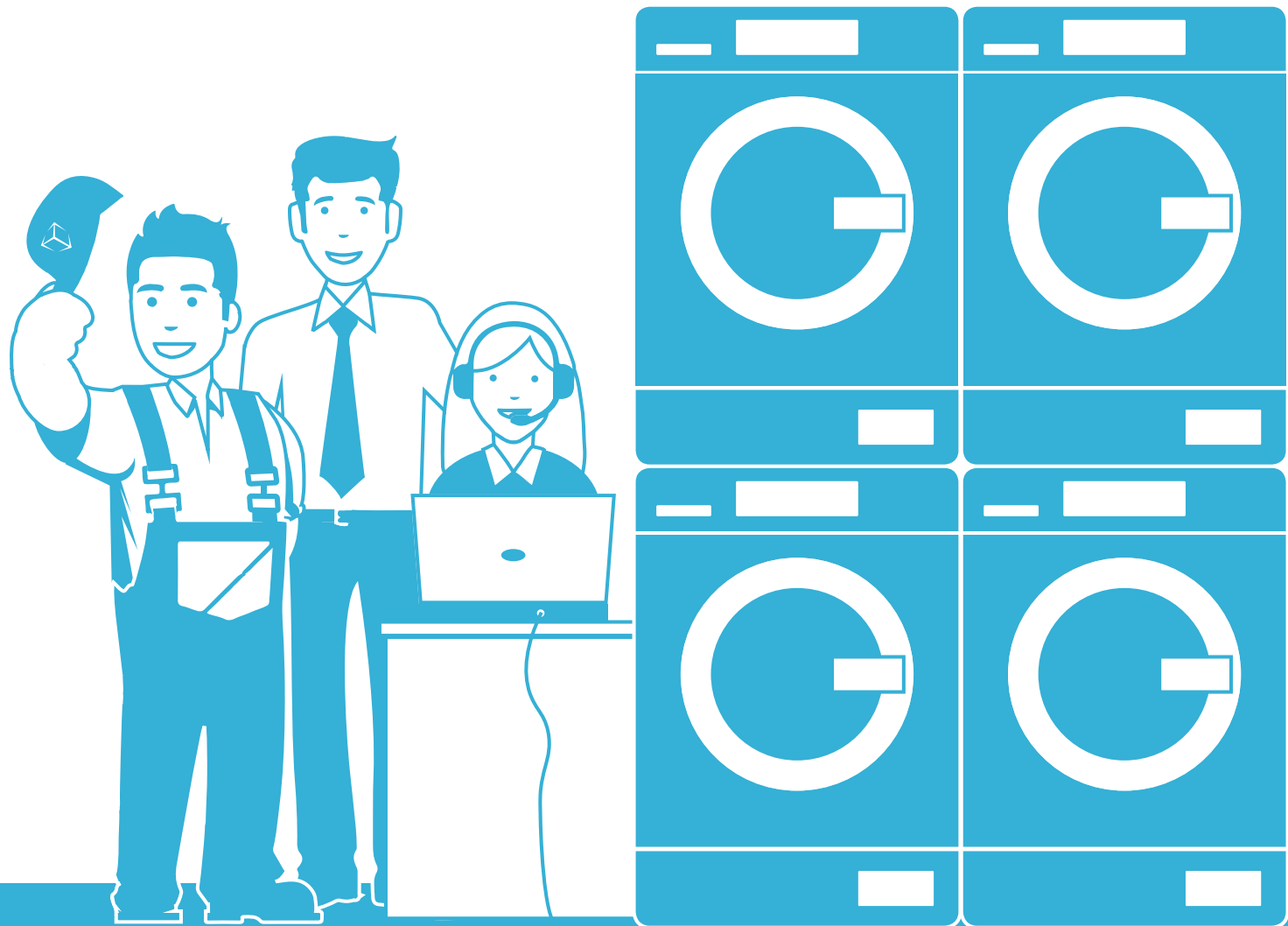


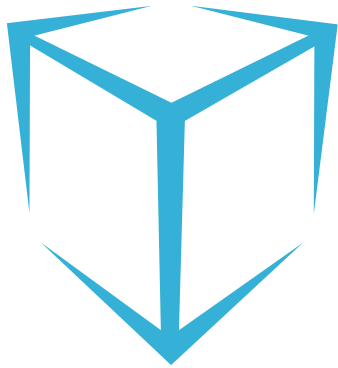
**Bright World**

Company Profile





# Step inside the Bright World



It's the world of knowledge and creativity, progress and success of **active, bright and sustainable business ideas** and decisions, in accordance with **high ethical standards**. It's the world of **partnerships**, where our business is to boost our clients' businesses. It's the world of unique solutions, provided in a short time and built to last.

We have come a long way from our beginnings in 2006 in Croatia, having spread our business to **20+ countries of Central and Eastern Europe**. On the way we became one of the leading European companies for sales and distribution of professional laundry equipment.

## Lessons learned along the way

WHEN THE TEAM IS RIGHT,  
THINGS CAN'T BE WRONG

ONE FOR ALL,  
ALL FOR CLIENTS

QUALITY IS NOT AN ACT,  
BUT A WAY OF LIFE

Bright people + Bright solutions + Bright world = **Bright future**



# Equipped for succes

**2006**



**2011**



**2014**



**2016**



**Bright World Ltd. was founded in 2006**, Company specializes in laundry equipment, providing full service from design and planning until installation, education and maintenance.

One of the most important factors in establishing our market position is cooperation with the world leading manufacturers – our story started with kitchen & laundry segments and **Whirlpool** and shifted focus to the laundry segment with two new strategic partners: **LG** & **Alliance** professional laundry.

