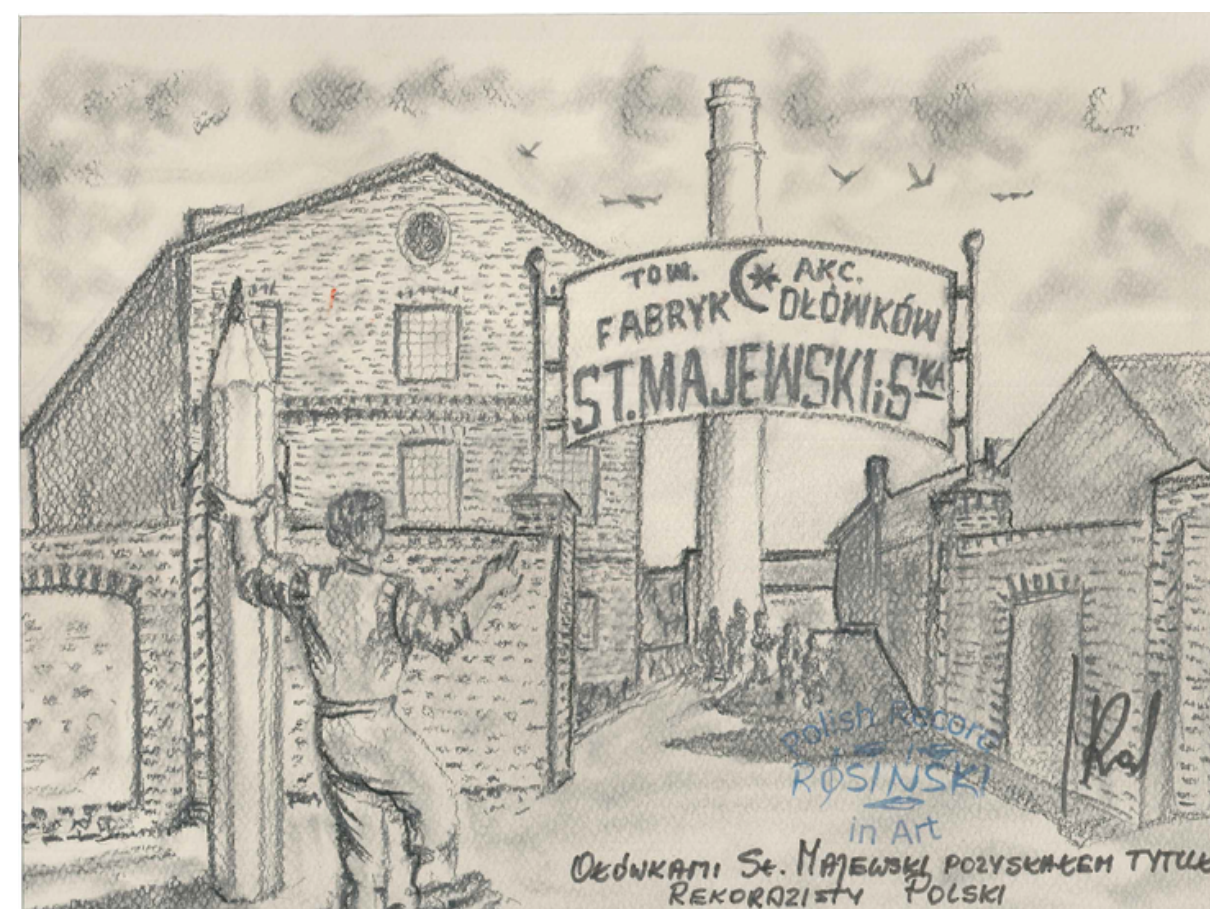
