

GREEN FUTURE GROUP

Quality comes from inside

GROUP OVERVIEW

Green Future Group (GFG), consisting of 5 companies, is a leading Romanian producer, distributor, and online retailer of premium bedding items, as well as a wide range of home deco products.

From raw materials, semifinished products up to services and end user products, the group integrates vertically the supply chain in order to deliver best consumer experience.

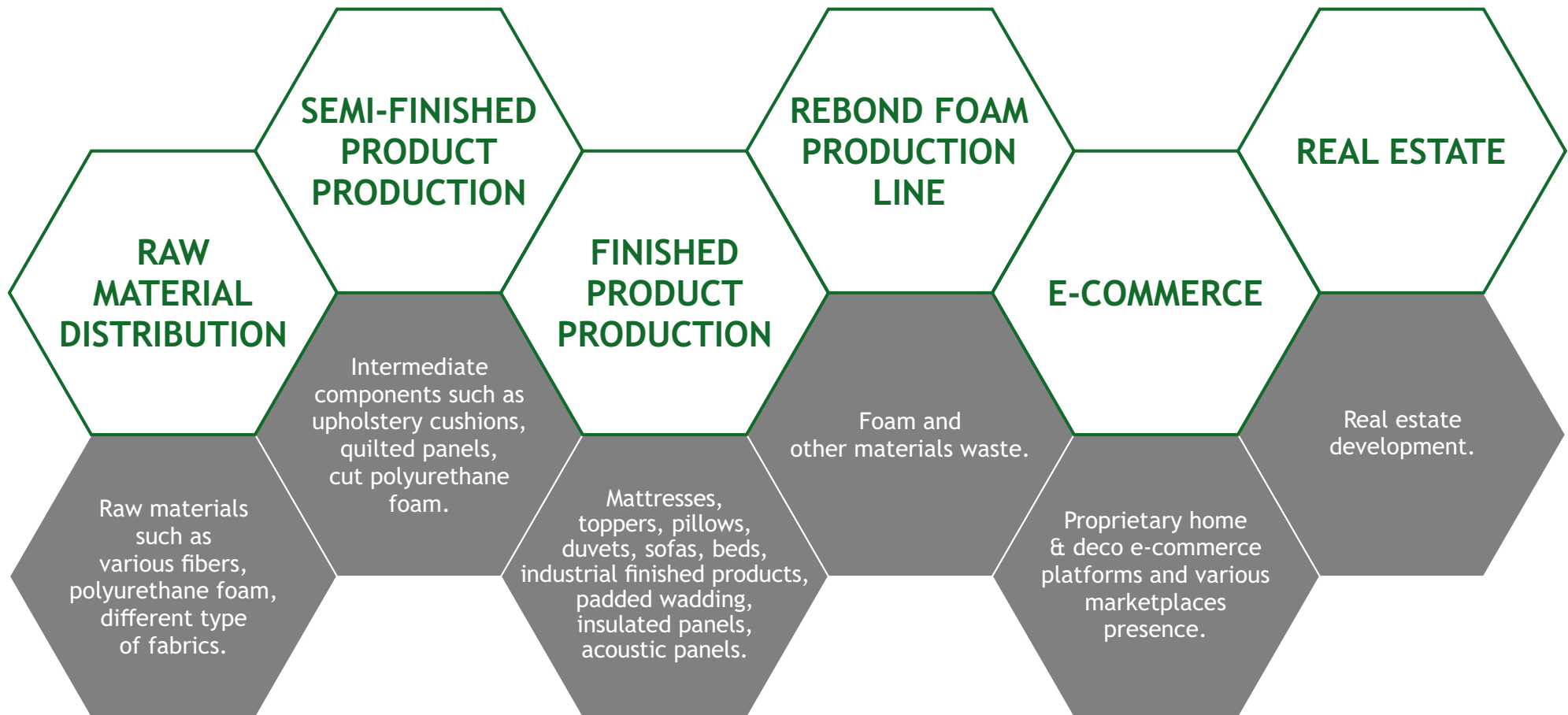
We cover all selling channels available in our industry: online, offline and Horeca.

