

WHO WHERE WHY

Liberta. Feel Free.

Liberta started operating 30 years ago as a representative of foreign companies in the furniture sector, based in Patras. Soon the company grew into the wholesale of furniture and decoration with a wide range of clientele that includes some of the biggest and most important Brands of the Greek market.

Nowadays, Liberta has been following a strong upturn in the market, and has established itself as one of the most important companies in the wholesale of furniture and decoration in Greece and abroad.

The core of its operation is the development of new innovative products and services targeting the different

needs of the customers, always prioritizing the «value for money» concept as well as high quality services.

Liberta is a firm believer in the value of people and the dynamics of the team, believes in human relationships and this is what the company tries to achieve through all its partners inside and outside of the company.

It is the key element that adds value to what we do, it is the element that guarantees the future and the link of a long chain of long-lasting relationships of trust with our customers and partners at all levels.



Success requires planning.

Liberta acts as an **importer** but also as a **representative** of large production units and well-known foreign trade companies.

The company's success was based on the combination of these two actions as well as the important collaborations she has developed.

This way Liberta can offer full support targeting every need of its clientele.

PHILO SOPHY

Eyes on target!

Liberta's philosophy is to **create**
an easy & smart living space.

Liberta goes beyond the term of just «products» and invests in the term of «concept». Offers a large and complete range of products that can meet the needs of any home or business space.

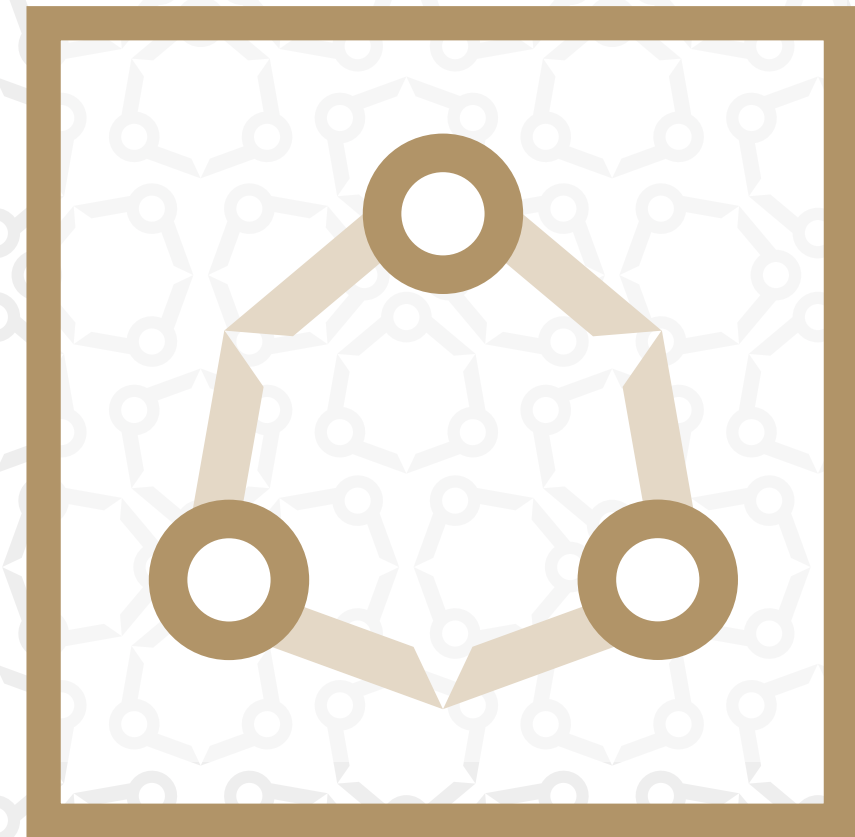
Quality conceptual solutions coupled with high «value for money» products are the basic parameters of our business.

