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Company presentation

Introduction

Casys is a member of Alpha Logica Group – international company specialized in production of custom made promotional goods.

Alpha Logica – facts & figures

- 23 years of experience
- 100% of our products are made to order
- present on four continents
- shipping goods to over 35 countries worldwide
- full-service (design, production & logistics)
- approx. 100 employees worldwide



let's act together



Alpha Logica Group

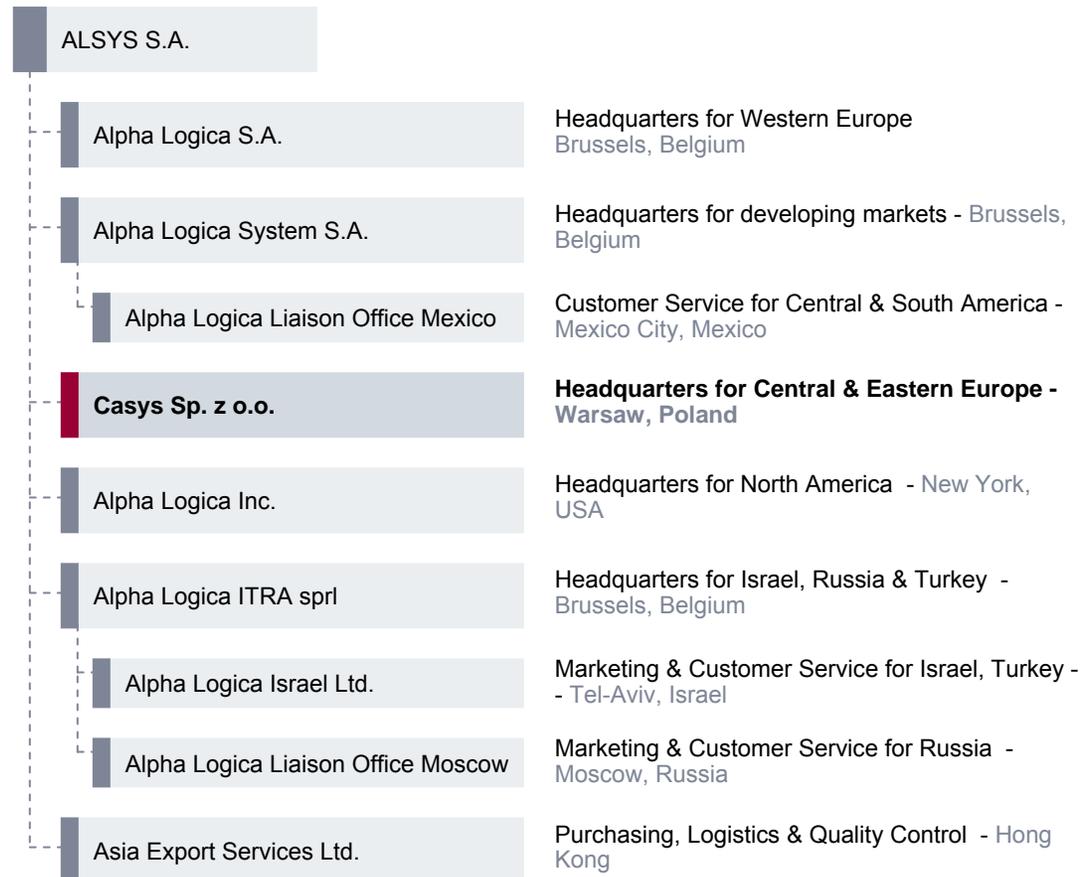
Alpha Logica Group | company background

The beginnings of Alpha Logica S.A. reach back to 1983 when it was set up as a private limited company. Since then, the company as well as its assortment and territorial range has highly grown. The structure was modified several times in order to adapt it to the needs of extended markets, but there were no significant changes in the ownership of the company.

The founders of the Alpha Logica group developed a worldwide network of trading companies represented in Western Europe, Central & Eastern Europe, Israel, Turkey and the United States. The group has also been present in Central & South America for the last few years.

Throughout the world approximately 100 persons are employed by the Alpha Logica group of companies.