5
COMPANIES

BEST
CONSUMER
EXPERIENCE

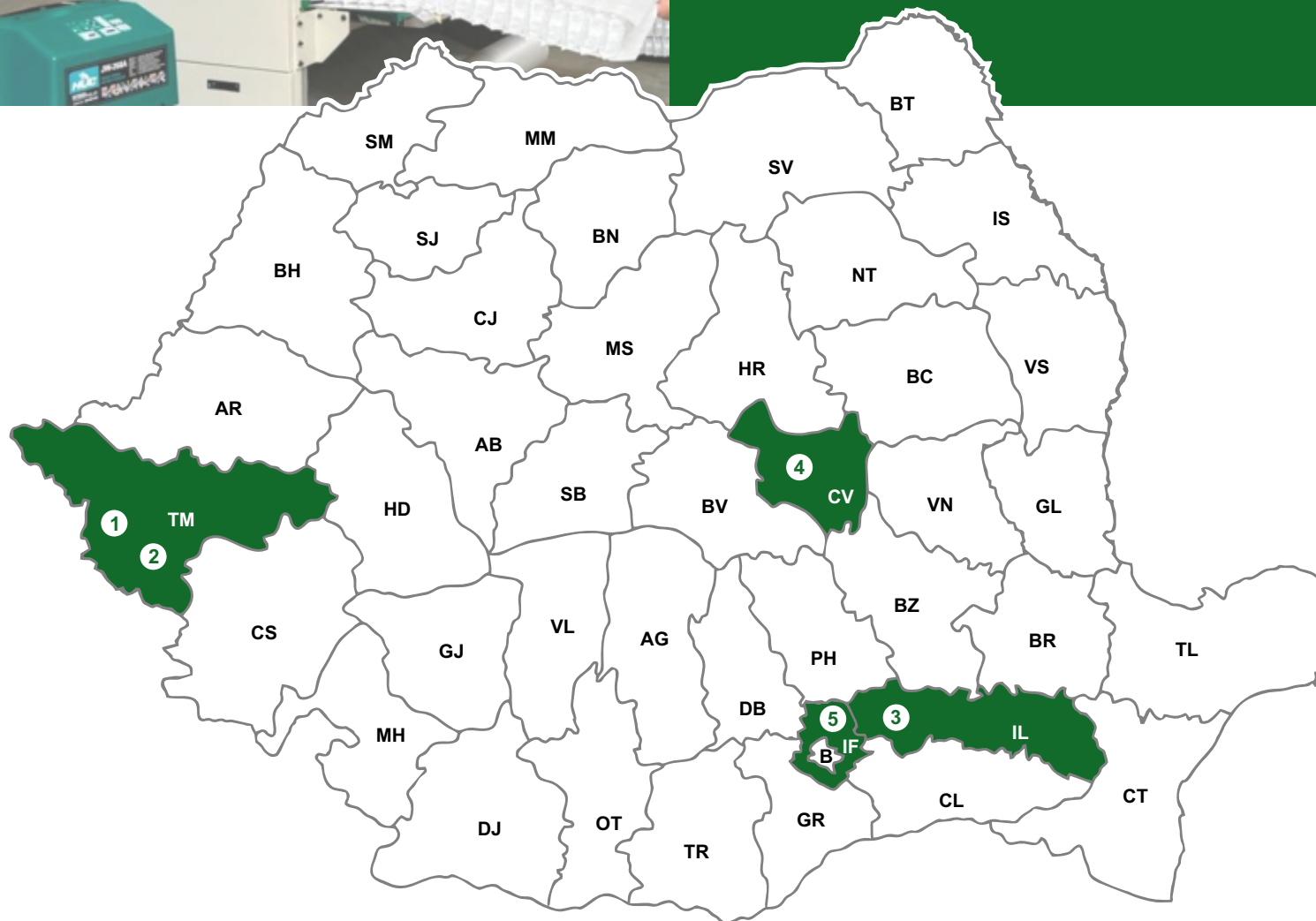
DIVERSE
SALES
CHANNELS

BUSINESS SEGMENTATION





OUR COMPANIES



1. **SUPER BALL - ORTISOARA:** Mattresses, toppers, pillows, duvets, sofa and upholstery bed manufacturing for high end customers, rebond foam.
2. **SOFTTEX - COVACI:** Padded wadding manufacturing, acoustic panels, insulated panels.
3. **ALCAM - URZICENI:** Foam cutting, pillows and duvets, raw materials, semi-finished products for the sofa and mattress industry, upholstery fabrics distribution.
4. **FROM PRODUCT: SFANTU GHEORGHE** - nursery products, soft play furniture and educational toys.
5. **PAL GROUP-** Real estate development

