

## **TATRA Product Information (English)**

### **PRODUCT INFORMATION**

All products we offer under the TATRA brand carry not only elegance and aesthetic value, but also meaning and purpose. Our entire collection is produced based on handcraftsmanship and with a strong sense of social responsibility.

These products, meticulously prepared by women in need who produce at home and cannot participate in the active workforce due to economic reasons, represent more than just jewelry; they are symbols of women's labor and solidarity.

Each product goes through quality control processes from start to finish and is rigorously inspected. The plating quality, color vibrancy, and durability of our products have been tested according to international standards, and we have the test certifications.

They offer performance that exceeds expectations both in aesthetics and longevity.

Our collection is grouped into 3 main series:

#### **1- KGT Series – String & Adjustable Models**

Our products starting with the KGT code are string and adjustable models. They can be easily used by all age groups. This product group is displayed on the top row of the stand. There are 30 different models, with 12 pieces per rod.

#### **2- ZNR Series – Chain Models**

Our ZNR-coded products consist of chain designs. This series includes a total of 150 different models and is displayed on three rows of the stand.

#### **3- KRS Series**

The KRS series is a collection made of glass and plastic beads. There are 45 models in total.

#### **Stand Distribution:**

1st Row: KGT – 30 Models

2nd Row: ZNR – 43 Models

3rd Row: ZNR – 43 Models

4th Row: ZNR – 43 Models

5th Row: KRS – 43 Models

Total: 202 models x 12 pieces = 2,424 products

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### **OUR BRAND JOURNEY & MARKET STATUS**

As the TATRA brand, we have successfully completed our stand-based sales system following extensive R&D studies. We started trial sales in the UK market, where we are initially based.

As of today, our stands are actively placed in approximately 150 retail locations in the London area alone, operating with high sales efficiency.

#### **Current Performance:**

- A minimum of 300–500 units per week at low-performing stores
- Up to 1,000 units weekly at top-performing stores
- Our stands attract significant attention in the stores where they are placed, enhancing visual appeal and customer engagement
- Beyond being a display space, our stands are highly effective in attracting customer traffic to stores. Thanks to their eye-catching design and unique presentation style, they increase visibility within the store and create a strong "pull effect" on potential customers

### **OUR GOALS**

- Install 2,000 stands in 20 countries
- Become a globally recognized jewelry & accessory brand
- Expand in central urban locations with high foot traffic
- Develop collaborations with gift shops selling regional, touristic-themed products

### **WHY TATRA?**

- ✓ Handmade and original designs
- ✓ Supporting women's labor and local production
- ✓ Easy-to-install and eye-catching stand structure
- ✓ Proven sales success models
- ✓ Sustainable production and high customer satisfaction