



**HÖGERT**   
technik

**Hand tools**  
of the most demanding users



## — GTV BRAND —

THE HÖGERT TECHNIK BRAND HAS BEEN PRESENT ON THE POLISH MARKET SINCE 2015. THE EXCLUSIVE DISTRIBUTOR OF THE BRAND IS THE GTV COMPANY, WHICH IS AN INTERNATIONAL MANUFACTURER OF FURNITURE ACCESSORIES, SLIDING SYSTEMS, AND LED LIGHTING.



# GTV

**GTV**  
FURNITURE  
ACCESSORIES

**GTV**  
LIGHTING

**HÖGERT**  
technik

**HÖGERT**  
workwear

GTV is a Polish company that has been providing high-quality products designed in accordance with the latest trends in design for over 20 years. How did it start? From importing simple clock mechanisms. Year after year, the company's offer expanded to include furniture accessories and LED lighting, which was a niche on the market at that time.

Presently, GTV operates in **50** markets in Asia, Europe, America, and Africa, with companies in Brazil, Croatia, Russia, the Czech Republic, and Spain. The company's offer includes nearly **12 000** products.

The modern and fully computerized GTV technology and logistics centre consists of two warehouses with a total area of **37 000 m<sup>2</sup>** with separate bonded warehouses, holding **46 000** Euro-pallets.

In 2015, the offer was extended to include a range of hand tools for carpenters and electricians, as well as health and safety accessories. These were the beginnings of the Högert Technik brand, which now offers tools to professionals from almost every industry. We belong to a company with tradition, with a global reach, which is dynamically developing on foreign markets.





## MODERN BRAND OF HAND TOOLS AND SAFETY PRODUCTS

We provide valuable solutions, combining durability and functionality. Our products are created for demanding users and intensive use.

## TARGET GROUP

The Högert Technik brand offer is addressed to professionals who professionally use hand tools in their daily work. In particular, our tools improve the work of carpenters, mechanics, plumbers, electricians, installers, construction workers, farmers, and craftsmen. The assortment is dedicated to small and medium-sized renovation and construction companies, car workshops and garages, electric companies.



## DISTRIBUTION

**HÖGERT**  
technik

**TRADITIONAL MARKET -  
TOOL, CONSTRUCTION,  
AND HARDWARE STORES**

**MODERN MARKET -  
PSB MRÓWKA SALES  
NETWORK, MAJSTER  
SUPERMARKETS**

**TOOL WHOLESALERS**

**ONLINE STORE  
AND B2B PLATFORM**

**35**

countries, that  
we are present in

**2700**

products in our offer

**1,2 mln**

products sold every year

**1200**

satisfied distributors  
all over the world

**350**

new customers  
acquired every year



## CUSTOMER SATISFACTION

A SATISFIED CUSTOMER  
IS OUR PRIORITY.

We guarantee:

- Assistance in choosing an assortment;
- Fast execution of orders;
- Efficient logistics;
- Full marketing support.



# EXTENDED WARRANTY

THE INTEGRATION OF THE PRODUCT IDEA AND ITS APPLICATION IS A CHALLENGE THAT OUR ENGINEERS TAKE TO DESIGN EVERY DETAIL OF THE TOOLS.

We provide a 25-year or lifetime warranty for selected Högert Technik tool kits and products. The warranty is valid in the European Union and covers manufacturing and material defects revealed during the warranty period.





## SERVICE

WE PROVIDE SUPPORT FROM  
EXPERIENCED SPECIALISTS AT EVERY  
STAGE OF USING OUR PRODUCTS.

Knowledge and passion of our technologists  
is a guarantee of highest commitment.



## QUALITY CONTROL

HÖGERT TECHNIK PRODUCTS MEET THE MOST IMPORTANT QUALITY STANDARDS:



Quality is the superior value of the Höger Technik brand. Our products go through a series of tests and external audits before they go on sale. We are constantly looking for new solutions that make work easier for users - raising the bar for ourselves and the competition.

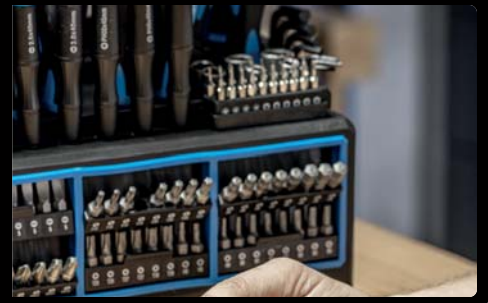




## PRODUCT CATEGORIES

CURRENTLY, THE OFFER INCLUDES TOOLS  
IN 12 DIFFERENT CATEGORIES.

The brand's portfolio is constantly expanding every year. In response to the market needs, we put special emphasis on the development of automotive tools, power tools and storage systems.