WHY CHOOSE US




 **More than 30 years of expertise in the industry**

 **GFG offers a complete solution for our clients' needs**

✓ We deliver a full range of solutions to our customers, whether end-users or resellers. From single product manufacturing to the entire bedroom experience, we are able to develop and provide the entire range of complementary articles naturally integrated in collections according to customers' needs.

✓ We manufacture and process a large range of semi-finished products for the home and deco industry, such as different types of fibers, wadding, springs, fabrics and polyurethane foam, as well as finished bedding products and furniture.

 **Committed and flexible, we operate a custom-made facility**

✓ We can produce a wide variety of products tailored to our clients' needs and demands.

 **Innovative and highly specialized**

✓ GFG is a pioneer in the latest technology adoption in Romania.

✓ We are constantly providing innovative products and services that set new benchmarks for the industry.

 **Dedicated HoReCa line of standard and premium bedding products**

✓ Mattresses, duvets, pillows, mattress protectors, bed linens, bed bases and headboards, sofas, outdoor cushion, as well as a wide range of accessories.

 **Strong presence across multiple sales channels**

✓ Various B2B channels, proprietary online platforms and marketplaces.

GROUP EVOLUTION

2002

The group is founded in Timisoara and focused primarily on distributing raw materials for the bedding industry.

2003

The first synthetic fiber processing line is installed in Timisoara.

2004

Super Ball is founded near Timisoara and starts manufacturing bedding items and different fillings for bedding products.

2005

The group's activity is expanding to the southeast region of the country with the opening of a new production unit in the Bucharest area - Alcam International with focus on pillows and bedding semi-finished items productions.

2006

Softex is established in a joint venture with one of Italy's leading non-woven producers, Softex srl, Bari. This greenfield development marks the company's entry into the wadding sector.

2007

Due to significant growth and expansion, the south-east semi-finished and finished products manufacturing are relocated to a much larger facility in Urziceni area.

Alcam International adds new PU cutting unit to Urziceni area factory, further enhancing the business's capabilities to meet growing market demands.

Super Ball starts producing premium finished products: mattresses, toppers, pillows, duvets.

The group acquires full ownership of Softex by taking over all shares from the Italian company.

Sofa World is acquired, with the group continuing its expansion into the production of sofas and upholstered beds.

Mezoni, an online home and decor retail platform, is launched, opening new horizons for GFG. This platform aims to revolutionize home shopping by offering a curated selection of high-quality products, innovative designs, and exceptional customer service

From Product in Sfântu Gheorghe is being acquired due to its substantial production potential for nursery and soft furniture products.

The group continues its development through strategic partnerships and investments.