Organizational structure of Alpha Logica Group



Worldwide locations of Alpha Logica Group companies



Main types of products offered by Alpha Logica Group

- Bags
- Cosmetic Bags
- Premium packaging
- Watches
- Jewellery
- Toys
- Electronics
- Porcelain
- Stationery
- Cosmetic accessories
- Clothing
- Household appliances

Every year the assortment expands to new types of products

Main services – overview

1. Product development & design

- creation & product design
- analyzing of market trends
- promotional items market research

2. Production & quality assurance

- purchasing
- quality inspections

3. Logistics

- transportation
- duty clearance
- warehousing
- distribution

1. Product development & design

- creation & product design
 - unique solutions for supporting brand's image
 - in-house designers
- sampling rooms in Hong Kong
- hunting for new trends
 - regular fashion & market trends reports
- promotional items market research
 - searching for new items & applications
 - competition analysis

2. Production & quality assurance

- 100% of products made for custom order
- close, long-term cooperation with carefully selected and trusted suppliers
- offices in Hong Kong and Guangzhou
- quality testing at every stage of production process
 - conformity with European requirements
 - qualified in-house quality inspectors
 - cooperation with SGS and Intertek laboratories

3. Logistics

Alpha Logica offers full range of logistics services

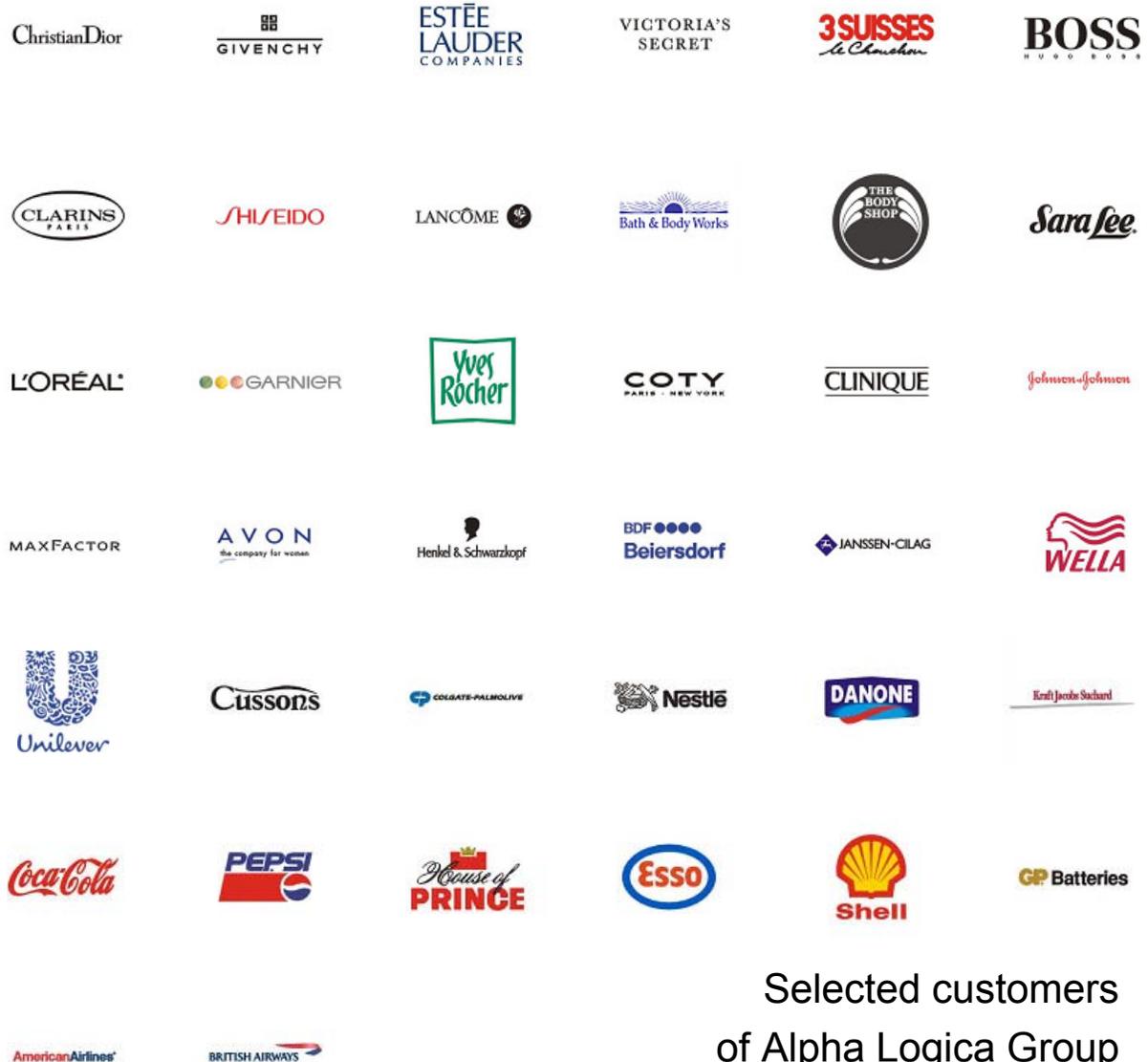
- Transportation
 - by air
 - by sea
 - on the land (by roads & railways)
- Customs clearance
- Warehousing & stock management
- Distribution

