



***„Quality, Protection and
Promotion –
Romanian Traditional craft
NICORATEX Company”***

Nicoratex - short history

- Limited liability company established in 2003 – tissue products using traditional designs
- Tissue craft workshop started up in 1960
- Family business



A Growing Business

- Main products: tablecloths, napkins, towels, pillows, purses, blouses, handbags, gifts
- Cotton lace - Financial support: Grant Fund
- Strengthening the market position and increasing the business turnover



Mission - values: quality, honesty, earnest, perseverance, meeting customers needs



- **Traditional marketing:** National and International Craft Fairs and Exhibitions, specialized stores, museums, companies, networks

- **Internet Marketing:** website, networking (EU4Us on-line catalogue)



Registration/Protection

The Certificate for the Registration of designs/patterns - a necessity

- 2009 - the for 6 types of tissue products
- 2011 - 9 types of lace
- Romanian State Office for Inventions and Trademarks
- The duration: 10 years
- Renewal: 3 times for 5 years





Thank you!

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