

Market Representation in Ukraine

Partner Overview

WOODECK

Who We Are

Woodeck is a local market operator focused on exclusive representation of European flooring brands in Ukraine.

We work as a long-term partner, taking full responsibility for market execution, brand presence, and controlled development within a defined market.

Our role is not limited to distribution.

We actively build market presence through structured dealer relationships, logistics, and hands-on execution.

How We Operate the Market

Distribution is not representation. It is execution.

Structured Dealer Network

We manage product flow, local stock, and logistics to provide operational stability and predictable market presence.

Distribution & Logistics

We build and manage a curated dealer network across Ukraine, ensuring controlled market coverage and consistent brand representation.

Market Execution

We execute brand and marketing activities locally, aligned with brand guidelines and market realities. No consulting. Only execution.

Dealer Network Overview

Our dealer network is built around long-term partnerships with selected showrooms and professional retailers across Ukraine.

We work with partners who understand brand value, pricing discipline, and the importance of consistent market positioning.

Rather than focusing on scale, we prioritize quality of representation, clear positioning, and stable cooperation.

Our dealer network includes both specialized flooring showrooms and full-cycle interior showrooms.

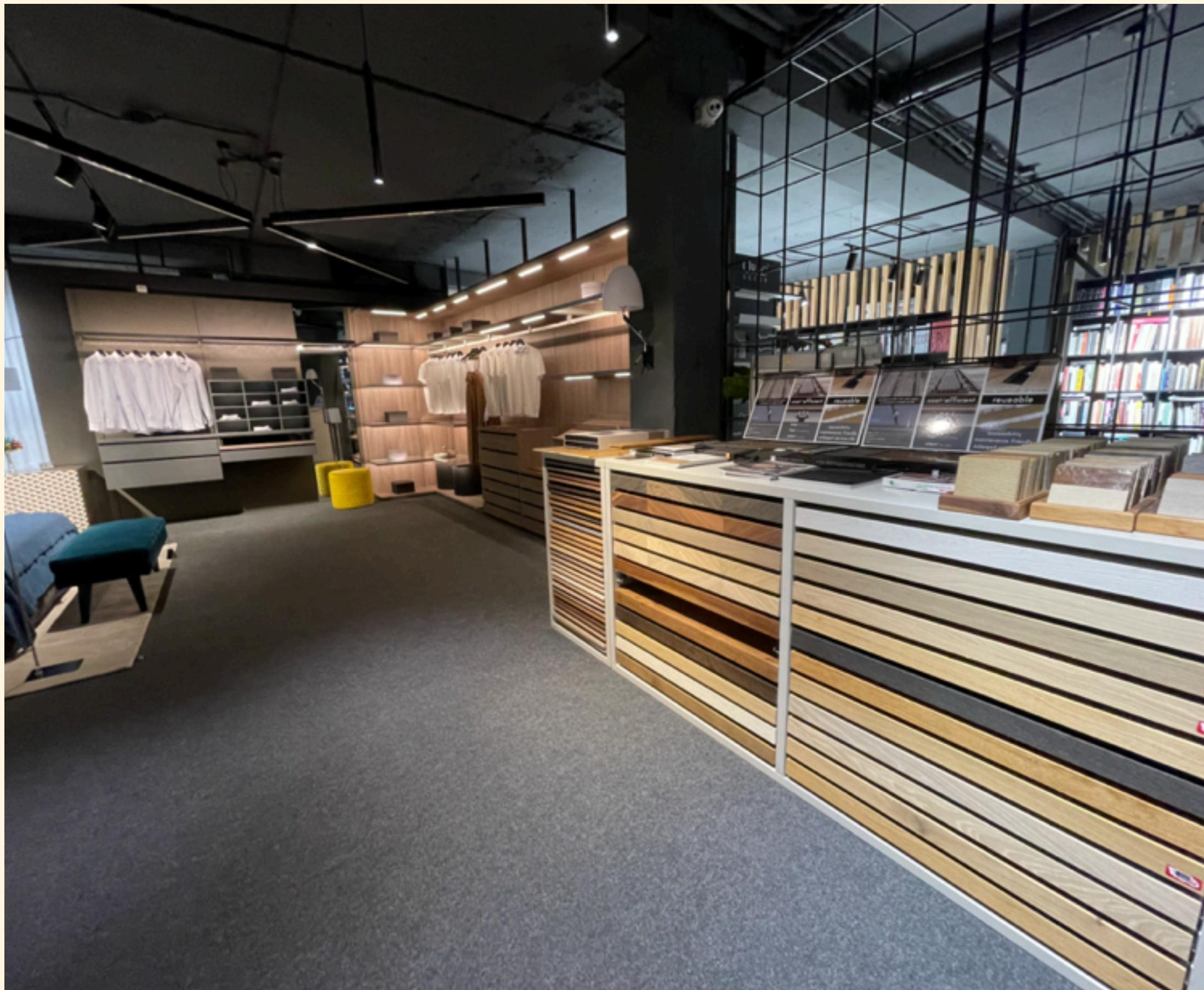
Dealer Network in Practice

Our partner brands are represented in carefully selected showrooms, where product presentation, samples, and staff knowledge meet the expectations of both clients and professionals.

