



## The future built on the steel frame

### FACT BOX



#### FULL NAME:

Melex Sp. z o.o.

#### PRESIDENT:

Dorota Tyszkiewicz

#### OPERATIONS:

Automotive

#### ESTABLISHED:

1993

#### EMPLOYEES:

126

#### TURNOVER:

30 mln PLN

[www.melex.com.pl](http://www.melex.com.pl)

**T**here are very few companies in the world that had created brands, which enjoy such a great popularity that the name of the product or the company becomes a synonym of a whole category of goods, regardless of the original producer. In Poland many of us wear “adidas”, although not all of shoes of this type have been manufactured by the Bavarian company. We drink “coca-cola”, despite the fact that many entrepreneurs make their own versions of this well known, carbonated beverage. We use this term even when we think of the flagship product of the PepsiCo corporation. And when it comes to electric vehicles, we tend to call every one of them “melex.” And there’s no surprise in this, because the activity of the company Melex Sp. z o.o. based in Mielec, in the Podkarpacie region, for many years builds a great image of Polish engineers and strengthens the reputation of our entrepreneurs as trustworthy people, who provide the highest quality products and services. Melex has become the symbol of the Polish international success, which is why we decided to present this renown company to the wider audience. And in order to better understand the philosophy of management and hierarchy of values in the company from Mielec, we’ve interviewed Mr. Miłosz Cieszyński from the company’s Marketing and Sales Department.

### 45 years of a few downs and many ups

Mielec in the Podkarpacie region is a small town with centuries-long tradition, associated primarily with the development of many branches of craft and industry. With the establishment of the Special Economic Zone EURO-PARK Mielec, the city is now known not only thanks to its aviation industry. Currently factories in Mielec produce cars, glass,

tires, windows, furniture, polystyrene, mowers and, of course, electric vehicles – for the latter are responsible the Employees of the Melex Sp. z o.o. and although there was a time, when the threat of bankruptcy peered in the eyes of the members of the board, today it is just an unpleasant memory from the past. Even more so, it seems that the situation of Melex has never been as good



as now. The history of product began exactly 45 years ago – in fact a year before starting series production. In 1970 engineers from the Zakład Doświadczalny in Mielec prepared 10 experimental electric vehicles - Melex, created for American importer. Polish Employees passed their test perfectly and so in 1971 began the mass production of Melex vehicles in a specially created department of the WSK Mielec aircraft factory. But we must remember that at that time Poland was a communist country, ruled by authorities obedient to Moscow. Our country was a part of the political block, opposite to the United States. In the 80s the US imposed an embargo on Poland – as a result, the factory from Mielec was cut off from the most important sales market and had to look for other customers. The first half of the 90s of the 20th century was a period of dynamic changes in the Polish economy. The communist regime collapsed, and the new, democratic government has implemented a series of reforms aimed at adopting free market mechanisms, privatization and opening up to the West. Melex has also been privatized, and the new management decided to continue manufacturing of the commercial electric vehicles. In 2004 the company has been bought by Andrzej and Dorota Tyszkiewicz and commenced operations under the name Melex A & D Tyszkiewicz Sp. J. For the production plant from Mielec it meant an end of the crisis, which consumed Melex before the changes introduced by the owners. Among other things, the company started building a network of

its own sales representatives and special vehicles have become a part of a new offer. Today Melex Sp. z o.o. is one of the fastest growing companies in its sector. The organization produces more than 100 models of electric vehicles, enjoys the trust and appreciation of Customers from all over the world, operates a number of investments that will not only allow the company to expand infrastructure and increase employment, but also to maintain a leading competitive position in a situation of ever-growing interest, and thus also the sales, of electric vehicles continues to grow.

#### **Golf carts and so much more!**

Melex Sp. z o.o. is a company mainly associated through golf carts with electric drives, because they have gained an immense popularity in the United States. The entrepreneurship from Mielec, however, boast a very wide range of products, which include products tailored to the individual needs of most demanding Customers. Of course, quantity alone is not enough. Today the most important thing is the quality and Melex is unmatched in the industry in terms of the quality of its products and services. "To this day, Melex vehicles are built on a durable steel frame, so they serve successfully our Customers for many years. I still pick up calls from people, who use our vehicles from the 80s and even the 70s. What's important, we make every effort to ensure that all components used in the manufacturing process of our vehicles are of the best quality. Our motto is to produce "tailor-made" vehicles. We want our Customers to receive products ideally suited to their needs. Therefore, we offer a wide range of specialist models prepared in accordance with the requirements of Clients from many industries" – says Mr. Miłosz Cieszyński from the company's sales and marketing department. Such slogans look good in advertisements, but Melex Sp. z o.o. actually undertakes a number of activities, in all areas of the company's activity, thanks to which Melex is known for its highest quality vehicles, flexibility, professionalism and subordination of all procedures to the needs of Customers. Melex chooses its providers with great care, boasts excellent technical department, thanks to which no Customer would leave Mielec unsatisfied. The company also guarantees that ordered models will be delivered within four to six weeks. Moreover, Melex has



its own network of distributors and provides services at Customer's place, as well phone consultations. Melex has the potential, enabling it to offer Customers golf carts, transportation vehicles, six- or even eight-member tourist vehicles. All company vehicles may be equipped differently, depending on the needs of Customers. That is why the company from Mielec enjoys trust of its Customers and the trust and reliability are two main pillars, on which success is built.

#### **Noiselessly, cheap, green... Simply "melexish"**

The modern world, treating seriously the challenges of environmental protection, with interest and kindness treats electric vehicles. More than 100 people employed in the company's factory each day build the future of the global automotive industry, and do so with great effects, because more and more companies are interested in the company's vehicles, even those, which never before considered buying electric carts. Melex takes full advantage of this opportunity and does not intend to rest on its laurels. "This year we also started a large investment, which will involve the construction of the new company's headquarters, purchase of modern machines and increase employment" – lists Mr. Cieszyński. At the same time the company finances cultural and sporting initiatives and charitable organizations, primarily in the Podkarpacie region. Thus Melex Sp. with o.o proves that is

one of the leading companies, guided by the principles of CSR. And also thanks to that the vehicles from Mielec are so popular not only in Poland, but also in Australia, throughout Europe, to Argentina. Is it strange that Melex Sp. z o.o. every year wins a number of prestigious awards, such as Qłtowa Marka – Jakość, Zaufanie, Renoma, Firma Roku title, or Podkarpacka Nagroda Jakości at trade fairs and leads rankings of renown, expert magazines? "MELEX is a brand that for nearly 45 years is permanently present in the public consciousness, being one of the symbols, combining generations. Melex was and is the synonym of the highest quality specialized, multi-function electric vehicles. The future fills us with optimism and we calmly look at

the development of this sector of the market" – says Mr. Cieszyński and has every right to make such a claim. Quality and focus on customer needs: just as much and at the same time so much is enough to enjoy global recognition. ■

Written by Jacek Głowacki

