

# SCREEN-LED: INOWROCLAW'S WINDOW TO THE WORLD

*Screen-Led has been very successful in its industry. The owner took a lot of risk, but it paid off. He created a brand, which participates in global events.*



Last year belonged to Screen-LED. The products of the company from Inowrocław were present at the World Youth Day, a grouping of the Polish national team - before and during Euro 2016, and during the championships - in the fan zones in Germany, France, England and the Scandinavian countries. These are just the most media events of last year. Previously, the Screen-Led logo could be seen at the British Formula 1 Silverstone circuit and at the highest category cycling races.

## The only such Screen-LED

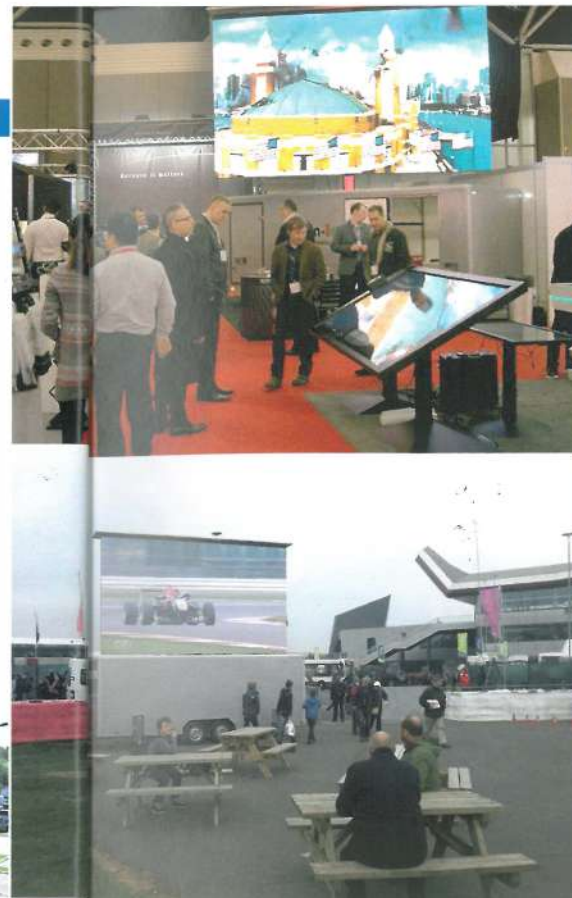
Euro 2016 and events accompanying the championship, incl. fan zones, Screen-LED brought orders for 15 huge LED screens. All of them left Inowrocław before June 10, i.e. the start of the event. It was there that millions of fans watched broadcasts from French football pitches. The price range of container screens is large and the amounts are expressed in hundreds of thousands of euros. Over a million pilgrims also watched the most important events in Krakow's Błonia Park during the World Youth Day, which took place in July. The company from Inowrocław was the only one from Poland that could rent its equipment for such a technologically advanced

undertaking. The players of the Polish national team used another Screen-LED product before Euro. During the training camp in Arłamów, one of the most visited places by the competitors was a trailer with a cryochamber - a cold treatment that accelerated the regeneration of organisms after training. At the request of the players, it was also transported to France, to La Baule, where the Polish team was stationed during the championship. Today, the same mobile cryochamber - with one of the internal walls enriched with the autographs of all Polish players - stands in Inowrocław, in a huge, over 2.3 thousand sq m hall, located in the Northern Zone of Inowrocław Economic Area. Screen-LED screens are also used by the Chancellery of the President of the Republic of Poland (used, among others, during the speeches of the head of state in front of the Presidential Palace) and the Olympic Preparation Center in Cetniewo. The company's offer is much wider. The "BCE Live" brand, in addition to the aforementioned mobile cryochamber, also includes other products related to biological regeneration. During the recent fair in Italy, the innovative mobile cryochamber with therapeutic purpose for horses. It is the first of its

kind in the world. Natomiast segment produktów The MoveIT.tech product segment, on the other hand, includes container body mounted on a truck - used to transport vehicles of non-standard size. A novelty is the solar container. Using the batteries in the upper part, it extends the roof - a solar panel, consisting of photovoltaic cells with an area of 100 square meters. In search of energy for charging, it rotates itself towards the sun. It allows to achieve a power of about 25kW. It will have its premiere in a few months. It is prepared with the intention of being used by the military.

## The world belongs to the brave

Not all ideas can be realized. - *We have a lot of visions, but sometimes they stop at our construction department. There, everyone is thoroughly analyzed, converted and tested for technical purposes. Despite the fact that our warehouses leave products with the highest technological advancement, some of the new proposals are not feasible for this reason. At least for now - says Radomir Doberstajn, owner of Screen-Led. He is an inhabitant of Inowrocław, he graduated from the Mechanical and Electrical Technical School, and then*



technical and IT education at the Bydgoszcz Academy (today Kazimierz Wielki University). He entered the business in 2007, starting from the automotive industry. As a car lover, he combined his passion with work. He imported cars from abroad and sold them in the country. During one of such trips, while passing through Bydgoszcz, he came across a LED screen displaying advertisements. - I thought: I can build one in Inowrocław. I started to do some research in this direction - he recalls. 95 percent the screens are manufactured in China. 200 thousand PLN earned on car trade, he transferred to the first screen. He came by ship after a month. - Of course, as much as possible, I did research on the contractor. But it was my first contact with this, let's be honest, specific Chinese market. I was risking a lot of money. Everything cost me a lot of sleepless nights, but luckily it worked - he adds. When a problem arose before the installation of the first large screen in Inowrocław, because a building permit was required, the idea to install wheels was born. This is how the concept of a mobile screen was created. The business started. Doberstajn sold the first screens for advertising. The clients were, among others The Piłski House of Culture

and the National Theater in Warsaw. The breakthrough in Screen-LED's activity took place after the Amsterdam fair and the presentation of one of the mobile versions of large screens. It is the most prestigious event of this type in Europe, gathering in one place the most important players in consumer electronics - producers of smart homes, conference systems and alarm systems. Since then, Screen-LED has become recognizable in the world and has become a regular visitor to international fairs. The company has a global reach. If you are going to the fair, apart from the aforementioned Amsterdam - these are mainly Las Vegas, Dubai, and Hanover. The costs of displaying a large group of products and staying in Amsterdam are several hundred thousand PLN.

## On the path of development

The presence at the first Amsterdam fair resulted in a wave of orders. It was 2011, when more and more orders began to flow to the relatively small company headquarters at Poznańska Street. Screen-LED screens appeared in three fan zones during the football Euro 2012. The company changed the production hall to a larger one.

However, the warehouse at Marcinkowskiego Street, which has 800 sq m and has already been enlarged several times, is running out of space. Therefore, last year the company moved to the Inowrocław Economic Area. Employment increased gradually. Today they are 25 permanent employees. Soon the lineup will expand, the peak production period in a few weeks. In the new location of Screen-Led, in the production hall only, it has 2300 sq m at its disposal. The hall is also 12 m high. With the standard and 8 m, it would not be possible to completely unfold the mobile screen structure. It is from the hall in Inowrocław that all finished products leave for customers. Almost 20 entities from all over the world work for Screen-LED. Parts for hydraulics are purchased, for example, in Italy, advertising screens for an Inowrocław-based company, according to detailed specifications, can only be produced by three Chinese entities that constantly cooperate with it. - We are looking for companies whose components are the best for our production. We focus on quality, this is what characterizes the market. And this is our main point of our business policy - concludes Doberstajn.