2009

2010

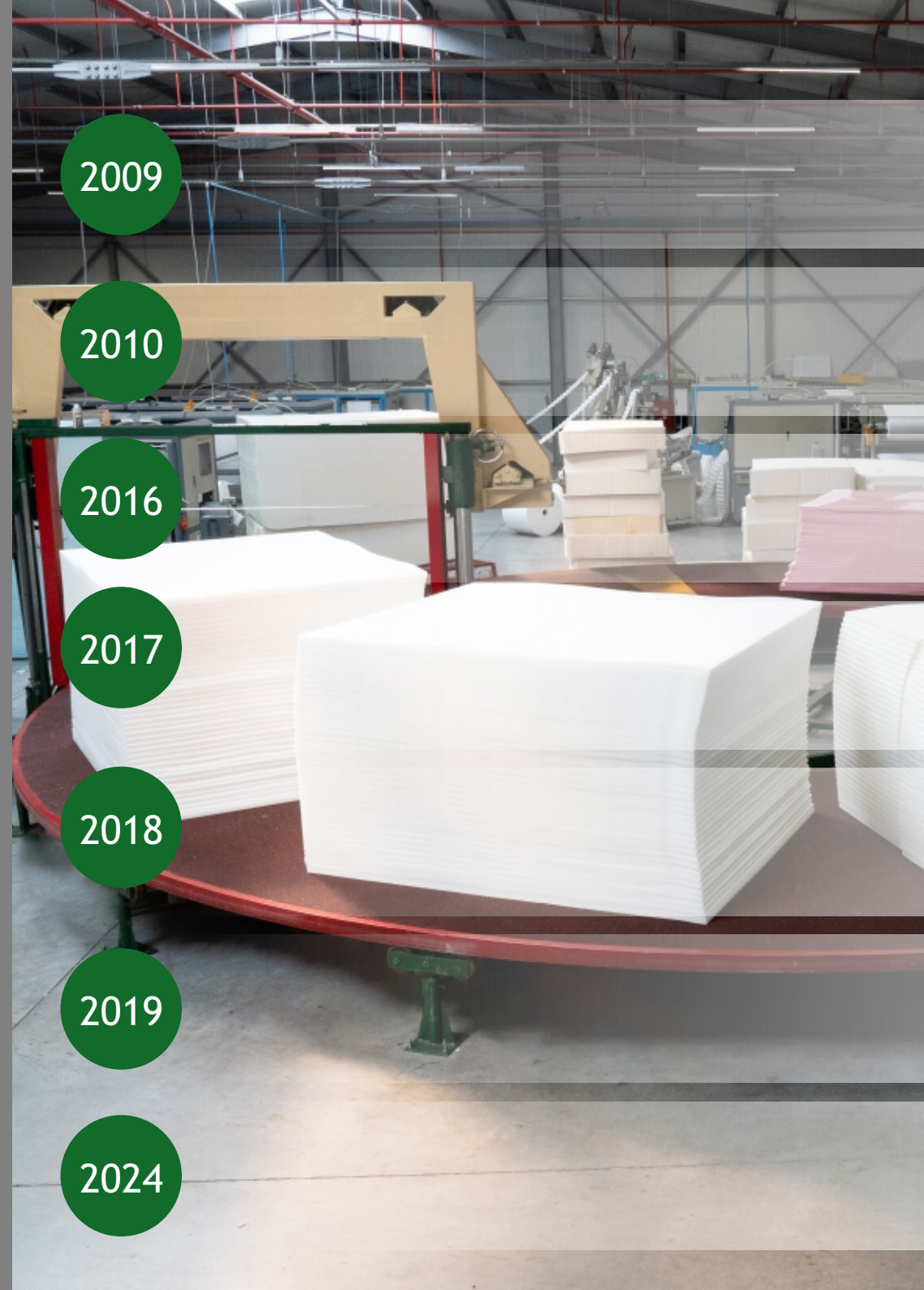
2016

2017

2018

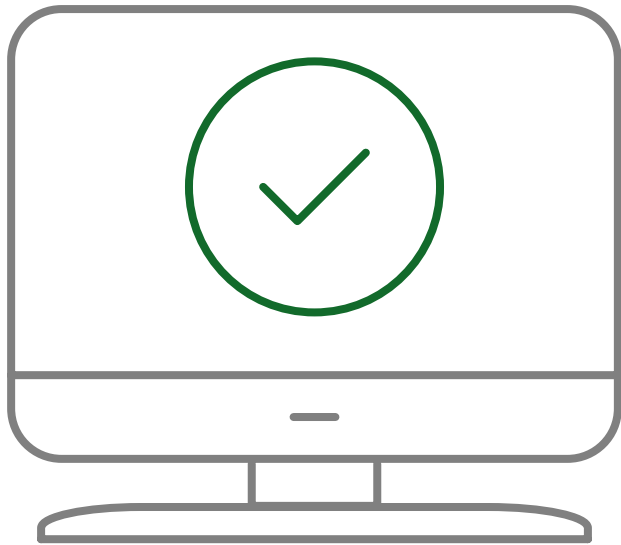
2019

2024





EVOLVING OUR OPERATIONS: STRATEGIC CHANGES AND THEIR BENEFITS



Cultural Transition

✓ Shifting from a family to a corporate culture was crucial for better process structuring and clear strategic leadership, vital for sustainability and long-term growth of the company.