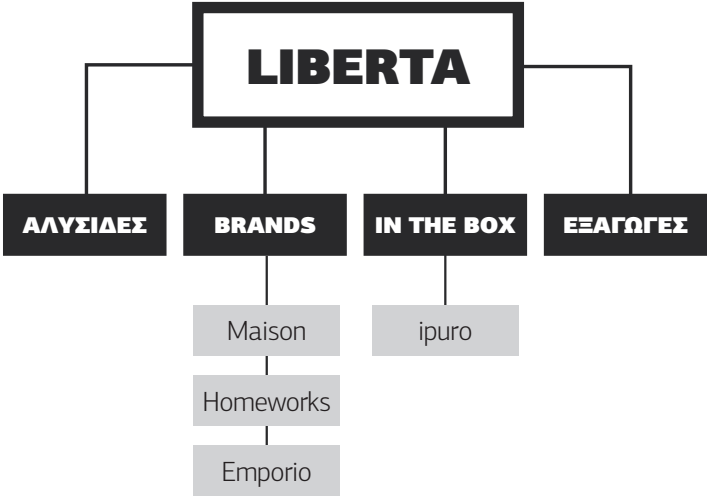


LIBER TEAM WINS!

Teamwork makes
the dream work.

Liberta's human capital is one of its most important assets. A capital in which the company continually invests. A team that is constantly training, specializing and evolving. They are the people who **design and implement the strategy of the company** and contribute to the achievement of its goals. In Liberta we have the right people, with the right skills, in the right positions at the right time.





A clear and targeted roadmap.

Liberta has designed a development roadmap that faithfully follows. The company’s strategy is to continuously progress through constant development, with new actions and innovative approaches to products and services, which are divided into four key areas:

- **Large retail chains in furnishing department**
- **Development of new brands**
- **Development of new products and collaborations**
- **Exports**

This approach fits perfectly with our principle as «travelers of the world».

We gather from every corner of the earth, the most special designs & concepts, providing our customers with unique and affordable products.

Our customers choose us because:

- We offer new collections each year following the new trends.
- We have affordable prices for any budget.
- We offer the top after-sales service.

Our customers follow our course faithfully. This is the result of more than 30 years of consistency and dedication offered by the people of Liberta.

STRA
TEGY

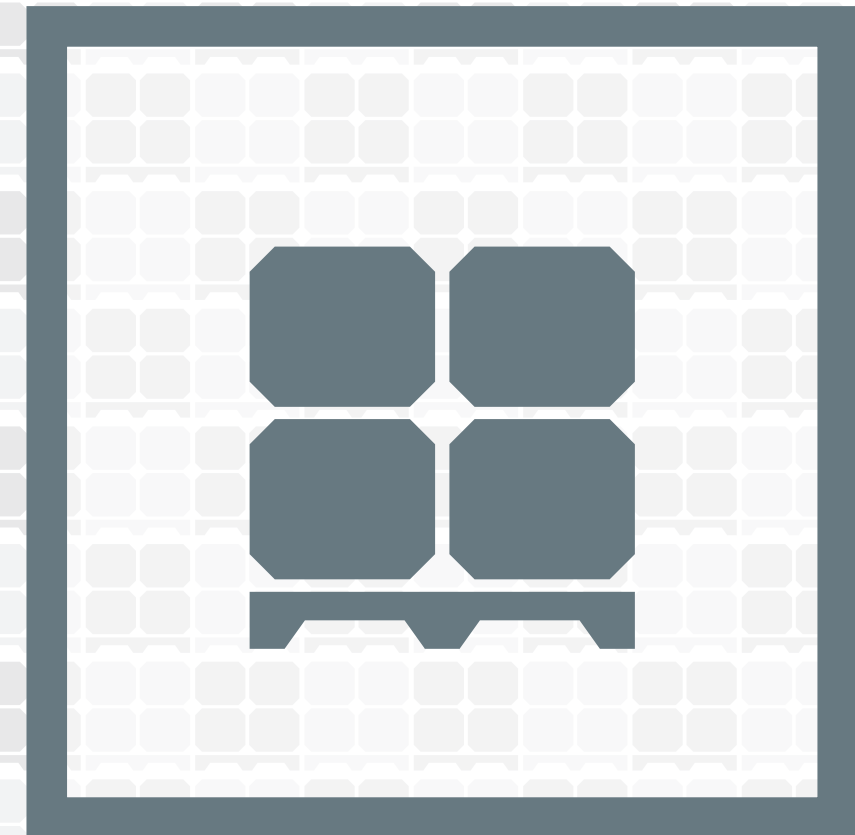
STRATEGY BIG BOX

Big boxes, great experience!