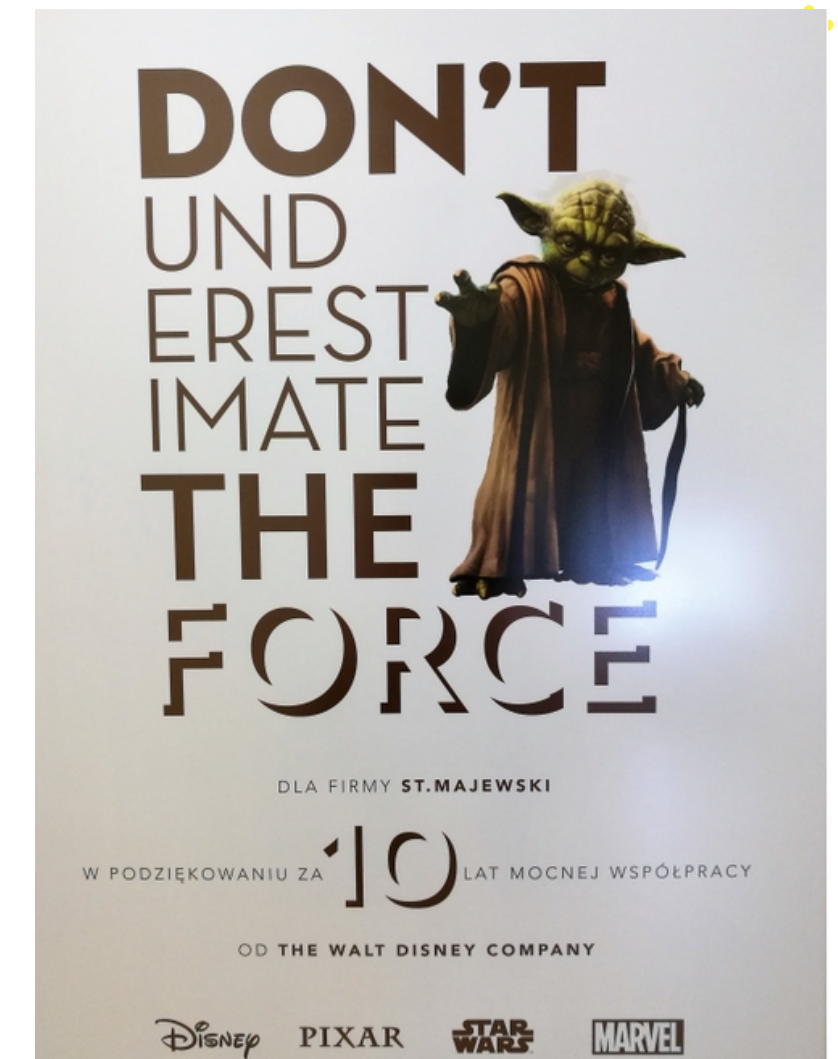
WE PUT CHILD'S SAFETY FIRST !



