



ДОМАШНИЙ ТЕКСТИЛЬ



Open Joint Stock Company “Baranovichi Cotton Production Incorporation” was founded in **1960**.

The company has been manufacturing and selling the following textile goods for more than **50 years**:

- cotton and blended yarns;
- fabrics (sheeting, poplin, sateen, ticking, flannel, jacquard sateen etc.);
- bed sets;
- table linen;
- bandages and gauze;
- pillows and blankets;
- home textile for children.

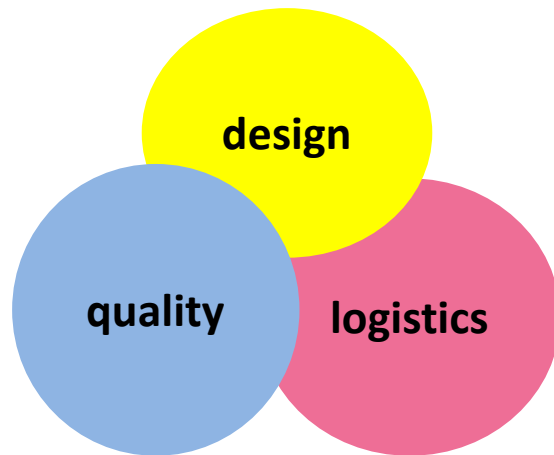
Our amalgamation consists of **4 factories:**  
(it's a complete production cycle with cotton processing  
into yarns and ready-made goods):

SPINNING

WEAVING

FINISHING

SEWING



- 158 topical designs of fabrics per year and constant work on search of new fabric structures;
- products quality is proved by certificate of conformity, declaration of conformity and tests reports;
- Developed and optimized distribution infrastructure.



# ABOUT ENTERPRISE:



## ABOUT MODERNIZATION:

*Blakim*

Big modernization of the equipment enabled us to produce fabrics of different purpose with the width of 3 m and more: sateens, stripe-sateens, fabrics with jacquard weave with different weaving designs, with different kinds of finishing and content of raw materials (cotton/polyester, cotton/linen).





## ABOUT PRODUCTS:



During the year of 2015 we developed 158 new designs in sketches including 25 designs for jacquards, manufactures 163 new designs in fabrics including 98 custom-made designs and developed 60 new structures of fabrics of different purpose.

We have acquired several new kinds of finishings of fabrics for bed linen: durable finish MAPS, “easy-to-use” finish, antibacterial, with “Avocado” effect, with «Lavender+cool» effect.



OJSC «BCPI» presents a collection of bed linen out of sheeting, poplin, sateen as well as table linen of exclusive designs under ***“Blakit” Trademark.***

***TM “Blakit”*** is a winner of prestigious republican awards such as **“Brand of the Year-2013”** and **“Household brand-2014”**.

***TM “Blakit”*** is a leader in bed and table linen on domestic market.

The product matrix of “**Blakit**” **Trademark** is presented by the following goods:

**Bed linen**

**(100% cotton):**

- ✓ Bed sets:  
sheeting/sateen/poplin;
- ✓ Piece goods:  
duvet covers/pillowcases/  
bedsheets/fitted bedsheets;
- ✓ Pillows/duvets

**Table linen**

**(100% cotton, cotton/linen,  
cotton/polyester, type of finishing:  
water-repellent covering):**

- ✓ Table-cloths;
- ✓ Table-sets;
- ✓ Towels;
- ✓ Aprons/potholders/gauntlets.



# Bed sets (sheeting, poplin, sateen)

*Blakit*  
ДОМАШНИЙ ТЕКСТИЛЬ



Bed sets of “**Blakit**” trademark are characterized with the following complete set:

Size of set	Size of duvet cover	Size of bedsheet	Size of pillowcases
1,5-bed set	215x153 cm	220x145 cm	50 x 70 cm – 2 pcs/ 70 x 70 cm – 2 pcs
Double bed set	215x175 cm	220x210 cm	70 x 70 cm – 2 pcs
		240x220 cm	50 x 70 cm – 2 pcs
“Euro” bed set	225x215 cm	240x220 cm	50 x 70 cm – 2 pcs/ 70 x 70 cm – 2 pcs
“Duet” bed set	215x153 cm – 2 pcs	240x220 cm	50 x 70 cm – 2 pcs/ 70 x 70 cm – 2 pcs

Exclusive natural raw materials and lack of chemical admixtures provide fabrics with unique properties.





A special weave penetrates air perfectly, absorbs extra humidity and is characterized with high hygienic properties and comfort in use.





Tenderness, lightness and elegance of “Cotton silk” will give you an exclusive quality, stylish design and perfect comfort.