Since its early years, Liberta has sought and managed to become **a strategic partner for some of the major retail chains in the furniture sector.**

This was the result of the professionalism, consistency, reliability, high quality services and, above all, of the innovative and high «value for money» products based on exclusivity.

Nowadays, Liberta, having years of experience through its successful collaborations with major retail chains, has grown dynamically in all sectors. Together with the clients-associates, Liberta plans the future for one of the most competitive markets, a market that is both a challenge and an incentive for continuous improvement and growth.



STRATEGY THREE PILLARS

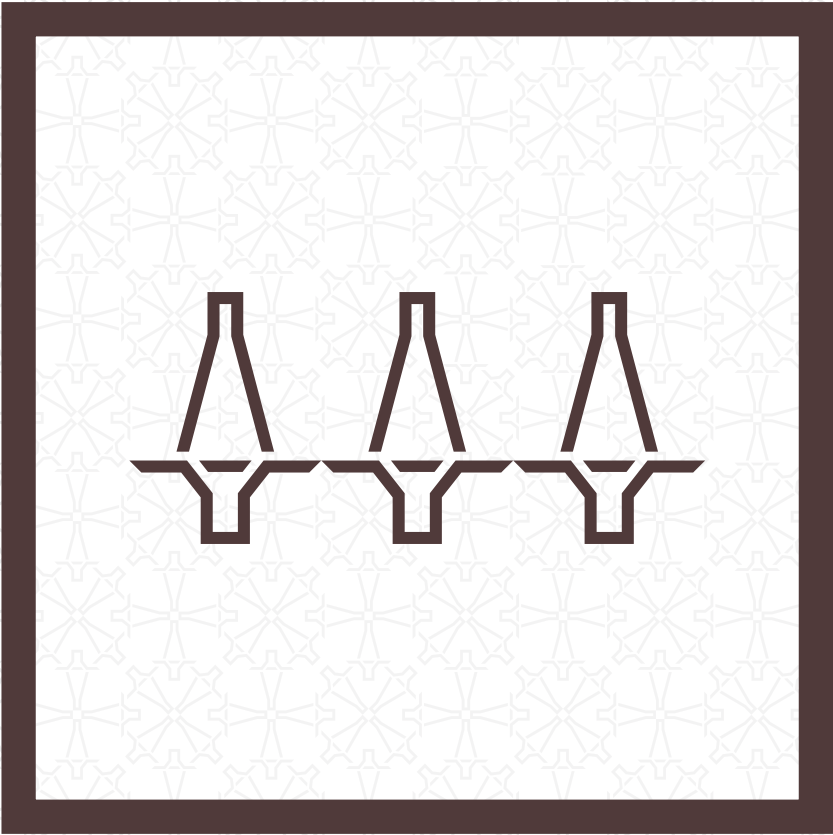
Brands of success.

Liberta brands make three different proposals, three different concepts. They complement each other in harmony by creating a complete commercial proposal covering the full range of the market.

These brands are designed to adapt to different needs and sizes so they can cover any possible city or region regardless of their geography point and size. For this reason, Liberta has developed for each brand, three types of stores, three complete proposals:

Corner Stores	(50 - 100 m ²)
City Stores	(100 - 200 m ²)
Concept Stores	(> 400 m ²)

Our goal is the sustainable development of all brands and this makes us very selective. We focus on dynamic partners with vision and appetite for work. We select key points, with commercial value that guarantee the return on the investment, and associates who can effectively represent the brand and its values.



STRATEGY IDENTIFY BRANDS

Specialization brings results.

Maison | concept & object

Exclusive limited collection with unique suggestions, unique design and conceptual approach.