Ostrzeżenie:
Nieodpowiednie dla dzieci w wieku poniżej 3 lat
z uwagi na ryzyko zranienia i połknięcia,
zachować opakowanie ze względu na ważne informacje.

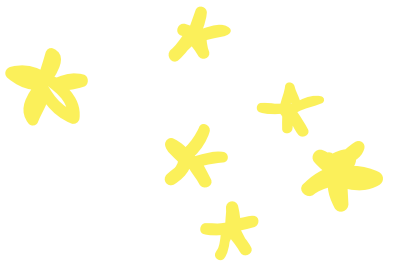


AWARDS & RECOGNITION



MEET OUR BRANDS





Each child is an artist who fully believes in their capabilities. Wishing to develop creative passions of the youngest, we, under the Bambino brand, constantly introduce new products, which are characterised by high quality, a wide range of colours and designs tailored to the needs of the target group. Bambino is the key to inspire and promote creative passions among kids.

ART& CRAFT SUPPLIES

Crayons, colouring pencils,
pastels
Poster & watercolour paints
Plasticine
Paint brushes
Palettes
Non-spill cups

STATIONERY

Pencils
Pens
Fountain pens
Felt-tip pens
Markers

PAPER STATIONERY

Pads
Exercise books
Folders

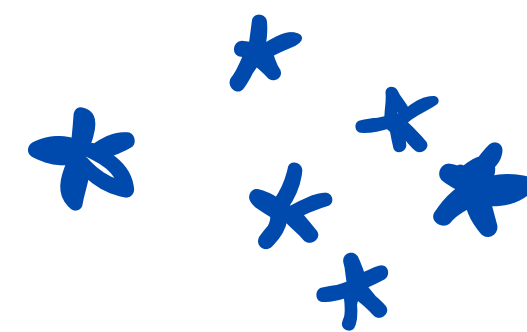
SCHOOL SUPPLIES

Sharpeners
Erasers
Scissors
Glue
Geometric sets

SCHOOL TEXTILES

Satchels
Backpacks
Pencil cases
Aprons
Shoe bags





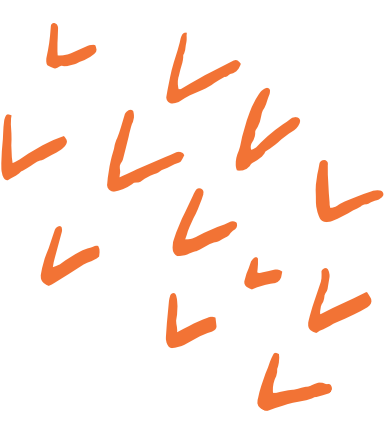
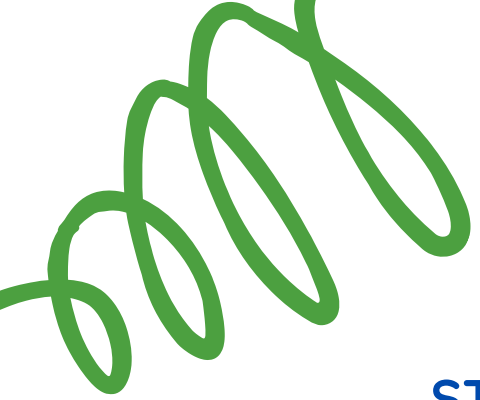
The main task of the Unipap brand is to provide paper products that accompany everyone at every stage of life. Notebooks & pads are perfect for school, notebooks or folders will work well in the office. A variety of formats, rulings, and designs make learning a pleasure, and working in the office not a routine.



PAPER STATIONERY

Exercise books
Hardcover notebooks
Notepads
Folders
Pads





ST.RIGHT is a brand for the fashionable and active ones. School collections are inspired by the latest fashion trends. Products are characterized by high quality, thanks to which they meet the needs of even the most demanding consumers.

TEXTILE ARTICLES

Backpacks
Pencil cases
Waist bags
Wallets
Aprons
Shoe bags

ART&CRAFTS ARTICLES

Colouring pencils, pastels
Poster & watercolour paints
Plasticine
Brushes

STATIONERY

Pencils
Felt-tip pens
Markers

PAPER STATIONERY

Exercise books
Hardcover
notebooks
Folders
Pads

SCHOOL ACCESSORIES

Glues
Geometric
sets





Products under Mona brand are excellent choice for those who look for quality art&craft articles at a reasonable price, and at the same time focus on the Polish origin of the product. Offer includes something for everyone - art amateurs of all ages, from kindergarten to adult hobbyists.

ART&CRAFT ITEMS

Poster pains
Plasticine
Modelling clay
Clay
Papier-mache
Glues





An original series of products addressed to little animal lovers with the motifs of the most popular cat and dog breeds, reflecting current themes and color trends. Here, every fan of pets will find something for themselves.

Starting from backpacks to gadget diaries, notebooks and crayons in gift packaging, the offer surprises with its style and sophisticated design.

TEXTILES

Satchels
Backpacks
Pencils cases
Aprons
Shoe bags

PAPER STATIONERY

Pads
Notebooks
Folders
Diaries

ART&CRAFT ARTICLES

Colouring pencils
Crayons
Pencils
Poster paints
Plasticine



LICENSED BRANDS



LICENSED ARTICLES

TEXTILE ARTICLES

Satchels
Backpacks
Pencil cases
Aprons
Shoe bags
Water bottles
Lunch boxes

STATIONERY

Pencils
Pens
Felt-tip pens

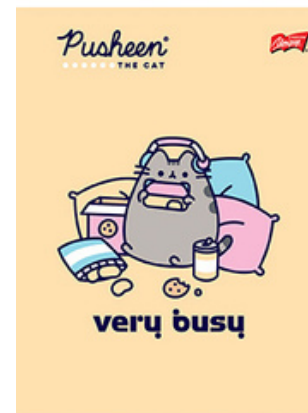


PAPER STATIONERY

Exercise books
Pads
Desk mats
Desk pads
Diaries
Folders
Cases with handle

ART&CRAFT ARTICLES

Crayons
Poster and watercolor paints
Plasticine



MARKETING ACTIVITIES SOCIAL CAMPAIGN



2022 r.

