

Latvian furniture design brand searching for international distributors.

Summary

Profile type	Company's country	POD reference
Business Offer	Latvia	BOLV20240611010
Profile status	Type of partnership	Targeted countries
PUBLISHED	Commercial agreement	<ul style="list-style-type: none">• Japan• Canada• United States• South Korea• Finland• Norway• Sweden• Netherlands
Contact Person	Term of validity	Last update
Noriko MITA	11 Jun 2024 11 Jun 2025	11 Jun 2024

General Information

Short summary

Furniture design brand, based in Riga, Latvia, specializes in high-quality, ergonomic office and public space furniture. With extensive production capabilities and a focus on user-centric design, they seek international distributors to bring our innovative products to a global market. The company portfolio includes Nordic style design products like award-winning BLOOM stool and ROO rocking toy, as well as auditorium seating systems, and office furniture.

Full description

Furniture design brand, founded in 1993 in Latvia, is a company specializing in the production of high-quality, ergonomic office and public space furniture. The company has built a solid reputation for practical, well-designed furniture and has recently developed a new brand for the international market.

The company's product line includes notable design pieces such as the BLOOM stool, the ROO rocking toy, and the

MARGO modular shelving system. The BLOOM stool, recognized for its lightweight and durable design, is stackable and suits modern interiors. The ROO rocking toy offers a versatile play experience for children and is easy to store. The MARGO shelving system allows users to customize its configuration, making it suitable for both residential and public spaces.

The company focuses on creating products that work well and are easy to use. Their design philosophy emphasizes simplicity and functionality, ensuring that each piece meets high standards of quality and user satisfaction. This practical approach is a cornerstone of their success and has enabled them to maintain a consistent level of excellence in their offerings.

The company is actively seeking international distributors to extend the reach of their design products. The goal of this cooperation is to enter new markets and increase the brand's international presence. By partnering with distributors who have a strong market presence and an understanding of local consumer preferences, they aim to achieve broader market penetration. The initial sales focus can be placed on stackable light-weight pieces, that permit easy bulk shipping.

The desired outcome of these partnerships is to establish a network of distributors who can effectively promote and sell products in their respective regions. The company envisions a cooperative relationship where distributors manage marketing, sales, and distribution efforts. They will support its partners with marketing materials, product training, and technical assistance to ensure successful representation of the brand. Both online brick-and-mortar retail spaces are desirable for this partnership.

In summary, company's commitment to practical, well-designed furniture makes them an ideal partner for international distributors. By forming these partnerships, they aims to expand its market reach and introduce its products to new audiences around the world.

Advantages and innovations

The company gains a competitive edge by performing the vast majority of production processes in house and building trustworthy partnerships with companies providing any additional services in the production cycle. The company continuously invests resources and expertise into streamlining and automation in both production and administration. With years of accumulated experience, they specialises in molded plywood production, adding a layer of expert handiwork to each product.

Technical specification or expertise sought

Stage of development

Already on the market

Sustainable Development goals

- **Goal 12: Responsible Consumption and Production**
- **Goal 3: Good Health and Well-being**
- **Goal 4: Quality Education**
- **Goal 8: Decent Work and Economic Growth**

IPR Status

Partner Sought

Expected role of the partner

They are looking for trade partners who have a good understanding of market demands in the field of furniture in their geographic area, and are interested in finding a niche for Latvian products to fill. They are looking for both distribution and representation in the market, optimally to close deals for purchase in bulk.

Type of partnership

Commercial agreement

Type and size of the partner

• **Big company**

Dissemination

Technology keywords

Market keywords

- **09004002 - Office furniture and other professional furnishings**
- **07004003 - Home furnishing and housewares**
- **07004005 - Furnishing and Furniture**

Targeted countries

- **Japan**
- **Canada**
- **United States**
- **South Korea**
- **Finland**
- **Norway**
- **Sweden**
- **Netherlands**

Sector groups involved