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Pioneering Szynaka Days 2020 meeting



On 21-24.09.2020 we organised an online meeting with Business Partners from all over the world under the name of Szynaka Days 2020. It was another valuable experience at this difficult time, which will certainly inspire us to continue our international vision for the development of our company.

Online conversations will never replace face-to-face meetings with our clients, but thanks to the effective use of tools and opportunities created by modern digital technology we could once again talk and strengthen mutual business relations. The current global situation has presented us with an enormous challenge, which we have bravely faced. We have transformed the long-standing tradition of organising a face-to-face Furniture Manufacturers' Partner Fair in Łąka into an online event. Thanks to modern technologies, we organised a pioneering virtual event dedicated to the Polish and global furniture industry. In spite of the hundreds or even thousands of kilometres between us, we managed to hold individual talks with our Business Partners and thus to gather in one place

and at one time representatives of companies that are pioneers in the furniture industry worldwide. Four days of intensive virtual meetings and talks preceded by interesting lectures allowed us not only to broaden our knowledge of the current global situation on the furniture market, but above all to assess the possibilities of further development of the Polish furniture industry against the background of the problems we are currently facing.

The opening, at this difficult time, of the first plant of Grupa Meblowa Szynaka producing upholstered furniture, Classic Sofa in Lidzbark, which inaugurated Szynaka Days 2020, is a harbinger of intensification of global activities that will allow us to create a variety of furniture dedicated to the future and boost the strength of our company and the Polish furniture industry in the world. To us, your presence and such a large number of participants in the online talks is proof that Szynaka Meble, thanks to its well-established position and intensive work, is a willingly chosen and valued brand all over the world, representing the Polish furniture industry on the international arena.

Today, products with the Szynaka Meble logo are distinguished not only by high quality of workmanship and modern, global design, but above all, a guarantee of safe use, which is the result of a modern and sterile production process, during which the strictest international hygienic and sanitary standards are observed, which could be seen by the participants of the online meeting in the presented video footage. The priority of our development strategy is to provide users of our furniture with guaranteed comfort and safety. The stringent procedures and technological solutions used in all our plants are ahead of current safety standards and technologies, enabling us to respond quickly and effectively in emergency situations. Every day, at this difficult time, we take on challenges with our partners increasing the pace of our development by reaching for the latest developments in safety and production technology. We feel fully responsible for every piece of furniture that comes out of our factories, because the art of furniture-making is not only a business for us, but above all it comes from passion, individual values and almost 65 years of experience.