We strenghtened our presence on domestic market with an inventive service called **Jumpstart**. It is designed to inspire entrepreneurs and help them learn about new investment opportunities for laundries.

We welcomed another esteemed partner, **Electrolux** professional, and penetrated the markets of Slovenia, Hungary, Bulgaria, Montenegro and Poland.



**Bright World**



**BW** Jumpstart



**Electrolux**

## 2017



## 2018



## 2019



## 2020



We continue to **grow and expand** to the markets of Serbia, B&H, Macedonia and Slovakia.

We became an award-winning company by receiving two global **LG awards**:

- Partner of the year (2018)
- Outstanding growth performance (2019)

Our **rapid expansion** to the new markets continues: Greece and Estonia, Romania, Montenegro and Czech republic, followed by Latvia, Albania and Germany.

We are covering **20+ Central and Eastern European** countries and counting. The future is bright when you do things right.





**Excellence is  
what we do**

**Our clients** are looking to improve performance and productivity by reducing total cost of operations. They're looking for simpler work processes and intuitive experiences. Above all, they're seeking for better service through deeper partnership and expertise that provide the right context for their business needs. They are on the look for excellence and we provide it.

We go an extra mile to meet their demands with our products and services and we keep looking at the world from their perspective. We keep seeking answers to the questions: what circumstances are our clients operating in, **what could they use help with, and how can our solutions, skills and talents meet their needs?**

We are not just a retail company.  
**We are your partner in success.**

We strive to work collaboratively with our clients to design solutions that are pioneering in its field. **The complete range of the products we offer is developed for professional users**, making professional life easier and more rewarding. It is a sustainable and reliable investment that will serve them for many years.

**When we say tailor-made, we really mean it** – we listen and answer to the true needs and desires of our clients.





# Regional distribution centre with professional laundry products





**Our product range** guarantees durability, functionality, and hygiene, the products have low energy use, low emission and a great part of the equipment and packaging can be recycled.

Also, **shipping costs** and **delivery times** are reduced significantly thanks to our large regional stock of equipment and spare parts which permits our clients to place low-budget and/or small-quantity orders. With no competitors who can match our distinct advantages, **Bright World is ideally positioned to seize an enormous market opportunity.**





**Our experience,  
your opportunity**



**Client satisfaction** is not something we aim to achieve, but rather something we start with. This is the cornerstone of our ethics.

With long-time experience in the laundry industry, we are able to meet the clients' requirements for every issue, from sales to technical support. By combining the **newest technology** with our capabilities in **product customization, laundry design, consulting, education, marketing and service support** we develop innovative solutions and offer outstanding partner experience.

### Our service support

- Mobile, remote guidance - remote hands-on assistance via smartphone or tablet. Interactive communication between field service
- Web portal at your service with installation manuals, maintenance tips, and product manuals, also video guidance and hands-on help
- Easy online spare parts order - delivery within 2-3 days
- Live or online technical trainings for all partners





**Outstanding  
partner  
experience**



Cited by numerous third parties for the high quality of our offerings, we have built an outstanding reputation amongst a large, impressive client base. **Our purpose is to help their businesses thrive with our professional appliances and unique solutions.** It doesn't mean blindly following trends, quite the opposite. We continuously influence the laundry industry, while expanding our market growth and our sales channels – from distribution and direct sales to laundry shops.

### Expertise and support for a successful business

- **Product knowledge** - Even the best solution can be worthless if the people involved do not know how best to use laundry equipment. Therefore, training is a very important part of our strategy.

- **Sales & Marketing tools** - We developed marketing materials and sales tools which can be adjusted for every country. This helps our partners to promote laundry products to their customers, increase sales, and reduce their marketing costs.
- **Laundry concepts** - Designed to inspire new entrepreneurs to start a laundry business.
- **Product customization** - Tailored for different B2B needs it creates special cycles with options of selecting washing time, rinse time, water level, etc. for optimized washing performance.



PRODUCT  
KNOWLEDGE



SALES &  
MARKETING  
TOOLS



LAUNDRY  
CONCEPTS



SERVICE &  
SPARE PARTS



LAUNDRY  
DESIGN  
SUPPORT



CONSULTING  
SUPPORT



DISTRIBUTOR  
PARTNERS WEB  
PAGE SUPPORT

**For 15 years we've been serving very complex market** wich includes



SELF- SERVICE  
LAUNDRETTES



MARINES  
AND SHIPS



CAMPS



HOSPITALITY  
INDUSTRY



CATERING &  
RESTAURANT



HEALTH  
INSTITUTIONS



FIRE  
BRIGADES



PHARMACEUTICAL  
INDUSTRY



KINDERGARDEN



SPORT CLUBS



INDUSTRIAL  
LAUNDRY



ARMY AND  
POLICE



UNIVERSITY  
AND SCHOOLS



WELLNES AND  
FITNESS



Our approach seems to be working since it was recognized by more than 2000 satisfied clients from various industries, from leisure and hospitality to health care. Also, our partner LG honored us with the global awards two years in a row: **The best LG partner** and **Outstanding growth performance**.

We believe in high-quality product and service, preservation of the environment and above all, building healthy and trustworthy partnerships. This is what kept us going for all these years and we hope it will continue to paint **our future in bright colors**.

## LAUNDRY LOUNGE

PARTNER LOGO





**15 years** in  
business



**40** European  
Partners



Best buy  
**products**



Reliable and  
professional  
**team**



**Innovative**  
business model



**Customer**  
focused  
services



**Central &  
Eastern Europe**  
markets



Short  
delivery **time**



**Large stock** of  
equipment &  
spare parts



Quality of  
technical  
**support**



**24/7 web**  
support



**Awards** for  
our work



**Bright World**

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