Production Automation

✓ Implementing automated production lines not only increased the volume and quality of production but also reduced production times and minimized human errors, thereby improving resource management.

Artificial Intelligence Utilization

✓ AI has enhanced workflow optimization, swiftly identified deficiencies, and anticipated production line adjustments, leading to efficient planning and operational cost reduction.

Complete Digitization

✓ The digitization of documents and procedures has improved access and security of information and reduced the environmental impact by completely eliminating paper use.

STATE-OF-THE-ART TECHNOLOGY

We are constantly dedicated to integrating new equipment, robotic lines, and artificial intelligence solutions that perfectly complement the abilities and expertise of our team, all with one goal: digital development and high productivity, all under an impeccable quality.

Robotic automated mattress assembly line

- ✓ Pick and place robotic arm 6 axes.
- ✓ Tape edge, pillow top and zipper cover separate lines.

Different gluing technologies

- ✓ water-based
- ✓ Hotmelt

New tech quilting machine

- ✓ Single needle
- ✓ Multi needle
- ✓ Panel cutter
- ✓ Edge trimmer





Fully automatic pocket spring assemblers

- ✓ Double wire robots
- ✓ Zone assembly feature
- ✓ Custom diameter and height



Automated pillow machine



Automated machines for packing pillows/ quilts



In-house foam cutting unit

- ✓ CNC contour
- ✓ Carousel
- ✓ Vertical and horizontal cutting
- ✓ Convolute profile cutting
- ✓ Punching machine



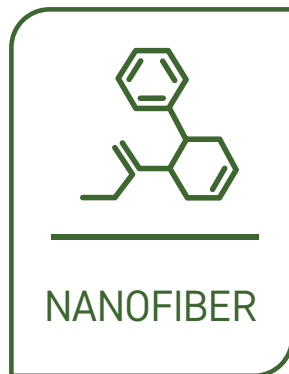
Wadding manufacturing equipment

- ✓ Air-lay
- ✓ Thermo-bonding



PRODUCTION PIONEER

GFG is one of the first manufacturers in Europe to produce nonwoven products from bamboo fibers and to incorporate nanofiber fillings in pillows, highlighting its commitment to product development and technological advancement





COMMITMENT TO EXCELLENCE AND SUSTAINABILITY

We are deeply committed to sustainability and safety across all aspects of our operations, continuously focusing on environmental protection, employee safety, quality standards, and responsible material sourcing. This dedication ensures we consistently meet and exceed global standards, enhancing well-being for our community and environment.



PROVED QUALITY



QUALIFIED FOR





BUILDING A GREENER FUTURE

RENEWABLE ENERGY PRODUCTION

We have equipped our factories with photovoltaic panels, currently covering 15% of our electrical energy needs with green energy. Our goal is to reach 80% by the end of 2025.

FOAM WASTE RECYCLING FACILITY

We are developing a production facility that transforms foam waste into polyol using only green energy, with full implementation expected by the end of 2025.

CARBON FOOTPRINT REDUCTION

The company aims to achieve carbon neutrality to minimize environmental impact.



CIRCULAR ECONOMY

Currently, we reintegrate 100% of foam waste, 20% of fabrics, 100% of wadding, and 10% of paper back into our production process. Plastics, wire, and other production wastes are managed through contracts with authorized companies to ensure traceability.

USE OF RECYCLED MATERIALS IN PACKAGING

We use 20% recycled plastic film, 18% of our silicone fiber is recycled from PET bottles.

HEAT RECOVERY SYSTEMS

The heating of our factories is partially provided through heat recovery systems and green energy.