- National Social Campaign "Disconnect - Re-connect" initiated by the Support Zone Association - is an educational campaign aimed at promoting knowledge about the sustainable use of technology by children
- The Bambino brand, which has supported children's creativity for generations and proper artistic development, showing them the world of colourful, real emotions - became a partner of the campaign, because creative artistic games, family time, creating decorations or DIY gifts, learning about colour, textures, basic physics (e.g. a rainbow) has in its DNA
- As part of the campaign, Bambino inspires and motivates to creative actions, among others through: activities in social media, contests, events, participation in parenting fairs





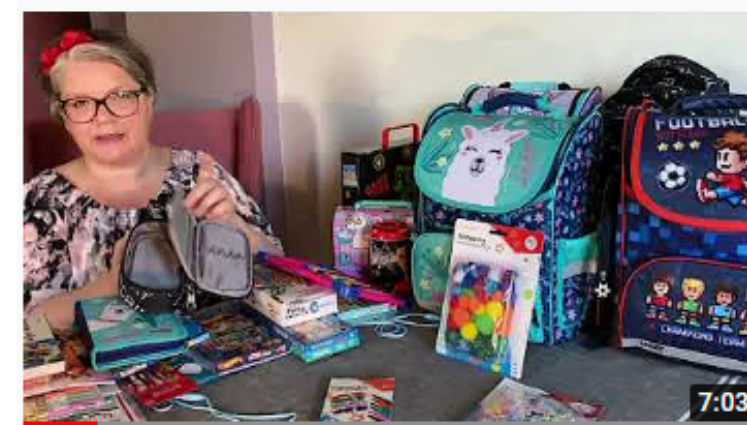
MARKETING ACTIVITIES BRAND IS A PARTNER OF THE BOOK SERIES

- "Olo i Awa logopedyczna zabawa Kredki"
Monika Skikiewicz "Bajanka"
publisher Media Rodzina
- "Olo i Awa logopedyczna zabawa Plamki"
Monika Skikiewicz "Bajanka"
publisher Media Rodzina



MARKETING ACTIVITIES ADVERTISING SUPPORT

- Internet (www, parenting websites, social media)
- TV (TVP2, TVP abc, Polsat News, TVN, TV Puls)
- Cinema (Helios, Praha, Nove Kino Wisła)
- Radio (RMF, RDC, TRÓJKA, FEST)
- Publishing (professional, children, parenting)
- Theatre (Capitol)
- Outdoor (metro, billboards, storefronts, banners)
- Influencers (cooperation with z Roksana Wegiel, Ala & Ola Tracz, YotoToys, Pawel Szymański, Magdalena Kordaszewska "Zabawkowicz", Dorotą Zawadzka "Supernanny",
- Leaflets, folders, product catalogues & brochures
- POS materials i promotional gadgets
- National & international trade fairs



Szkolna przygoda oczami Doroty Zawadzkiej - Super Niani

8,2 tys. wyświetleń • 2 lata temu

Kolorowy Świat Bambino

Dużymi krokami zbliża się wrzesień i powrót do szkolnej rzeczywistości. To dobry moment