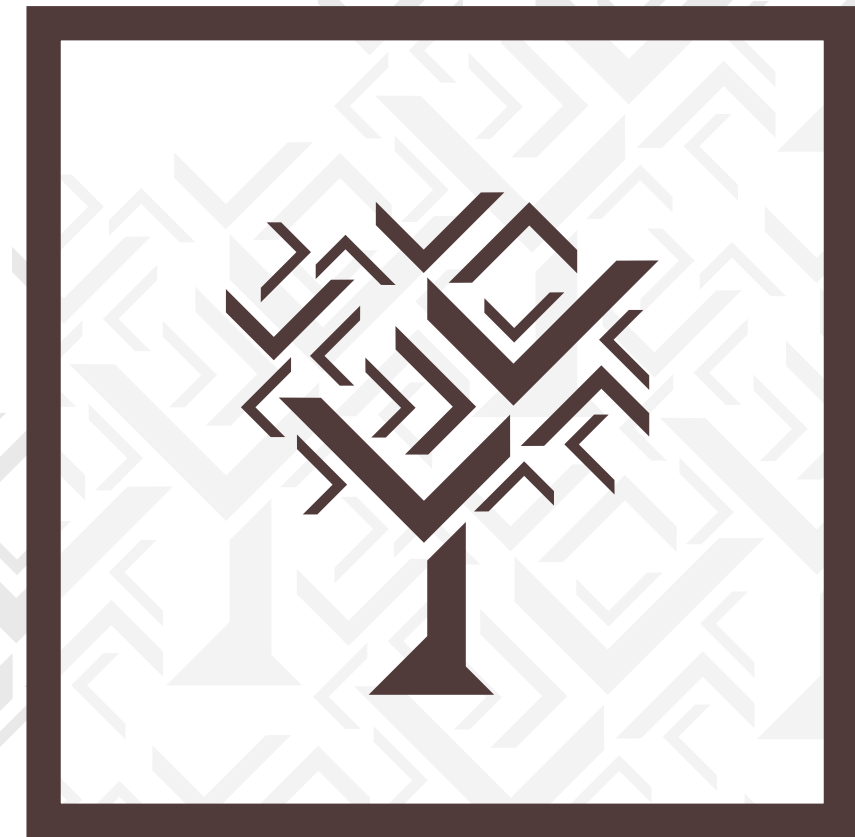
Homeworks | great ideas, affordable prices

Complete budget proposals with style and concept following the philosophy “room ready to go”.

Emporio | commercial values

Cleverly selected product range that allows strong promo ideas with unbeatable prices.

In Liberta, our network has to do with cooperation! **Our strategy is based on the creation of strong relationships** with our local partners who have the experience and knowledge of their market and who can promote the idea of each brand. We are constantly exploring new opportunities in order to achieve the continuous development of our network.