OUR QUALITY MANAGEMENT STRATEGY

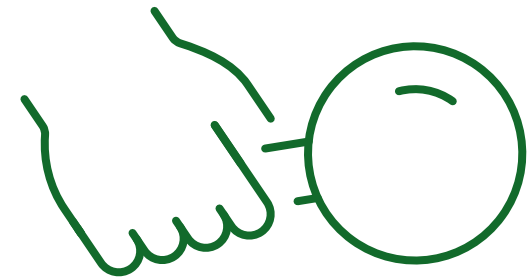
COMMITMENT TO QUALITY

At our facility, quality is not just a metric; it's a cornerstone of our operational philosophy. We strive to maintain the highest standards in every product that comes off our production line.



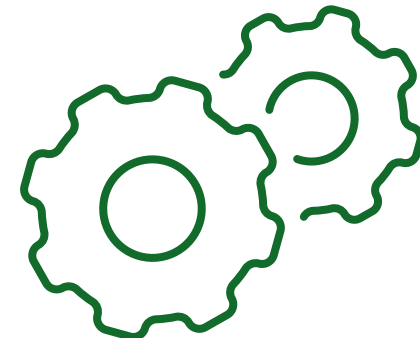
QUALITY ASSURANCE PROCESSES

Regular internal audits are conducted to ensure compliance with quality control standards. These audits help in early detection of potential issues and prevent them from affecting the final product quality.



RESPONSE TO QUALITY INCONSISTENCIES

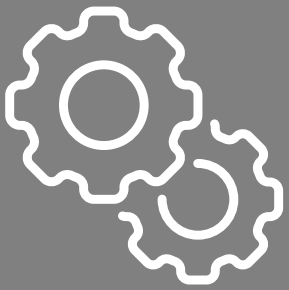
If our products fail to meet our quality standards, this triggers an immediate and robust response. We implement corrective measures to address and rectify these quality inconsistencies, ensuring that our product integrity is maintained.



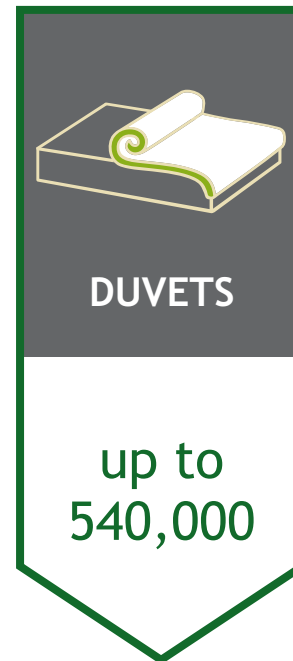
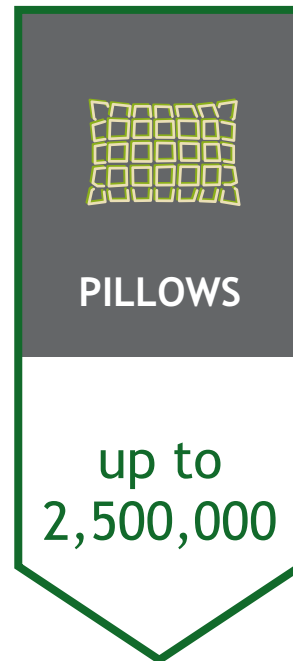
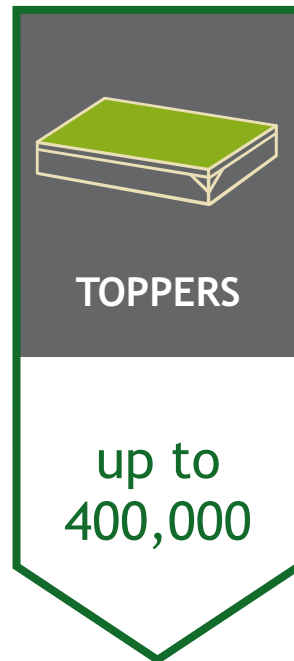