All above services are outsourced

Main logistics partners of Alpha Logica

- Frans Maas
- Maersk Sealand
- Lufthansa Cargo

Alpha Logica Group | customers



Selected customers
of Alpha Logica Group



let's work together



Casys Sp. z o.o.

Casys | company details

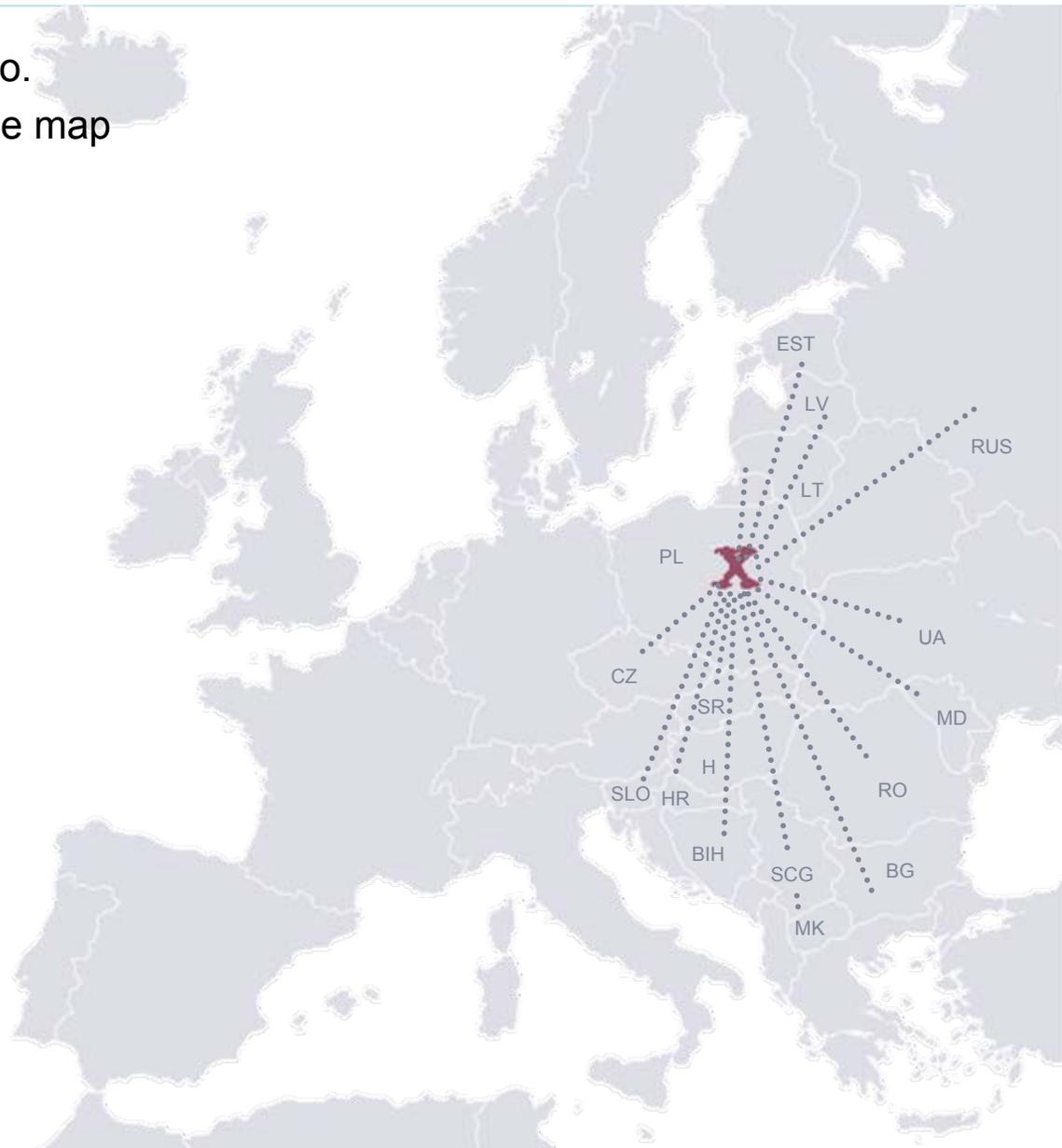
Casys Sp. z o.o. was originally founded in 1998 as Alpha Logica Polska Sp. z o.o.

