



Market

The market of construction materials in the Republic of Macedonia is competitive in terms of various construction materials and qualities whether imported or from domestic producers, but we can freely conclude that Pofix doo Tetovo is the leader in the last five years for the production of various mortars, acrylic products, paints, varnish, liquid insulating material, various policolor paints and styrodur (polystyrene) products.

Within a short time of operation of Pofix DOO Tetovo, a tradition of fourteen years brings a major comparative advantage with its products, relies on its defense of a leading market position.

From 100% of marketed products, the proportion domestic market-export is 40% in foreign markets (Republic of Kosovo, Republic of Bulgaria, Republic of Serbia, Republic of Croatia, Republic of Bosnia and Herzegovina, Republic of Montenegro and Republic of Albania), while the domestic market is covered with 60% of the offer.

Despite the current crisis in the country, Pofix manages every year to realize a positive financial result and with reinvested profit for each year.

Achievements

The development of the company was moving upwards in terms of growth and earned turnover and in terms of earned income. Pofix has a clear market vision of high production and market success. Since 2003 the company earns profit, which profit each year is reinvested in fixed assets, production facilities and real estate.



Each year the company achieved a turnover of 9 million to 12 million euros. Pofix has its own transport through which efficiently delivers products to customers or to market places, has introduced a reward for clients who met the limit at the end of the year in terms of consumed materials, professionally controls the quality of products, each year modernizes the production facilities and production lines, educates the employees and senior managers through seminars at home and abroad. The company started in 2002 with an asset of 45,208,324, 00 MKD (735,094 euros) and a registered capital of 14,371,847, 00 MKD (233,688 euros), while in 2015 the total assets in the amount of 1.163.861.451, 00 MKD (18,924,576 euros) and with registered capital of 122 471 836, 00 MKD (1,991,412 euros).

History

The Company was founded in 2002 by the two founders, in charge of manufacturing activity in the field of construction. It started with the production of various mortars exclusively for the needs of the construction industry and production of dry mortars continuing to expand with acrylic products, paints and various facade materials with different facade mortars. With positive results in the coming years the company began to grow into a true giant with new investments in the country and abroad, introducing new lines and manufacturing facilities for production of various construction products, such as styrodur production factory and metal batten production factory, so today it counts more than 200 different items.

Foreign investments are made in the Republic of Kosovo, producing various water and dry mortars and a factory for production of polystyrene.

All this Pofix currently manages by three partners and 74 employees that makes it the steady with rapid development.

Product

In the Republic of Macedonia and the world high quality products with various slogans are being produced, but Pofix is a leader in Macedonia for the production of all kinds of mortars and makes it the most competitive with quality materials licensed and standardized by the ISO 9001 quality standard created by the highest world standards. All products were made attractive to customers and make them suitable for the construction sector as an essential material for rendering.

With the current production capacity Pofix manages to be competitive in all former Republic of Yugoslavia republics, Bulgaria and Albania.



All products produced by the company are related exclusively to the construction sector and are in step with European innovation and standards for quality and durability.

It is planned introduction of new higher-quality products that will replace the existing products.

Acrylic products and policolors (paints) and various mortars are wanted more each day as they possess excellent properties for design and look, and are highly positioned in the market with lower prices.

Throughout 2015 were spent more than EUR 50,000 for advertising and propaganda to promote new products, which in the future will continue at this pace.

Brand Values

With the work done so far, the company succeeded in winning the domestic and foreign markets for quality and standardization of the same which is awarded by various institutions and chambers of commerce in Republic of Macedonia.



POFIX Profiles



Recent Developments

In 2015 was completed the procedure for taking over of former apparel factory "Edinstvo" a.d. Tetovo and it was introduced a new production plant worth 2,500,000 euros in a business area of 25000m², which represented the focus of expansion of the production capacity and modernization of styrodur production line. With the stated profit for 2015 which is over 1.4 million euros, there are planned new investments or reinvested profit in new production facilities and fixed assets and real estate. From 2004 until today Pofix continuously invests in human resources, first of all in its professional staff from the field of technology and construction sector.

Promotion

Pofix annually spends money for promotion, advertising as a powerful tool for selling its products. To continue the tradition of advertising and creative advertising spots and promotional events and activities in selling points with the sole aim to reach out to a larger circle of consumers of construction materials.



The range of Pofix products in the country have become increasingly more wanted and necessary part of the buildings and in the market and in the everyday life of the construction industry. All consumers gained confidence of high standard of quality with recognizable logo, tradition, reliability and innovation that strongly connects the consumers to the company especially with different dry mortars and paints. While for investments in the Republic of Kosovo and its operation has won the Superbrand award.

www.pofix.com



THINGS YOU DIDN'T KNOW ABOUT...

PoFIX

➤ Each entity that decided to quality work at creating an image, it will extend the tradition to younger generations. That happened to Pofix DOO Tetovo.