# Table-cloths and table sets

*Blakit*



Table-cloths and sets of table linen of **TM “Blakit”** are presented by the following sizes and complete sets:

Table-cloths:	Table sets:	
	Table-cloth	Napkins
110x144 cm	110x144 cm	40x40 – 4 pcs
144x144 cm	144x144 cm	40x40 – 6 pcs
180x144 cm	180x144 cm	40x40 – 8 pcs
220x144 cm	220x144 cm	40x40 – 12 pcs



# Table-cloths and table sets

*Blakim*





# Table accessories

Blakit





Cotton/linen fabric is easy-to-use and it becomes with time more and more soft and pleasant by touch.



Table sets out of cotton/linen and cotton/polyester fabrics will be to the taste of real judges of elegant simplicity and aristocratic luxury.





OJSC “BCPI” presents a collection of bed and table linen under “*Paulinka*” trademark.

All the goods under this trademark are made of 100% cotton. The proved quality of OJSC “BCPI” and reasonable price of the goods are the advantages of this brand.



1,5-bed sets of *TM "Paulinka"* with a printed bedsheet (which corresponds to the design of the whole bed set) include:

- ❖ duvet cover, size 215\*153 cm;
- ❖ bedsheet, size 220\*145 cm;
- ❖ pillowcase, size 70\*70 cm (2 pcs).



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Зодиак 4523 (01)



Double bed sets in turn are with a uni-dyed bedsheet and a decorative side insertion on both sides:

- ❖ duvet cover, size 215\*175 cm;
- ❖ bedsheet, size 220\*210 cm;
- ❖ pillowcase, size 70\*70 cm (2 pcs).





Table linen is an important element of *TM "Paulinka"*. It includes table-cloths with water-, oil- and soil-repellent treatment.



### *Sizes*

- 110 x 145 CM
- 145 x 145 CM
- 180 x 145 CM
- 220 x 145 CM



All table-cloths of **TM “Paulinka”** are sewn out of cotton fabric of art. 802 with the weight of 167 g/m<sup>2</sup> (type of finishing: water-, oil- and soil-repellent treatment). Packing of a table-cloth of **TM “Paulinka”**: polypropylene bag with a cardboard inlay and a hook for easy laying out at points of sale.




The manufacture of fabrics for sewing goods of “*Paulinka*” trademark are made on the best looms of our weaving factory due to a global modernization of OJSC “BCPI”.





All the goods of *TM “Paulinka”* are made on the up-to-date and high-technology equipment with the use of the best European dyestuffs. It allows us to produce goods which correspond to world requirements and standards.



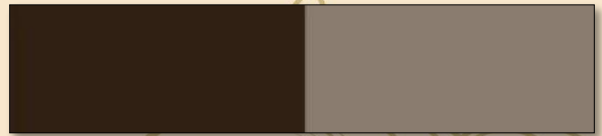
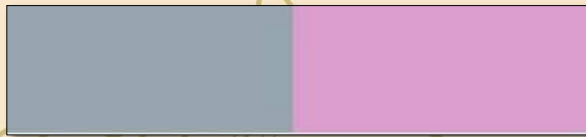
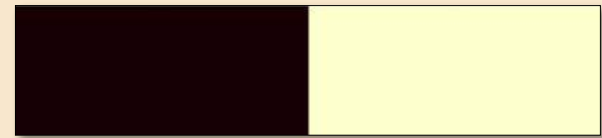


OJSC “Baranovich Cotton  
Production Incorporation”  
presents an élite collection of bed linen  
of “*Lusso*” *trademark* out of  
sateen and jacquard sateen fabrics.



Each bed set is represented by a combination of a uni-dyed sateen and a jacquard sateen.

Our sets are packed in a fancy cardboard box and a bag with a logo of ***“Lusso” Trademark.***



A bed set of “*Lusso*” Trademark consists of the following:

<b>Size of set</b>	<b>Size of duvet cover</b>	<b>Size of bedsheets</b>	<b>Size of pillowcases</b>
<b>“Euro”</b>	225x215 cm	240x220 cm	50 x 70 cm – 2 pcs 70 x 70 cm – 2 pcs
<b>“Duet”</b>	215x153 cm – 2 pcs	240x220 cm	50 x 70 cm – 2 pcs 70 x 70 cm – 2 pcs



Jacquard fabric is remarkable for its strength and silky texture, it is not subject to peeling and is more durable. We make a special treatment of our luxury jacquard sateen, which improves its consumer properties and allow easy care.