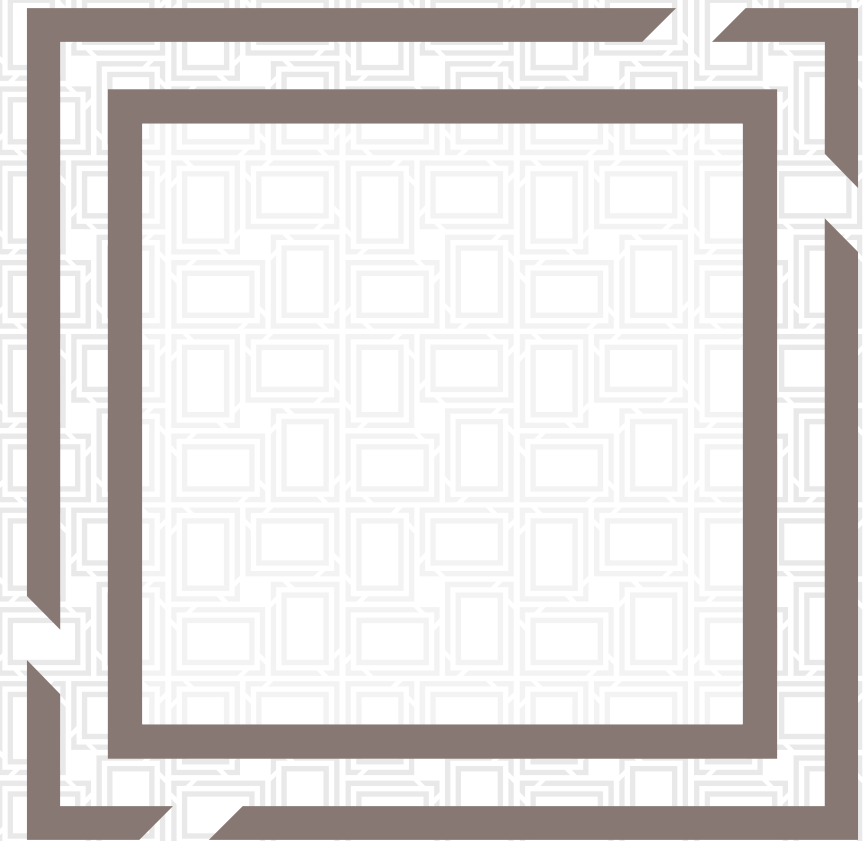


STRATEGY DECO InTheBox

Dream objects
for dream concepts.

InTheBox offers a large and complete product range that uniquely serves European trends in decoration and design. A vibrant organization that is constantly updated with new products and collections. It is an autonomous activity that is creatively combined with **Maisons'** and **Homeworks'** collections and creates the ideal conceptual suggestions that make brands stand out.

Imaginative combinations of different objects that give a space personality, balanced contrast, style, color and taste. Complete structured proposals, a narrative process, a recipe unsurpassed, a unique result!



STRATEGY EXL PORTS

If we sit together,
we will co-travel.

The growth of Liberta in foreign markets through exports is one of the company's main goals.

With targeted actions, the last few years, the company has managed to export its products to many European countries with great success. Exports are now an important part of sales and are supported by specialized people at all stages of the process. Our associates abroad have embraced the company's newly developed brands and have already begun to properly shape their stores in order to welcome the new concepts.