In 2005 the company was transformed and moved to new location in modern office building.

Casys at-a-glance

Name	Casys Sp. z o.o. (former Alpha Logica Polska)
Address	Bukowinska 22B, 02-703 Warsaw, Poland tel. +48 22 380 14 00, fax +48 22 380 14 44 e-mail: info@casys.com.pl
Territorial range	Central & Eastern Europe
Office	Yes
Logistics hub	Yes
Production spots	No (all factories are localized on Far East)
Personnel	8

Casys Sp. z o.o.
Territorial range map





Process overview

I Developing the product portfolio

- 1.* General request concerning development of promotional items
 - schedule of planned actions
 - specification of target markets
 - initial directions of development

- 2.* Presentation prepared by Alpha Logica
 - report about new trends in fashion
 - new products ideas & initial designs

3. Brief from the customer
 - general idea of the product
 - sub-brand positioning & target group specification
 - eventual suggestions for design
 - estimated quantities & requested target prices

* optional

I Developing the product portfolio

– continued

4. Initial designs samples & offers

- preparation of designs & initial samples
- Initial price quotation based on estimated quantities and destination locations

5. Customer's feedback

- selection of ideas for further development
- remarks for presented ideas
- expectations for new designs, samples and prices

6. Final product development

- close cooperation with customer's marketing & purchasing departments
- working on designs, product improvements and costs

I Developing the product portfolio

– continued

7. Finalization of order

- approval of final samples
- specifying the unit packaging
- preparation product's strategy for the customer (detailed information about prices, lead-times, backup material costs, quality standards, collective packing etc.)
- signing official purchase order agreement

8. Start of mass production

- quality check & approval of pre-production samples
- laboratory testing & certification of first production samples
- delivery of sales samples

II Production & quality assurance

1. Ordering materials

- quality testing of material samples
- arranging production and delivery of materials

2. Production

- pre-order factory inspection
- production according to approved samples
- quality inspections during production phase

3. Final quality inspection

- arranging goods for shipment
- final quality inspection of each lot
(free random inspection basing on agreed AQL level
– performed by Alpha Logica inspectors or third-party company)