Блакин



ДЕТСКИЙ







Under **“Blakit for Children”** trademark OJSC  
“BCPI” presents a collection of bed accessories  
for children at the age from 0 till 3 years which  
are made of ecologically clean  
raw materials.





Taking into consideration the results of our focus-cohort study the product matrix of “*Blakit for Children*” trade mark is represented by the following goods:

\* **cot set;**

\* **bed set;**

\* **pillows;**

\* **duvets;**

\* **diapers;**

\* **baby's loose jackets.**







Bed sets of TM “Blakit for Children”  
include the following:

- fitted bedsheet (120x60x19 cm);
- duvet cover (147x112 cm);
- pillowcase (40x60 cm).

The packing of bed sets for children is a  
PVC-bag with a cardboard photo inlay.





A cot set of TM “Blakit for Children” consists of the following:

- Duvet cover, 147x112 cm;
- Fitted bedsheet, 120x60x19 cm;
- Pillowcase, 60x40 cm;
- Bed curtains, 240x44 cm – 1 pc.;
- Bed curtains, 120x44 cm – 1 pc.

The packing of a cot set is a transparent PVC suitcase with a colourful decoration and a cardboard photo inlay.





In order to improve convenience of work with OJSC “BCPI” we worked out an up-to-date **warehouse programme for garment** which is intended to provide a constant availability of certain goods at the warehouse.

Following this warehouse programme you will get the several advantages:

- ✓ convenience of use;
- ✓ constant renewal of range of goods;
- ✓ regular notification about changes and additions to the range of the manufacturing goods.

Competent management policy together with high quality standards of our products, use of latest fashion trends and continuous introduction of advanced manufacturing sciences helped us to gain recognition not only on the markets of CIS states but also far abroad.



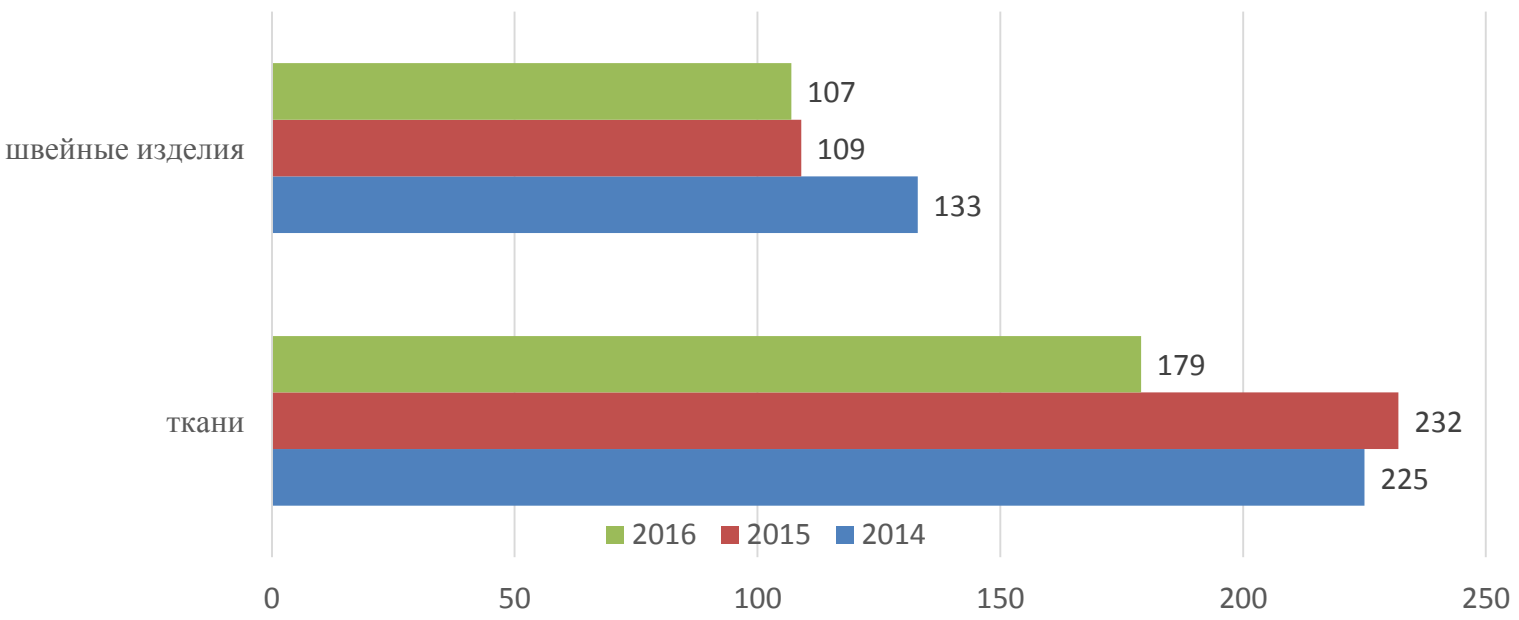
## Стратегия продвижения продукции ОАО «БПХО»



- дилеры
- планируемые дилеры
- фирменные магазины
- склады
- планируемые к открытию склады

In 2015 the share of OJSC “BCPI” in the Republic of Belarus on the market of bed linen was 46,3%, on the market of table linen - 1,2%.

