



## How does it feel to be the technological leader?

### FACT BOX


**FULL NAME:**

Zakład Produkcji Folii „Efekt Plus” Sp. z o.o.

**PRESIDENT:**

Sławomir Szeliga

**OPERATIONS:**

Plastic processing

**ESTABLISHED:**

2004

**EMPLOYEES:**

> 100

**TURNOVER:**

240 ml PLN

[www.folia-stretch.pl](http://www.folia-stretch.pl)

*It's fascinating, how little we know about everyday objects surrounding us. We use so many things, not thinking of their origin at all. We pay attention to them only if they're corrupt or missing. Let's take for example, an apparently simple, film. We wrap sandwiches and packages in it, use in many other ways and hardly anyone thinks, how is it made, what really makes us satisfied with its quality, how does the film production process look like? Most of us have no idea that in Warsaw, Rzeszow and Rogoznica for several years now acts one of the leading manufacturers of stretch film in Europe – Film Production Plant “Effect Plus” Sp. z o.o., which, in terms of the dynamics of development and commitment, when it comes to maintaining its strong competitive position, can be a role model for any company in Poland. “Effect Plus” is the leader when it comes to innovation and implemetnation of new technologies, so we have interviewed Mr. Michał Prucnal, the company's marketing specialist, to better understand, how did the Film Production Plant “Effect Plus” climb to the very top in just nine years.*

### The secret lies in investments

Given the excellent condition of the company “Effect Plus” on the European market, it's hard to believe that the regional and continental leader from Subcarpathia was launched just nine years ago. “Effect Plus” has not wasted a single day since the foundation of the company in 2004 and from the very beginning it was known as a dynamic, growing rapidly entrepreneurship, focused on providing total Customer satisfac-

tion through a wide range of top quality products. Most importantly, “Effect Plus's” management already at the start believed that it's important that the company created industry trends, implement innovative solutions in production processes and optimize all aspects of the modern enterprise's business activity. April 2011 was the key moment of the development of the company. It was then that the production of 50-layer stretch film has began. It is worth noting





that the line for the production of this film was the first installation of this type in Europe! Currently the product, which uses nanotechnology, is sold by the company "Effect Plus" under the trade name of 50-Layers. And in October 2012, the company has finally confirmed their aspirations to the role of industry leader, by launching a new facility, located in the Special Economic Zone, Science and Technology Park Aeropolis Rogoznica. Development of the company "Effect Plus" is marked by bold investments and strategic decisions – it's hard to find a more prospective company in the industry.

#### The world belongs to the brave

Film Production Plant "Effect Plus" Sp. z o.o. achieved a truly spectacular success in a very short time, because the company always acted in a way to be one step ahead of its competitors in terms of the appropriate use and implementation of innovation and the entrepreneurship invested in modern infrastructure, necessary to produce a wide range of high quality stretch film. When asked about the most important elements that made "Effect Plus" a benchmark for innovation and a role model for competitors, the company's marketing specialist, Mr. Michał Prucnal, said: "Several factors have, undoubtedly, made the company's success possible. For the most part there are the bold decisions taken by the management, investment in advanced technologies and funding, obtained for the development and purchase of the new production lines. Constant strive

to implement another innovative solutions in the field of film usage, careful HR policy and training of the company's staff, helped "Effect Plus" to achieve a leading position in the country and also expand abroad. In order to meet the needs of Customers in terms of the quality of supplied film, the company has paid great attention to the quality of raw materials and therefore chooses its suppliers, most of whom are among global leaders, with great care." This summary shows the "Effect Plus's" whole management philosophy. Its central point of reference is always the Customer, his needs and the strive to execute them. This objective can be realised only thanks to the wide range of the best quality films, which in turn is possible only if the firm won't stop introducing more and more new innovations in the field of production processes and optimization solutions, aimed at increasing the value of the entire company. Naturally, all these plans and intentions would be only a purely theoretical assumptions, without proper contractors – Employees, who are the most important component of every company in the world and have the greatest impact on the success of the entrepreneurship from Warsaw. Currently, "Effect Plus" employs more than 100 people. The team consists of staff responsible for management, sales, production, procurement, logistics, accounting and finance, as well as research and development. The company is committed to the training of Employees, because their skills allow the company to maintain leading competitive posi-



tion and planning further development based on the implementation of new investments, primarily in the area of the expansion of the production capacity of the plant. It is worth noting that prestigious certificates guard the highest quality of "Effect Plus's" products, including the Quality Management System ISO 9001: 2008 and Environmental Management System ISO 14001: 2004. Film Production Company "Effect Plus" in Warsaw, as one of the industry leaders, is well aware of the role of Corporate Social Responsibility for today's informed and demanding Customers. "The company Effect Plus is not indifferent to the various types of charity or cultural events. As far as possible, the company supports local projects such as: concerts, festivals and charity events. By assisting

in various types of actions the company is not looking for publicity, but wants to help and have a contribution to the cultural development of the region and beyond. The last project the company had a possibility to support, was the project Metropolis. It's a great exhibition of contemporary art, aimed at creating the current image of the Upper Silesia and Dąbrowa Basin" – explains Mr. Prucnal. These activities prove that "Effect Plus" is a company, characterized by a high level of business acumen.

#### To think ahead

Development of the company "Effect Plus" can be measured by the scale of the ambitions of the Board and Employees. The company has high hopes for there is no reason to think otherwise. "Effect Plus" is growing fast, can boast a developed network of sales offices and specialists, who build and maintain business partnerships with Customers throughout Europe. No wonder then that "Effect Plus" has clearly defined plans for the future. "The company constantly strives to maintain its leading position as a stretch film manufacturer. Later this year we launch a six-meter production line, which will be the first such installation in the world. With the launch of the new line, film production capacity will increase by 40 000 tonnes per year, and a total production capacity of the company should reach 120 000 tonnes per year. The installation starts in July 2015, we plan to complete the project still in the third quarter of this year. In the future, we plan to continue to invest in laboratory equipment, increase the scale of our research and continuously

improve our products" – emphasises the company's marketing specialist. Winning mentality is one of the distinctive features of the "Effect Plus" plant. It is thanks to the courage, knowledge, competence and proper hierarchy of values, the company has quickly earned the trust of customers in Poland and abroad. "Effect Plus" focuses primarily on providing complete Customer satisfaction and implementation of new solutions in the field of film production – such approach to business has made "Effect Plus" the industrial leader in innovation and major manufacturer of specialist films, such as Power, Super Power, Ultra or High Slip. "The company's production technologies are our know-how. Currently we have two patent applications of our products – both domestic and foreign. We also protect our brands. The company's production facilities are technologically advanced and tailored to the needs of the company. Currently we have four production lines, the oldest of which was launched at the beginning of 2010" – explains Mr. Prucnal. Obviously the company's activities brought it a number of reputable awards. "Effect Plus" has repeatedly received "Business Gazelles", "Forbes's Diamonds" and "Business Cheetahs" statues. All indicates that the company can look to the future with optimism. ■

Written by Jacek Głowacki

