

COMPANY PROFILE





**Welcome to Elastron, a global retailer of Natural Leather and Fabrics for the Upholstery Industry.**

More than 100 collections and over 2,000 colours for delivery in 24 hours!

#### **Our Mission**

To offer distinct and innovative products to our customers and partners, creating differentiation in the final product. We focus on the constant innovation of our products and in quality, efficiency and safety solutions that appeal to the most demanding markets, so as to bring competitive advantages and comfort to all parties involved.

#### **Vision**

To be a global reference in the Upholstery and Decoration Industry, presenting winning solutions, always at the vanguard of the market.

#### **Values**

Elastron is governed by values that represent its way of being and guide its professional and personal conduct, both individually and collectively. As values we emphasize reliability, commitment and teamwork, supported by a sustainability strategy defined and applied from day one.

... “AN INSPIRING COMPANY” ...



ELASTRON PORTUGAL



ELASTRON POLAND



ELASTRON SPAIN



ELASTRON CHINA





Elastron was founded in 1978 and at that time the company was dedicated to marketing products, especially in natural leather, to the Upholstery Industry.

#### **2001**

Elastron extended the business to the footwear component trade, being currently divided into two major business areas - Upholstery and Footwear.

#### **2005**

In a business diversification strategy, Elastron has expanded its portfolio to other types of coating such as synthetic, microfibres and fabrics. In the years that followed, Elastron entered two important markets: Spanish and Italian.

The company's commercial strategy was leveraged based on large accounts (manufacturers and distributors) of the industry with import capacity.

#### Today - Betting on Market Niches

More recently, taking into account the market dynamics, together with a growing brand and product awareness, it is also dedicated to niche markets ranging from Contract to Decoration, Interior Design and Automotive.











### Upholstery

Elastron is a global reference supplier for the Upholstery Industry, offering a wide range of colours in products ranging from natural leather to fabrics and microfibers.

Our commercial team offers you the best product/ price / service / quality ratio for the main areas of expertise – Home Décor, Contract, Outdoor, Healthcare and Automotive.

We offer our customers an extensive portfolio of more than 100 collections and 2,000 colours in permanent stock.

As a result of its sustainable growth and global recognition, Elastron has established important partnerships with the world's largest upholstery manufacturers.

### **Fast Delivery Service**

We supply our products globally, with permanent stock in strategic distribution points, ready to ship via Express Service 48hrs or stock 24hrs (upon request). Products available in our warehouses with a permanent stock.

### **Flexibility**

All our customers matter. We supply large orders by direct container as well as small orders that require cutting service by metre. Focus on our customers and our products. Elastron is driven by efficient customer management.

### **Planned Orders**

Sale of direct container to the customer at the best market prices or partial container via warehouse.

### **Small Combined Orders**

Distributed through 6 warehouses, container price.

### **Merchandising**

Elastron has a Catalogue Factory that produces in-house and exclusive displays of our products, where we also make customizations commissioned by our customers.

We have a multidisciplinary team and a unique set of services, able to create synergies that allow us to be more competitive and flexible in the market.

### **Brand Management**

Elastron catalogues as well as promotional stands at the points of sale are developed in-house by a team of specialized designers. We promote our products with a reputation that is an added value for our customers.

### Marketing and Design

The Marketing and Design Department is prepared to develop not only Elastron catalogues as well as customized catalogues upon request, a service that has exceeded our customers' expectations.

Our Catalogue Factory has a production capacity that exceeds 30,000 units monthly.

### ROI

(return on investment)

This balance allows us to boost sales, maximizing return on investment. For more information contact our Commercial or Marketing Departments.

### Products

Elastron is a global reference supplier for the Upholstery Industry, with a wide range of colours in products ranging from Natural Leather to Fabrics and Microfibers.

Elastron has a portfolio of more than 100 products and 2,000 colours, always available in stock.



### HydroCare

This concept has been tested through water repellent technology, internationally recognized. Prevents dirt penetration and allows for easy and effective cleaning.



### EasytoClean

This concept, which is embedded in the Sahara, Babel and Seattle collections, allows cleaning using only water.



### **Advanced Fabrics**

It is the latest and most sophisticated Elastron's brand.

These are the most advanced products, created to respond to the most demanding, rigorous and specific markets in the areas of Contract, Home Décor and Upholstery Industry.

This selection is exclusively associated with products with Special Treatment or exceptional features that add value and differentiation to upholstery products.

We highlight some of the treatments: Fire Retardant, Hydrocare, Easy to Clean, High Scratch Resistance and Chemical Solvents Free.



### **International Presence**

Elastron is currently an international reference, supplying the largest players in the upholstery industry, having recently focused on niche markets, featuring highly innovative technical solutions (Contract and Hospitality).

This commitment to globalization has been strengthened through the constant presence in the main events of the specialty, in different markets and for the most distinguished targets.

**Feeling Fabrics Since 1978...**







## **BLUE WORLD** HUMAN CARE TECHNOLOGY FOR SUSTAINABLE UPHOLSTERY

Is it possible to simply life using  
technology?

We, at Elastron believe it is...

**That's why we created the trademark**



Sustainable textile industry through  
environmental product development,  
supply chain integrity, resource  
efficiency, people development and CSR  
(Chemical Safety Report), Reach  
Compliance (Chemical Solvents Free)

and Oeko-Tex Certifications.

