



TECHNOLOGY AND DESIGN OF THE FUTURE



HISTORY

The Czech company Romotop, based in Suchdol nad Odrou, was founded in 1992 through the vision, enthusiasm and determination of a man named Josef Hein. This was at a time when modern design was just beginning to appear in stoves and fireplace inserts. The company's first stove was called the KK1, while subsequent product names such as Tábor and Zlín made it abundantly clear that Romotop was a Czech company. Romotop had a significant impact on the penetration of stoves onto the Czech market in the 1990s. Thanks to its many years of experience, Romotop dynamically transformed over time from the small-scale production of a few models into a company with state-of-the-art technological facilities and strong construction potential. From the very beginning, its technological facilities were equipped with cutting-edge machines and equipment, such as welding robots and a unique assembly and painting line, one of the most modern and environmentally friendly in Europe. Under

these conditions, which Romotop has always been able to provide, a new chapter in modern stoves and fireplace inserts began in the Czech Republic. Soon after its foundation, the progressively developing company realised that the Czech market was no longer big enough, so began to carefully penetrate the European market, where it easily found customers thanks to its leading designs and quality of combustion. Long-term cooperation with the most demanding European customers and the enthusiasm and initiative of key co-workers have enabled us to build a company often referred to by the professional public as the most modern manufacturing plant in Europe. More than 600 employees and a total area of 55,000 m², of which 25,000 m² is warehouse space, make Romotop a European leader in the production of stoves and fireplace inserts. No matter what their heating type preference (hot water, hot air or a classic tiled stove), customers have always been able to rely on Romotop's team of experts and strong backing.

INNOVATION

Romotop is a European leader in the development, production and innovation of stoves and fireplace inserts. The same goes for design. Production does not simply focus on the above, but includes accumulation, accumulation exchangers, hot water exchangers and regulation. We are seeing ever-increasing demands on stoves and fireplace inserts. Unlike in the past, customers are not just looking for a great aesthetic experience, but also high utility, efficiency and environment-friendliness. Romotop products play an increasingly important role as the main source of heat in modern households. The company's innovation team is continually improving the efficiency and clean combustion of our stoves and fireplace inserts. In line with its code of conduct, Romotop always promotes the environmental-friendliness and economic operation of its innovative solutions. The innovation team's goal is to develop new technical solutions, particularly in the combustion chamber and flue gas pathway design, and combustion process

Tradiční výrobce krbových kamen a krbových vložek

55 000 m² výrobní a skladovací prostor

600 zaměstnanců

1 000 000 prodaných výrobků

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management. The results of these efforts are new products that provide a much more stable combustion process and a wide range of heat outputs. Romotop also holds a patent offering customers a hot water exchanger with a TRIPLE PASS system that transfers more heat to the heating medium and ensures less harmful substances are produced by burning biomass.

VALUE OF THE BRAND

Romotop is a leader on the European market in stoves and fireplace inserts, and has business partners on all continents. Romotop sells around 40,000 stoves and fireplace inserts every year. The company's philosophy is to continually advance the development of stoves and fireplace inserts. The aim has always been to offer customers the highest quality materials in timeless

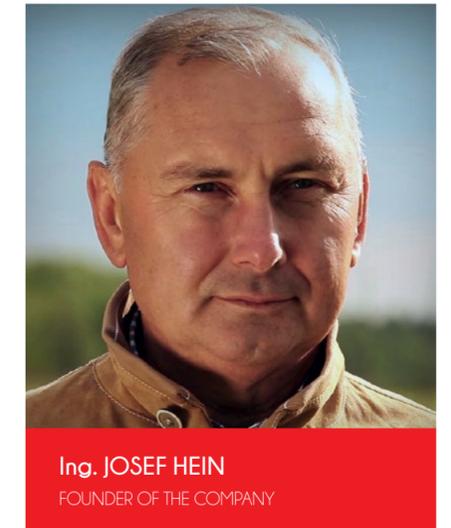
designs. These aspects have helped create a unique relationship with customers, who stay with the Romotop brand. The company's sales network and customer service are built around cooperation with partners. In the Czech Republic alone, the network includes over 300 dealers who undergo systematic training in Romotop products. The fact that the company is heading in the right direction is evidenced by the ever-increasing number of stoves and fireplace inserts produced and exported to 34 countries, including South Africa, South Korea, the USA, Brazil, Turkey, Cyprus, Saudi Arabia, Israel and Georgia. The company's portfolio also includes the Storch premium stove brand, which has secured a stable place in the luxury stove segment.

COMMUNICATION AND SUCCESSES

Communication is the foundation of a good relationship, which is why Romotop always strives to provide its customers and partners with up-to-date information. This is based around a marketing communication mix. It also knows that its work doesn't end with a sale. People need advice or to share their results. Social networks have therefore become the standard for the fastest communication with customers. Communication through industry journals that target potential customers has also proved very successful. The radio spot used in 2019 to supplement the work team was also highly effective. The company also considers its platinum award in the prestigious ADEX competition, held in the USA and in which over 1,800 products were entered, as a great success. In 2001, Romotop received the Excellent Product Award from the Design Centre of the Czech Republic. Another milestone was 2nd place in the Product - Technology of the Year competition in 2012, when the Arona stove caught the eye of the expert jury with its design and applied technologies. Romotop regularly collects awards at various trade shows for new products introduced onto the market.

CORPORATE SOCIAL RESPONSIBILITY

By the very nature of its business, the Romotop brand approaches CSR very responsibly to ensure a sustainable and responsible business model. For this reason, it is very important to have good relationships within the company and to offer employees conditions in which they can work well. Thanks to this philosophy, Romotop can boast very low staff turnover rates - in short, it has been able to create stable working conditions with good prospects. Support and education for young people is a matter of course. Romotop works very closely with nearby secondary vocational schools so that students can find a job at the company after finishing their education. Students at the stonemasonry school also come here for training, meaning the company will enjoy educated business partners in the future. Romotop also supports various sports activities, such as cross-country and downhill ski races at Heipark in Tošovice and the annual 'Heipark Day' sports-culture day.



"We love technology and innovation, and as we're a leader on the European market, we are always trying to push the field of stoves and fireplace inserts forward. With our enthusiasm and hard work, we've managed to make Romotop a stable and strong company."

POINTS OF INTEREST

- MORE THAN 1 MILLION ROMOTOP PRODUCTS SOLD
- 1992 - YEAR OF FOUNDATION
- 40,000 - APPROXIMATE NUMBER OF ROMOTOP STOVES AND FIREPLACE INSERTS SOLD EVERY YEAR
- 2 SHOWROOMS AND OVER 300 BUSINESS PARTNERS IN THE CZECH REPUBLIC

