



The good-humoured Maxim stand team at the PSI 2014 (from left): Michael Uwarow, Renata Kaczor, Arkadiusz Ratajczak, Kamila Czeszak, Stephan Horleben, Magdalena Gallina, Zbigniew Kaczor, Franco Piovesan, Magdalena Samulska.

PORCELINE BY MAXIM

HIGH-CLASS CERAMICS FROM POLAND

Maxim is a manufacturer and importer of promotional pottery and one of the first suppliers of the Polish promotional products market to decide to sell its products only by way of the specialized promotional products trade. We visited Maxim at their headquarters in Wolkowo, Poland.

The story of Maxim's success began in 1998 with the courageous decision of its founder and owner, Zbigniew Kaczor, to start producing ceramics for the promotional products market in the small Polish town of Wolkowo. At first the company customized unfinished products using a small kiln

and a manual printing press. With the aid of technical skill and business acumen, Maxim was able to grow continuously and purposefully. In 2001 the still young operation went online with its first website and reaped its first major contract for 100,000 personalized jugs from the Polish brewery Tyskie.

FOCUSING ON THE PROMOTIONAL PRODUCTS INDUSTRY

More successes were not long in coming, and so Maxim grew at a healthy pace with prudent investments. Piece by piece, machinery was added and the order volume grew at a reliably high standard of quality, which customers learned to appreciate more and more. In 2002 Maxim decided to become a member of the PSI network, which expanded its business radius into the European promotional products industry. The idea and principles of the PSI and the resulting business contacts convinced Zbigniew Kaczor and his team, so that in the end they decided to concentrate solely on the promotional products market and distribute their own products exclusively through their professional resellers.

OUTSTANDING WORK

High-quality work and reliability paid off and were rewarded by customers and the industry. Maxim and its products regularly received awards from the market. However, this was always an incentive for the



The brand-new tunnel kiln is also found in the new company building, working with the latest state-of-the-art technology.



busy company team to keep improving, so Maxim is constantly working on optimizing its production, its products and its services with a view to its clientele, while placing great value on loyal, long-term partnerships with its clients.

QUALITY AND DESIGN

"As far as products are concerned, the most important criteria for us are innovative design and high quality, tested by the Freseinius Institute. A certain number of products are the result of collaboration with well-known designers," explains Zbigniew Kaczor, adding, "In our product range, we have thirty designs of our own for mugs and cups, going under the name of 'Porceline by Maxim', which are reserved for us and protected throughout Europe. Furthermore, we have divided Porceline up into four product groups, which enables customers to find their preferred models



The new high-rack warehouse has room enough for more than 3.7 million cups and mugs.

easily. Thanks to our modern machinery, we can guarantee a low price level and high printing quality at the same time."

PRODUCTIVITY ENHANCED

To meet these high standards, Maxim moved to new premises in the autumn of 2013. There, a new high-rack warehouse provided room for up to 3.7 million cups and mugs. And there, too, an additional, state-of-the-art tunnel kiln went into operation, raising productivity by around fifty per cent and once again considerably shortening processing times. The daily production capacity is currently approx. 15,000 units and can be adjusted upwards if necessary.

72-HOUR PRINTING SERVICE

"Enhancing the performance of our machinery, to which we just recently added a new, state-of-the-art direct printing press for up to six colours, additionally increases the value added of our business. Start-



A competent team is working in the new company building under optimum production conditions.



Maxim was represented at the PSI 2014 with a fashionable stand.



ing immediately, we are offering 72-hour printing service. That means we can produce the selected models three days after order clearance," says Arkadiusz Ratajczak, Marketing Director at Maxim. When it comes to personalizing the products, six finishing techniques are available, which are also explained in detail by a video on the company website. But that is not all, for Maxim also makes its own cardboard packaging and outer packaging for its products in Wolkowo, and can therefore implement individual packages, including printing.

THE CUSTOMER AT THE CENTRE

The "SMART club" introduced in 2014 is also new. "For the Maxim team, it is not only sales that count, but rather an ongoing, long-lasting partnership with our resellers. All the more do we show our thanks to these partners with interesting distributor discounts. These are based on the cus-



tomers' orders. Among the benefits of the SMART club are such things as joint marketing activities, training, prioritized order processing up to our fast-track 72-hour production," explains Stephan Horlebein, Man-

aging Director of Maxim's subsidiary Ceramics GmbH, founded in 2012, which is responsible for distributing Maxim products in the D-A-CH region. Hence the experts at Maxim are constantly working on new, modern information modules to make it easier for customers to communicate with their own end customers in trade and industry. "For example, we not only make our own website available to our customers, but also a virtual catalogue, personalized websites including a calculator and neutral sales documents," says Horlebein. Maxim will continue to be faithful to its philosophy in the future and keep the customer at the centre of its efforts. In this respect, we can look forward with excitement to the further development of the performance spectrum of this Polish maker of promotional ceramics. <



Owner couple Renata and Zbigniew Kaczor in front of a picture the employees gave them at the grand opening of the new company building.

MAXIM CHRONOLOGY

- 1998 Start with a small kiln and a manual printing press
- 2001 First website goes online, 100,000 jugs personalized for Tyskie.
- 2002 First tunnel kiln for 3000 units per day commissioned. First purchase of goods in China. Contract with Tchibo to produce the biggest cup order thus far. Member of the PSI.
- 2003 First machine for 1c direct printing.
- 2004 Member of "Solid in Business" programme.
- 2005 Modification of the original company logo.
- 2006 Decision to sell its own products exclusively through promotional products trade. First issue of the newsletter, "Maxletter".
- 2007 Introduction of a modern calculation program on the company website. First representative office in Scandinavia. Operation of first tunnel kiln for 10,000 units per day.
- 2008 "The Golden Crown of Advertising" award in the "Manufacturer of Promotional Products" category at the RemaDays in Warsaw. Acquisition of competitor "Multigrafika Blue Ceramics".
- 2009 Again awarded the "The Golden Crown of Advertising" in the "Manufacturer of Promotional Products" category at the RemaDays in Warsaw. Introduction of two new decoration techniques (Art Print and Magic Mug).
- 2010 Start of construction on new headquarters (warehouse, production, offices). Third "The Golden Crown of Advertising" award in the "Manufacturer of Promotional Products" category at the RemaDays in Warsaw.
- 2011 Staff grown to around 90 persons.
- 2012 "The Golden Crown of Advertising" award in the "Manufacturer of Promotional Products" category at the RemaDays in Warsaw. Founding of subsidiary Maxim Ceramics GmbH (responsible for business in D-A-CH).
- 2013 Additional awards at the annual "Gifts of the Year": "Handy Supreme" product wins first prize in the "brand strengthening product" category at the RemaDays in Warsaw; "Fusion" item wins second prize in the "Impulse Gifts" category as "Promotional Product of the Year" at the RemaDays in Nuremberg. Awarded the "The Golden Crown of Advertising" for the sixth time in a row. Minimum order quantity once again lowered, from 36 to 24, in reference to the standard Maxim product range. Production and administration moved into the new company building. New 5000sqm high-rack warehouse opened. Additional modern tunnel kiln commissioned. Own brand "PorceLine by Maxim" launched.
- 2014 Successful participation in the PSI 2014, including PSI FIRST.
- 2014 Awarded "The Golden Crown of Advertising" (for the seventh time).

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