OVERVIEW OF GROUP COMPANIES AND PRODUCTION FACILITIES

SUPER BALL	Retail and distribution platform, Finished products manufacturing unit, Logistics platform.	41.500 sqm	10.500 sqm production	11.000 sqm warehouse
ALCAM	Semi-finished products and raw materials production facility, along with pillows and duvets manufacturing unit.	55.000 sqm	7.600 sqm production	7.800 sqm warehouse
FROM PRODUCT	Facility specializing in the production of nursery products and soft play furniture, as well as educational toys.	10.320 sqm	2.200 sqm production	1.958 sqm warehouse
SOFTEX	Facility dedicated to the manufacturing of padded wadding, acoustic panels and insulated panels.	9.000 sqm	6.000 sqm production	3.000 sqm warehouse



PRODUCTION CAPACITY / YEAR



*Depending on the complexity of the product



NATIONAL AND INTERNATIONAL PRESENCE



Over 2500 happy B2B customers

MOBEXPERT®

Auchan



DEDEMAN 

möma 

MÖBELIX

SELGROS

METRO

cora

vivre

XXXLutz



Carrefour

EMAG

elefant.ro
MALLUL ONLINE AL FAMILIEI TALE

Dreams

amazon

wayfair

PARISOT INDUSTRIE



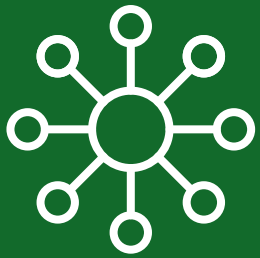
OUR BRANDS

We proudly own seven distinct brands, each characterized by a unique identity and mission. From bedding and furniture to children's products, each brand is driven by a commitment to quality and customer satisfaction.

In addition to our proprietary brands, we also provide private labeling, enabling businesses to customize products.



Private LABEL



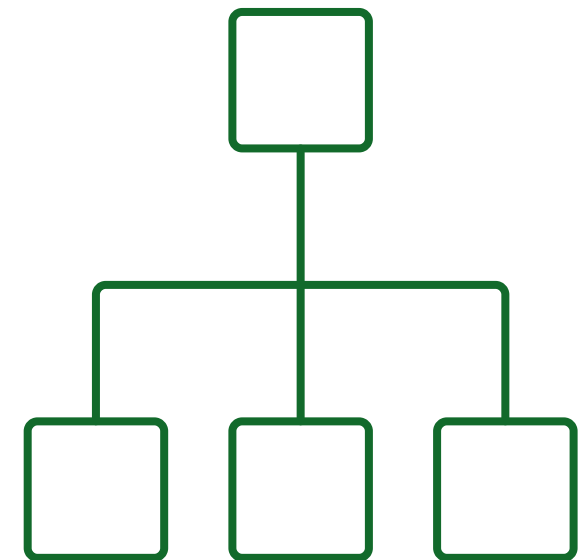
MULTI-CHANNEL APPROACH

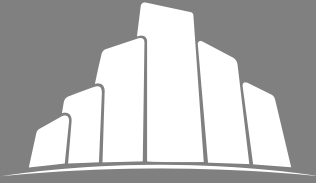
B2B CHANNELS

Traditional retail store
E-commerce platforms
Wholesale distribution
Procurement platforms
HoReCa partnerships

SELF MANAGED ONLINE CHANNELS

Home and decor online channel- www.mezoni.ro
Premium bedding online channel- www.green-future.ro
Various marketplace channels:
Emag, Elefant, Amazon, Vivre, Pepita, and others





GREEN FUTURE GROUP: UNVEILING OUR COMPETITIVE EDGE

DECADES OF EXPERTISE

At Green Future Group, we are proud to leverage over 30 years of industry expertise in the home and decor sector.

LEADERSHIP IN INNOVATION AND DESIGN

Our leadership in innovation and design establishes new benchmarks that clearly set us apart from our competitors

ENHANCED PRODUCTION CAPACITY

Our robust production capacity stands as a fundamental advantage, enabling us to fulfill large and diverse orders with unmatched efficiency.

ADVANCED INTEGRATED SYSTEMS

We are at the forefront of logistical innovation, employing advanced systems like drop shipping to streamline our operations.

STRATEGIC LOCATION IN EUROPE

Our strategic positioning within Europe enables us to forge robust and reliable partnerships across the continent.