Selling of fabrics and garment in 2014-2016 in mlrd. rub.



Market share for fabrics is about 55%,  
for garment - 40%



## **DEVELOPMENT in 2016:**

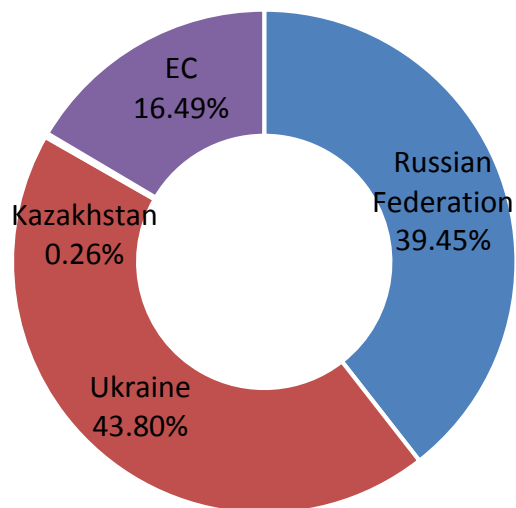
- private commodity distribution network;
- development of private corporate chain including franchising system;
- selling system with sales assistants;
- implementation of distributing internet channel (online store).

## **RESULTS of 2015:**

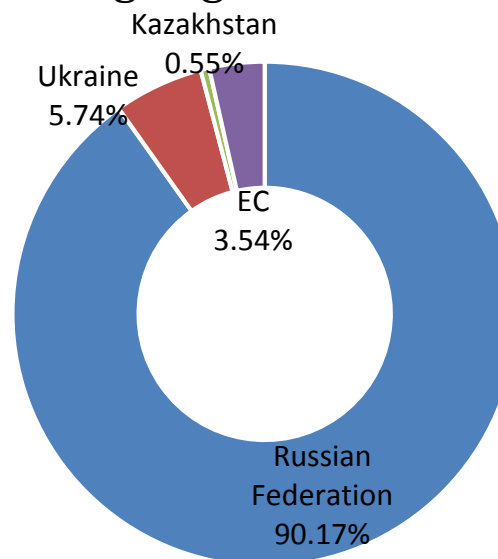
- we opened 6 regional small-batch cash and carry warehouses – volume of sales for 2015 was 151325,4 mln. rub.;
- we opened 19 chain stores (3 of them are under franchising system) – 45,010 mln. rub. volume of sales for 2015 was 2015 ;
- we engaged 4 sales assistants, average growth of the volume of sales for 4 department stores was 135% (for the 2<sup>nd</sup> half-year of 2015).

In 2015 the share of OJSC “BCPI” on the market of bed and table linen in Russian Federation was 0,5% and 0,2% respectively, on the market of Ukraine – 0,5%, EC countries – 0,15%, other countries – 0,02%.

**Selling of fabrics 2015**



**Selling of garment 2015**





## **DEVELOPMENT in 2016:**

- Opening of trading house in Moscow (2 quarter of 2016) with regional representatives in Tula, Ivanovo, Orenburg and Irkutsk and development of retail chain;
- Development of dealer's network;
- Work with commercial networks (X5 Retail Group, Tander, Epicentre-Crimea, Siberia's Giant, also we conduct negotiations about cooperation with "Pyaterochka" network);
- Development of activity on Horeca market.

## **RESULTS of 2015:**

- Growth of export in 2015 was 113% and amounted to USD 8 813 200;
- Volume of sales to EC countries amounted to USD 994 000;
- At this time we are planning to sign a contract with commercial networks of Latvia.

## ***We invite you to cooperation!***

***Wholesale department:***

*Tel.: +375(163)47 60 11;  
+375(163)47 65 43.*

***Retail trade department:***

*Tel.: +375(163)47 65 59  
+375(163)47 67 64*

***Export department:***

*Tel.: +375(163)47 60 10;  
+375(163)47 65 87.*

***OJSC “Baranovichi Cotton Production Incorporation”,  
7, Fabrichnaya str., Baranovichi,  
Republic of Belarus***





*Wish you colorful dreams!*

*Sukkinn*