## MECHANICAL TOOLS

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The widest range of products in our offer, including ratchets, keys, screwdrivers, pliers and many more. Universal, precise and durable tools.



## PNEUMATIC TOOLS

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Reliable and compact. The must-have tools in every workshop, coping with many demanding tasks. This group includes, among others, grinders, drills, ratchets, and air impact wrenches.



## AUTOMOTIVE TOOLS

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Made of high-quality steel, durable, resistant to deformation. The assortment of automotive tools includes, among others, pullers and special wrenches, and diagnostic meters.





## WORKSHOP TOOLS

Tools and accessories that are necessary equipment for every workshop and garage. Reliable in all conditions. This category includes, among others, lifts and stands, magnetic holders or workshop lighting.



## TOOLS FOR ELECTRICIANS

Convenience, quality and safety are the main features that characterize tools in this category. It consists of precision gauges, pliers, extensions and wire strippers.



## TOOLS FOR PLUMBERS

Tailored to the needs and improving the quality of work of every plumber. Pipe cutters, threaders, pipe wrenches, and torches, providing comfort and essential for any job.





## BUILDING TOOLS

Designed to optimize construction work, often carried out in difficult conditions. Hammers, saws, scissors, chisels, clamps, crowbars and axes, that are handy and convenient in use.



## MEASURING TOOLS

New solutions that are used in our measuring tools, tapes, levels and rangefinders increase the speed and comfort of work, especially where precision counts.



## CUTTING TOOLS

Durability guaranteed owing to the use of high-quality steel. Used in most renovation and finishing works. The assortment includes, among others, drills, discs, saws or knives.



## JOINING TOOLS

Reliable in all conditions, providing the comfort of long-lasting work. Joining tools include riveting tools, staplers and glue guns.



## POWER TOOLS

Meet the highest requirements. Precise and durable. Guarantee a professional result of the work. This group includes heat guns and grinders.



## TOOL STORAGE

Assortment that allows storing tools and maintaining order in the workplace, i.e. cabinets, toolboxes, organizers. Intuitively designed to promote work ergonomics.





## CLOTHING, FOOTWEAR, OHS ACCESSORIES

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### HÖGERT WORKWEAR COLLECTIONS OF CLOTHES AND ACCESSORIES

include the mutually complementary products that are necessary for proper body protection. This assortment is aimed at persons who require comfort and effective protection of the body in all conditions from clothing. The offer includes safety kits - summer, winter, warning, and special purpose, as well as shoes and accessories, including hats, neck warmers, gloves, socks.



# MARKETING SUPPORT

WE PROVIDE ATTRACTIVE PROMOTIONS,  
LOYALTY PROGRAMS, TRAININGS.

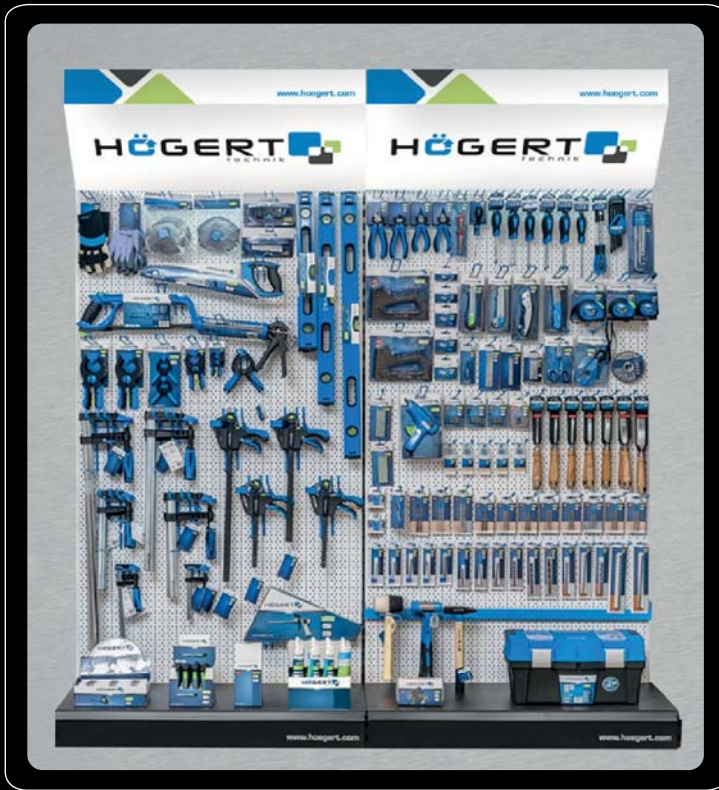
At each stage of cooperation we provide  
our Distributors with necessary means to support  
the sale and display of products:

- shelves;
- displays;
- printed materials and POS materials.