II Production & quality assurance

– continued

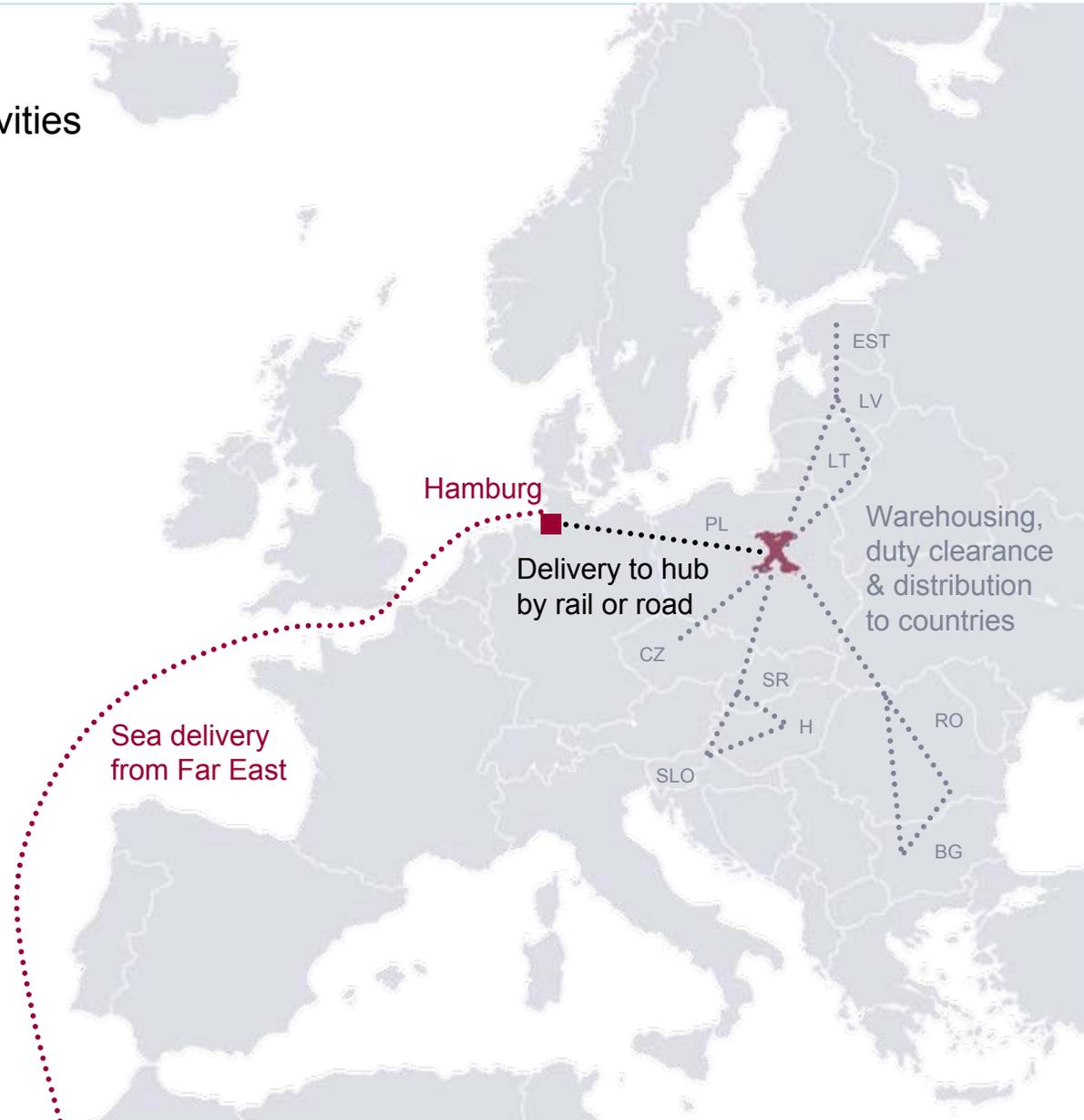
Quality norms and standards

- General AQL standard (Acceptable Quality Level): II
 - Minor: 4.0
 - Major: 2.5
 - Critical: 0.0
- EN 71, part III
- Low Cadmium
- Azo Free