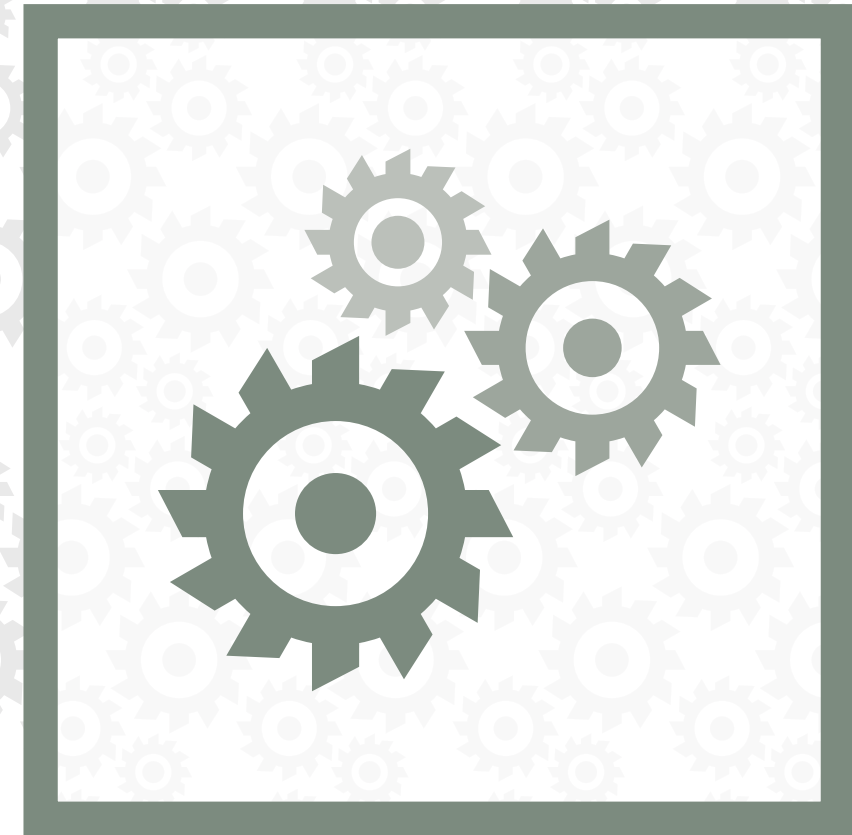
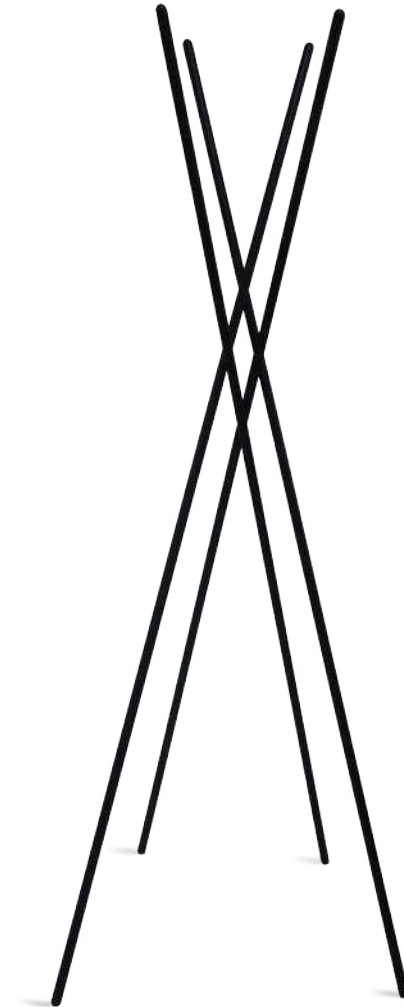
At the same time, **Liberta is developing new product proposals** that fully match the requirements of foreign markets, adding value to cooperation and boosting dynamic growth.



SUPER PORT

We service you!

Words like «Support» and «Services» take meaning in Liberta. All of the staff is focused on customer's support up to the last detail. Nothing ends until the customer is fully satisfied. Through carefully designed processes based on experience, daily friction with reality and customer interaction, **Liberta effectively supports its customers at every stage up to the ultimate consumer:**



WE DIGITAL YOU ONTIME

The b2b digital platform is an additional service tool for Liberta's customers. It offers instant online information in a user-friendly user interface so that our associates are connected with us on a 24-hour basis.



PROUD UCTS

Solutions that
make up series.
Concept suggestions.

**An endless production line. Full of imagination,
creativity, pragmatism, solutions and... concept!**

With selected solutions and partnerships with large factories around the world, that share our vision and strategic planning, consistently trying to achieve our goals. Unique designs, innovative solutions, combinations of materials full of imagination and dedication to the last detail. Each product has a very beautiful story to narrate, full of colors, textures and obsession in comfort and practicality. A puzzle, a final picture, countless concepts!

This is LIBERTA's way.