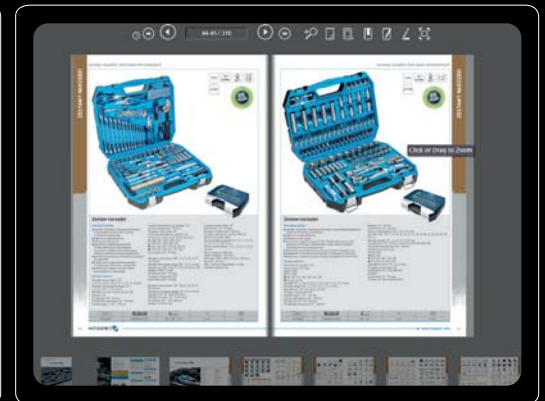
We cooperate with Distributors also individually,  
according to the potential and demand of the client,  
offering branding on:

- storefronts;
- elevations;
- cars;
- flags;
- billboards;

We are always open to new ideas of our Business  
Partners.



We run extensive promotional activities together with distributors: open days, picnics, trainings, and special presentations. At the disposal of our Distributors, we also have an extensive Sales Department, which is always ready to help. Department, which is always ready to help. The comprehensive offer of the brand is presented in a clear and transparent catalogue, available in printed and interactive form at [www.hoegert.com](http://www.hoegert.com).





## DEMO-CAR A MOBILE SHOWROOM



HUNDREDS OF KILOMETERS ON POLISH AND EUROPEAN ROADS, 150 EVENTS A YEAR.

The multifunctional brand platform provides free presentations and training on the Högert Technik tool range.

- Shows;
- Product tests;
- Tips;
- Contests with prizes.

B2B platform

## B2B PLATFORM FOR DISTRIBUTORS

- Allows fast and intuitive shopping and full access to the product offer 24 hours a day, 7 days a week, without geographical restrictions.

Through the B2B platform, we provide access to:

- current prices and inventory;
- product photos, data sheets and detailed information about the products;
- order fulfilment status and commercial documents.

API Högert Technik

## API - AUTOMATED DATA EXCHANGE

- In order to improve the work of our business partners, we provide the integration of stores and websites with the central database of Högert Technik products.

It enables:

- real-time price and inventory updates;
- access to data, photos, and product data sheets;
- support for the IT department and Högert Technik programmers.





Precyzja. Niezawodność. Trwałość.



Narzędzia dla wymagających

www.hoeger.com

## SOCIAL MEDIA

ALWAYS BE UP TO DATE!

Our activity on Facebook and YouTube includes current information about the brand's life, as well as about new products as well as advice and presentations of selected products from the product range.



10 000 followers



1 400 subscribers



## INFLUENCER MARKETING

### INFLUENCER MARKETING AND SPORTS MARKETING

We strive to make the Högert Technik brand recognizable on the domestic and international markets, e.g. through the cooperation with influencers or sports games sponsorship.

So far, we have engaged such brand ambassadors as:

- Darek „The Carpenter”, the most famous carpenter in Poland;
- Paweł Trela, licensed drifter and rally driver.

We also sponsored and supported such events as:

- Speedway Euro Championship tournaments and matches of the Polish Speedway Team;
- Men's European Volleyball Championship;
- Polish handball teams.



## SOCIAL RESPONSIBILITY



FROM THE BEGINNING OF OUR ACTIVITY, WE ASSUME THE NEED TO PROMOTE TECHNICAL COMPETITIONS AND SUPPORT LOCAL ORGANIZATIONS.

This is why we are involved in events that promote specialized schools, the purpose of which is to inform about the labour market for specialized industries. We support leading nationwide competitions for young wood technology technicians and carpenters: „Conjured up from Wood”, „Proficient in the profession” and numerous educational fairs.

We support organizations that work for the benefit of society, such as the Volunteer Fire Department, by providing tools that make their daily functioning easier.





**HÖGERT**  
technik

Manufacturer:  
GTV Poland sp. z o.o. sp.k., Przejazdowa 21  
05-800 Pruszków, Poland

Importer:  
GTV Croatia d.o.o.; Kovinska 4s, 10000 Zagreb, Hrvatska

Distributor:  
GTV España Herrajes, E Iluminación, S.L.,  
Avenida Aragón 308, 46021 Valencia, Spain  
GTV Czech Distribution s.r.o., CTPark Ostrava,  
Na Rovince 879, 720 00 Ostrava Hrabová  
GTV Brasil Comércio, Importação e Exportação EIRELI  
Rua William Booth 500 - Boqueirão  
Curitiba - Paraná, CEP: 81650-120, Brasil