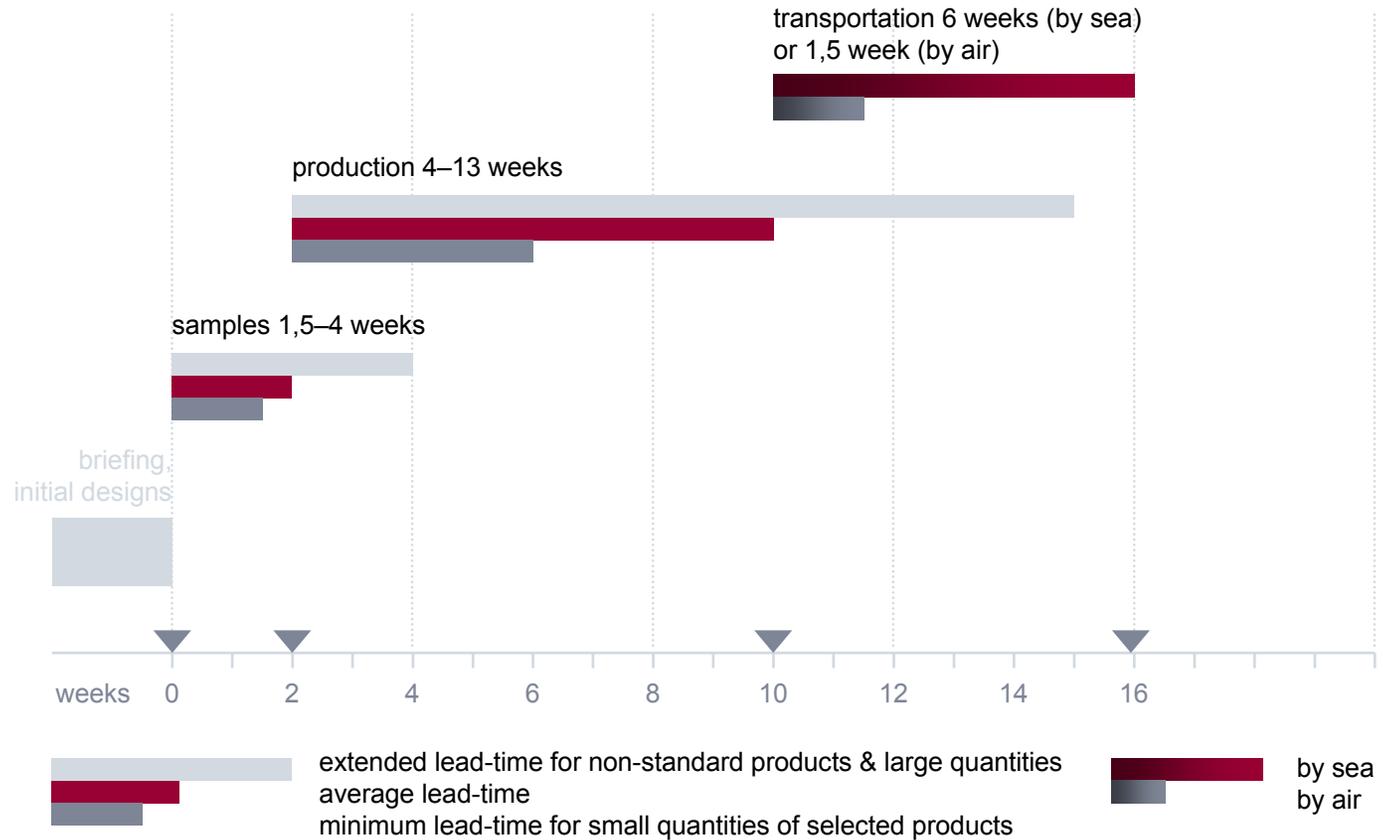
III Logistics

1. Shipping the goods to the logistics hub
 - by sea & by land
 - by air
2. Bringing in the goods to bounded warehouse
3. Duty clearance & distribution
 - arranging the goods for delivery
 - clearing the required amount of goods
 - delivery to customer's warehouse
4. Reporting
 - up-dates about current stocks

Scheme of logistic activities



Sample schedule of project timing





Thank You for Your attention

Contact details:

Casys Sp. z o.o.
ul. Bukowińska 22B
02-703 Warsaw
Poland

tel. +48 22 380 14 03
fax +48 22 380 14 44
mobile +48 602 45 46 39

e-mail: info@casys.com.pl