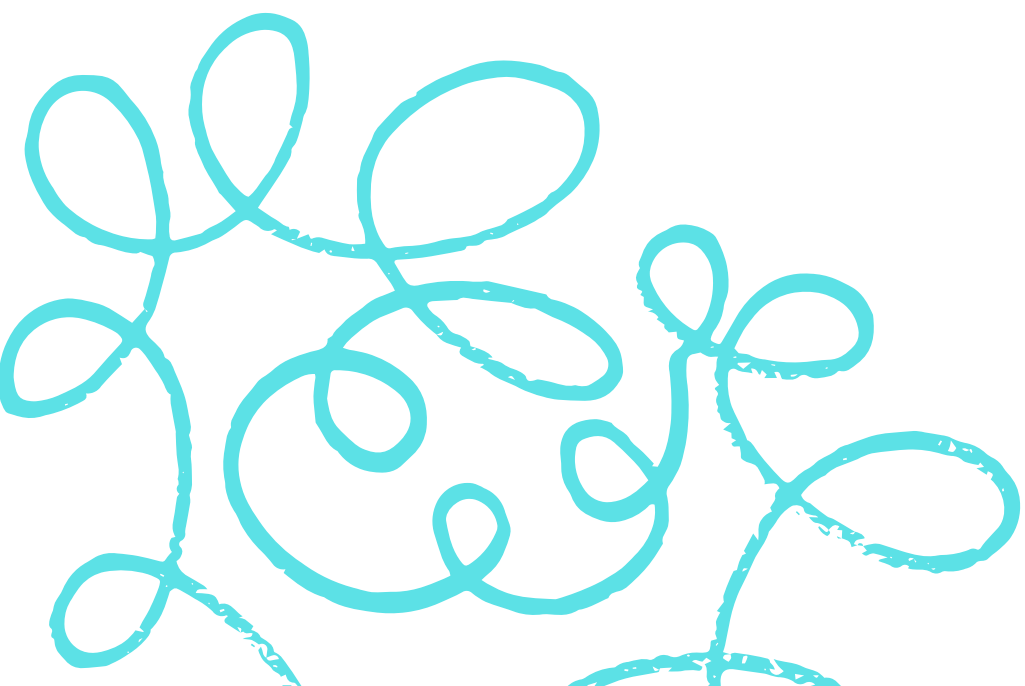
MARKETING ACTIVITIES PUBLIC RELATIONS

- CSR (social commitment, relationships with consumers, fair market practices)
- Sponsoring (supporting cultural, educational and sports activities)
- Marketing of events (sports for children, social: festivals, educational meetings)
- Media relations (press releases, press packs)



MARKETING ACTIVITIES COMMUNICATING WITH CONSUMER

- Teacher - the Ambassador
- Parent- the Decision Maker
- Child - the User



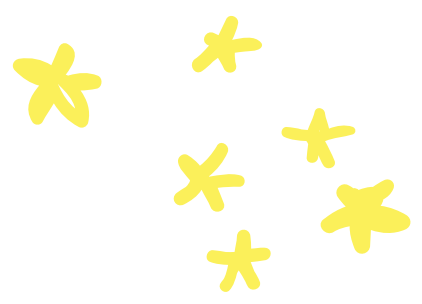
TEACHERS - WHY ARE THEY IMPORTANT?

- Recommend products (as authorities for parents & children, prepare school lay-out lists)
- Test products and share their impressions with other educators, they often run blogs, social profiles, and are active on internet forums)
- They make purchases, decide what products are purchased by the facility
- They are open to knowledge, eagerly broaden their horizons, undergo trainings
- Are involved in the organization of local events and activities
- They like to take part in competitions, win prizes for themselves and their students