Elastron Group is strongly engaged in  
consolidating and strengthen its  
Sustainability Strategy. Therefore, the  
commitment to safeguarding the  
ecological balance and the maintenance  
of environmental quality, by reducing  
energy costs (optimising resources) and  
preserving natural resources, are a  
relevant part of our corporate policy.

Our leather production processes  
prevent hides from food industry to  
become waste and improves the  
reduction of greenhouse gases.

Our products undergo constant  
laboratory tests at different stages



(research, development and production) and are therefore accompanied by technical data sheets that meet the specifications of the most demanding markets.



Blue Angel Ecolabel ensures the limited water consumption in production process, skins sourced in a sustainable way. CO2 reduction. VOC reduction by 90% (post-combustion), the absence of harmful consequences to health and environment, recycle friendly (one of the oldest recycling forms) with a long-lasting life and easy to care.



## *Natural Leather*

### **ELASTRON PREMIUM LEATHER**

Prestige Selection (Elastron Premium Leather) by Elastron consists of a selection of Natural Leather collections with an engraved option, available in more than 1,000 colours.

With a duration five times higher than fabrics, these products reduce exponentially the cost of replacement and are therefore an added value to the projects of our most demanding customers.

Our leathers are pleasant at any time of the year, and can suffer deformations without losing their original shape.

The products of these collections have passed the most stringent laboratory tests, meeting the high technical requirements of this industry.

These leathers do not require specialized cleaning products, it is only necessary to use a dry cloth or water with a neutral soap.





# LEATHER & FABRICS



ADVANCED  
FABRICS





elastron  
GROUP

FEELING FABRICS SINCE 1978

Snip with a manager





## AWARDS

What makes Elastron Group a “Growth Champion” of the Portuguese economy?

**With exponential growth at all levels, Elastron:**

- > closed 2009 with revenues of 450,000 euros, exceeding the 35 million euros in 2017.
- > increased from 6 to over 130 direct employees.
- > as well as Portugal, currently has facilities in Spain, Germany and China.
- > without neglecting the domestic market, currently exports to over 80 countries.
- > has a catalogue factory with the capacity to produce more than 30 thousand units per month.

**Acknowledged by the London Stock Exchange as one of the most inspiring companies in Europe.**

Recognized by SCALE UP Porto (Anje) and Câmara Municipal do Porto (Porto's City Hall).

**2015-2017**

«Inspiring Company»

(Top 100-London Stock Exchange)

**2017**

«The Growth Champion» in the Portuguese economy by the SCALE UP PORTO (Anje) and Porto's City Hall

**2019**

The Portugal-China Chamber of Commerce and Industry (CCILC) has awarded Elastron Group the Corporate Merit Award (investment in China)

**2020**

AICEP, Portuguese Agency of Exportation & Investment has awarded Elastron Group the «Best PME Exporter» Award.



## GLOBAL GROWTH

Elastron has grown in a sustainable way, becoming one of the main players in the European market, establishing important commercial partnerships.

Despite having Europe as the main market due to geographical proximity, the company's sales have grown exponentially in the American and Asian markets.

In the near future, Elastron hopes to strengthen its market presence in several countries, increasing its notoriety with Elastron Spain, Elastron Deutschland and Elastron China.

As a result of this growth, Elastron has improved its responsiveness and adopted a new approach tailored to each market, thus being able to provide the best service to its customers – CRM – control and monitoring of customer accounts and services in real time.



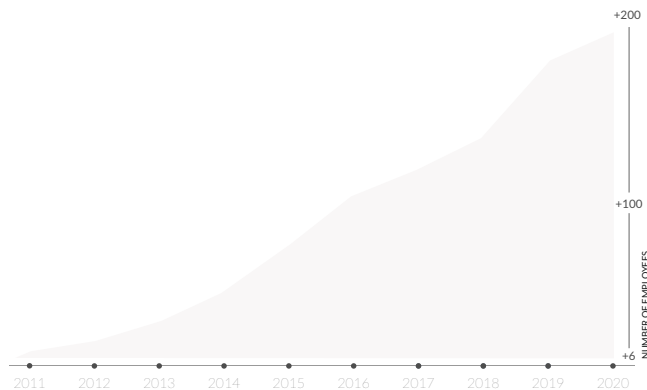
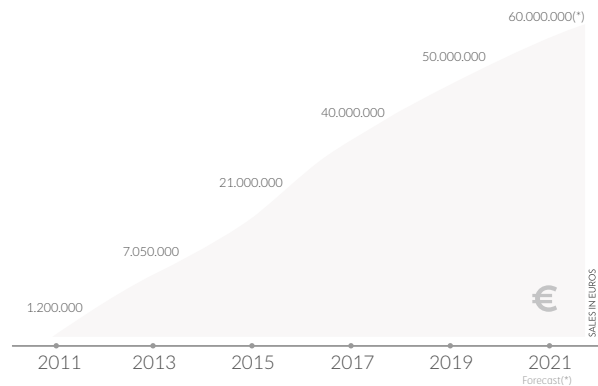


## SALES EVOLUTION

In 2009, Elastron had a turnover of 450.000 euros, finishing 2021 with 60.000.000(\*) euros.

Growing from 6 to more than 200 employees, Elastron has warehouses and offices in Portugal, Spain, Germany, Poland and China, with permanent stock and exporting to more than 70 Countries.

Today, Elastron is considered a real case study with more than 200 dedicated professionals who work every day in the development of new products and services at the most competitive prices on the market, launching trends that make the brand a global reference.



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