LOGI STICS

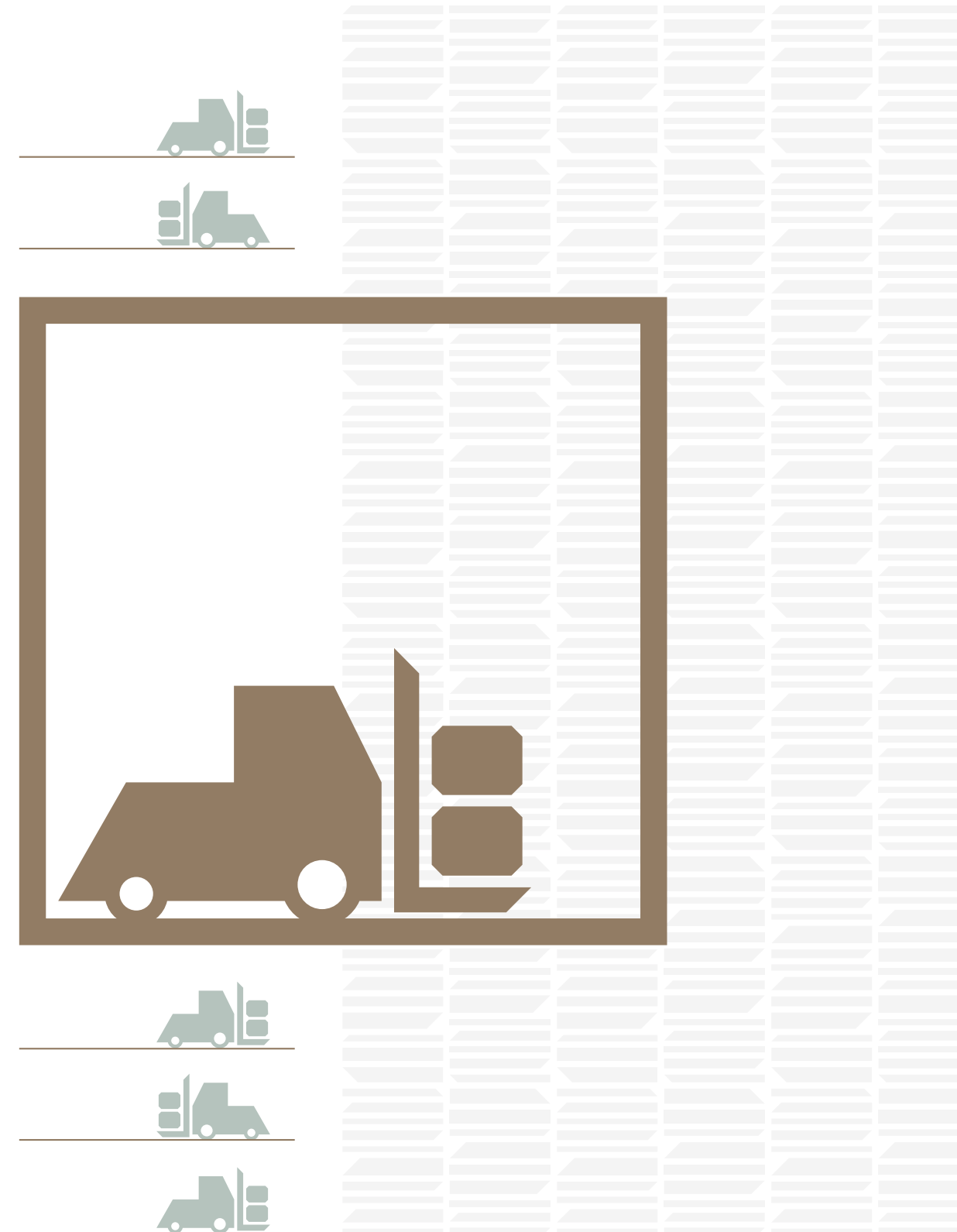
Organization, equipment,
synchronization, result.

Liberta places great emphasis on the infrastructure that forms the basis for offering excellent service to its customers.

For this reason, it has pursued a continuous investment in Logistics.

Today it has a modern logistics center of 10,000 m² in Attica, which allows the management and distribution of thousands of codes per day, to hundreds of customers, whether it concerns a simple box or a full container.

Liberta's commitment to credible deliveries with no problems or delays is always the goal, and is the key mark of successful long lasting relationships across the board with all of its customers.



SHOW THE ROOM

To guide, you have
to be inspired.

**A vibrant source of inspiration,
full of ideas and new concepts**
are developed and reflect the DNA
of Liberta. It shows all partners
and those working in the company
the way forward, the way of
continuing evolution.





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Ευρωπαϊκό Ταμείο
Περιφερειακής Ανάπτυξης

ΕΠΑνΕΚ 2014-2020
ΕΠΙΧΕΙΡΗΣΙΑΚΟ ΠΡΟΓΡΑΜΜΑ
ΑΝΤΑΓΩΝΙΣΤΙΚΟΤΗΤΑ
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