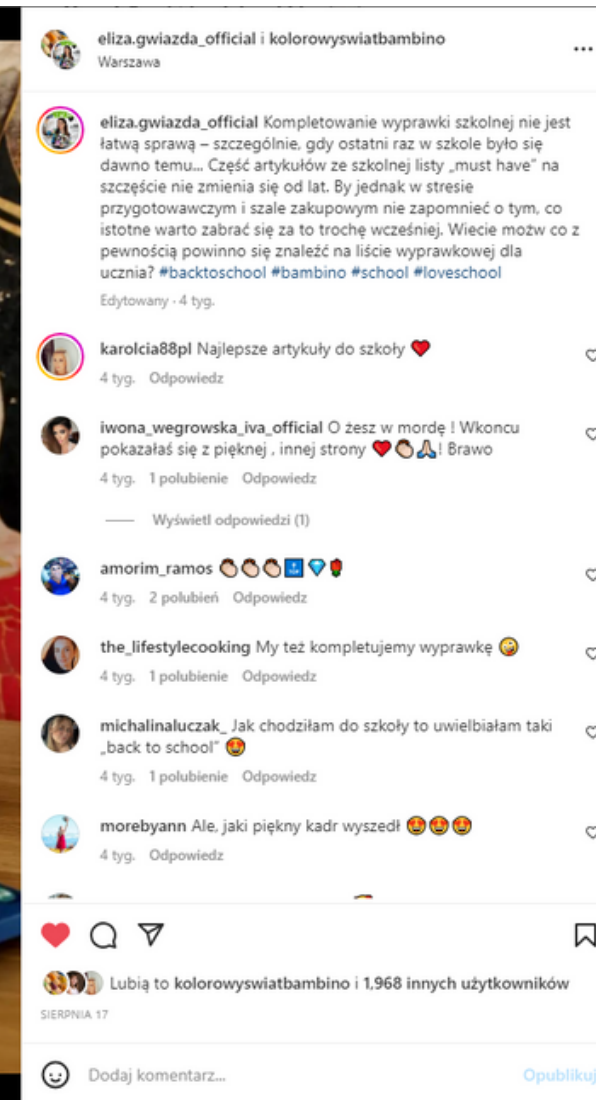
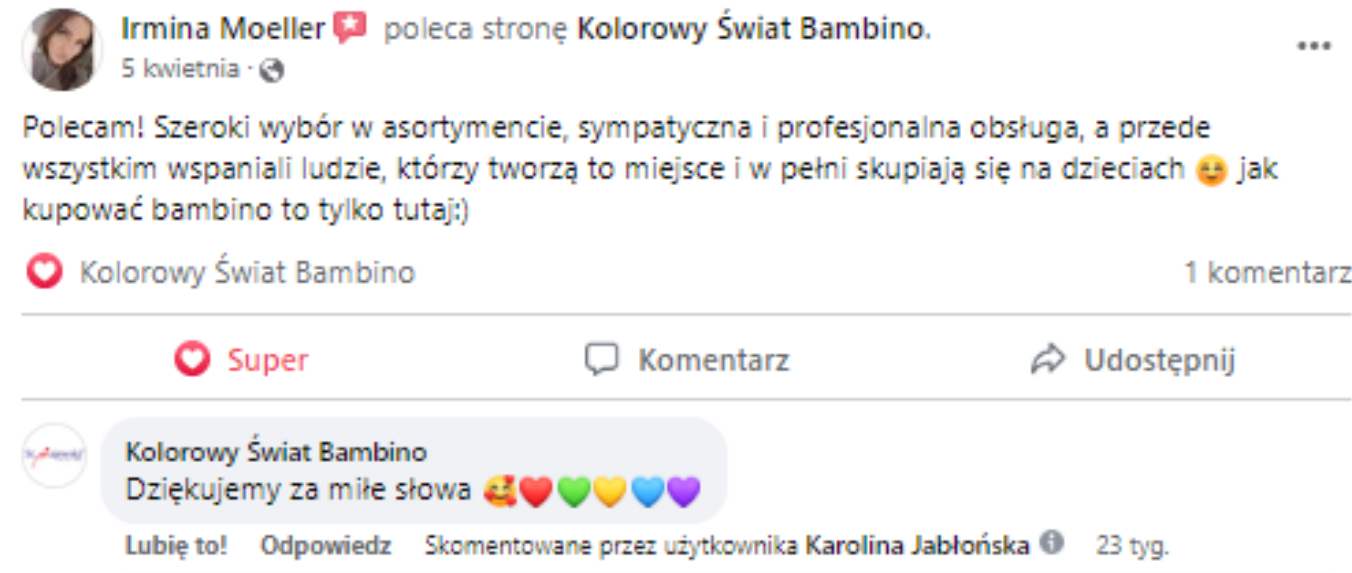
PARENT- WHY DOES HE/SHE TRUST ST.MAJEWSKI ?

- Buys a safe and "quality" product (approvals, quality control, attention to detail)
- The company influences the development of his child (creative, safe products)
- Receives added value (promotions, contests, freebies)
- Has easy access to products (wide distribution: network, wholesale, retail, internet channel; appropriate merchandising)
- Buys from a Polish company with traditions (over 130 years of uninterrupted activity, Polish brands, Polish production of many articles)
- The company meets their expectations (a wide range, products with top licensed brands, own brands, modern design, flexibility in terms of products and organization)
- Access to easy communication with the company is ensured (efficient social media, website, consultants in the field, brand ambassadors)
- Experiences a pro-customer attitude on the part of the company (efficient problem solving, complaints)
- As a parent - blogger, receives opportunity to test products and cooperate in the area of creating artistic inspirations

PARENT- THE DECISION MAKER



- Explores and evaluates
- Takes care of the child's safety
- Focuses on the development of the child
- Buys with awareness
- Must have products "at hand"
- Trusts Polish products
- Researches product information
- Eagerly uses social media
- Blogs



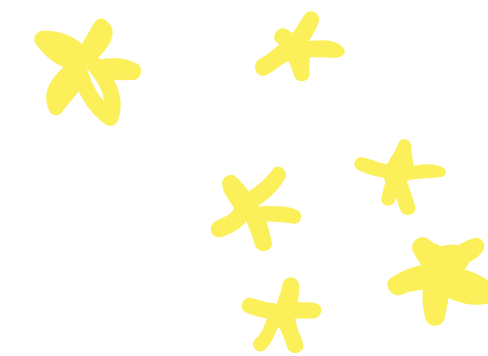
CHILD – INTERACTIONS WITH THE COMPANY

- Events (Childrens' Day, Santa's Day, outdoor events)
- Lotteries, contests for children (online, in shops)
- We spread joy among children by helping them (Unicef, Caritas, Ukraine)
- Children co-create the offer with us, their opinion is very important (focus research)
- Brand Ambassador program
- They test and review school products



❤ BACK TO SCHOOL | Pusheen Girl
103 tys. wyświetleń • 1 miesiąc temu
Pusheen Girl
Zapraszamy Was na nowy film "BACK TO SCHOOL" Jeśli chces

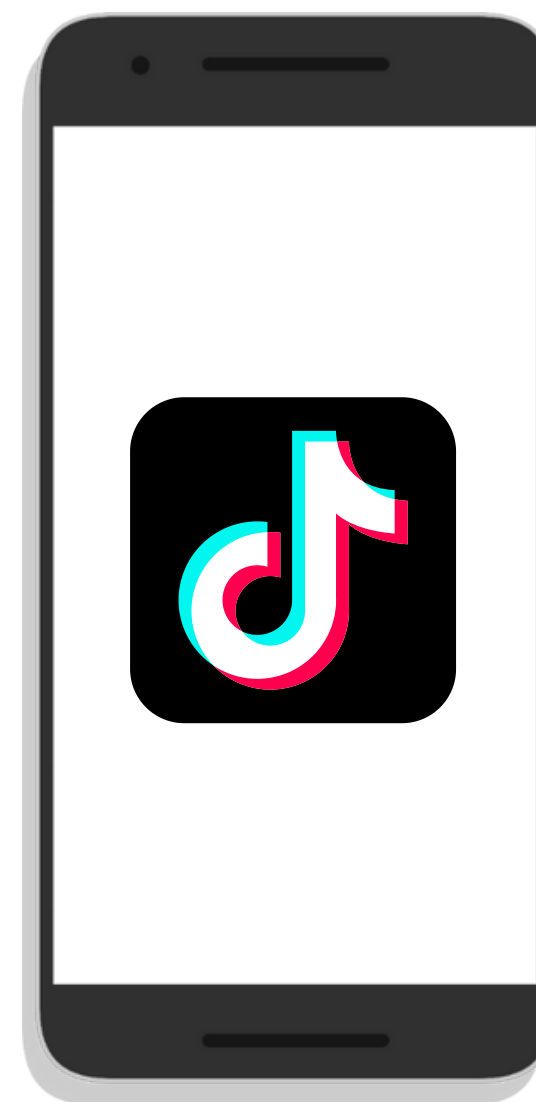
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