Below are examples of real retail environments where our partner brands are presented.



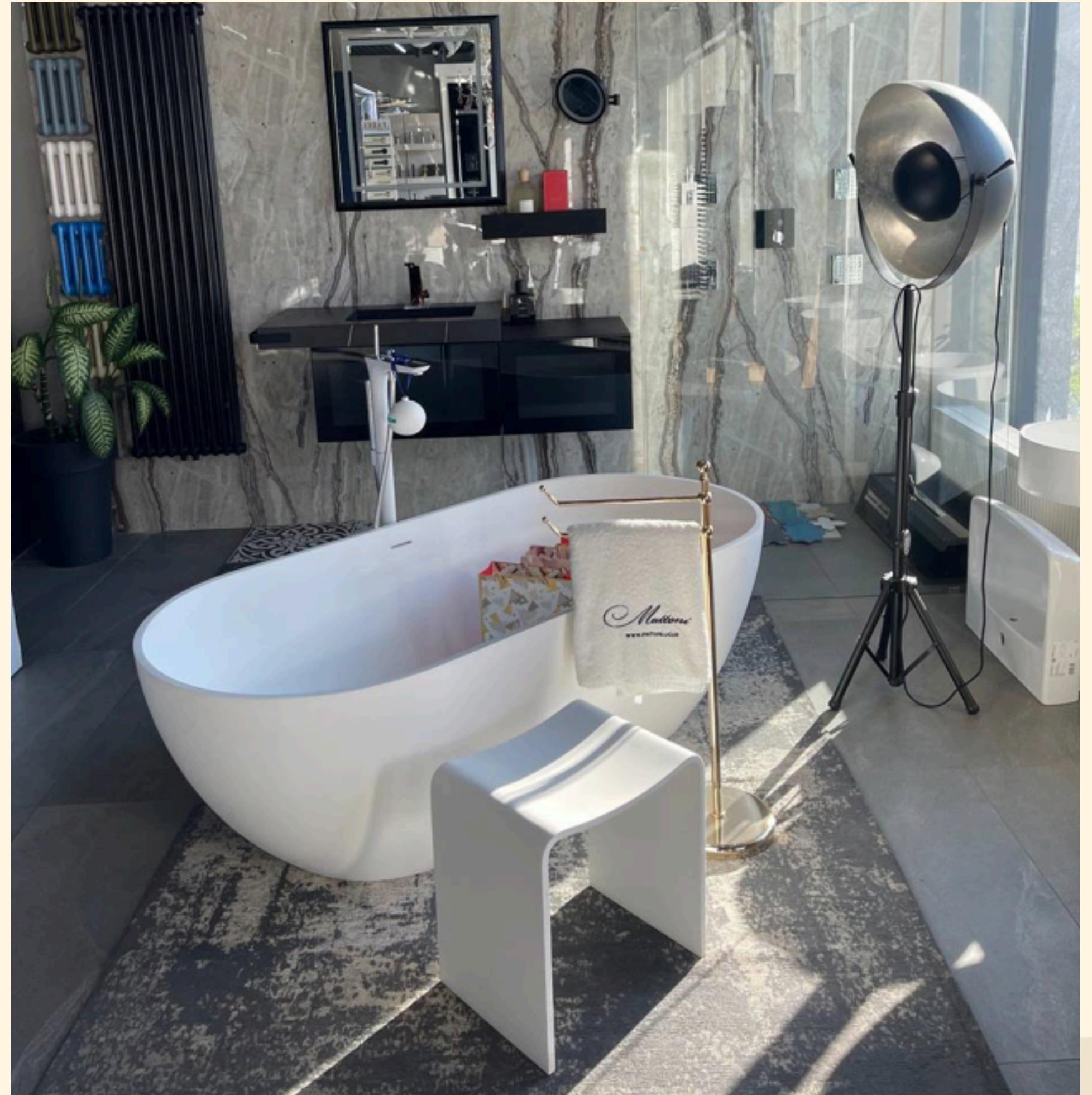
Dealer Network in Practice



Dealer Network in Practice



Dealer Network in Practice



Showrooms & Brand Stands

We actively invest in physical brand presence within the market.

Our partner brands are presented through dedicated stands and showroom solutions, designed to ensure clear positioning, proper product presentation, and long-term visibility at the point of sale.

Showroom presence is treated as a core element of structured market development.

Brand Presence in Retail Environments

Below are examples of real showroom environments where our partner brands are presented.



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Marketing & Sales Tools

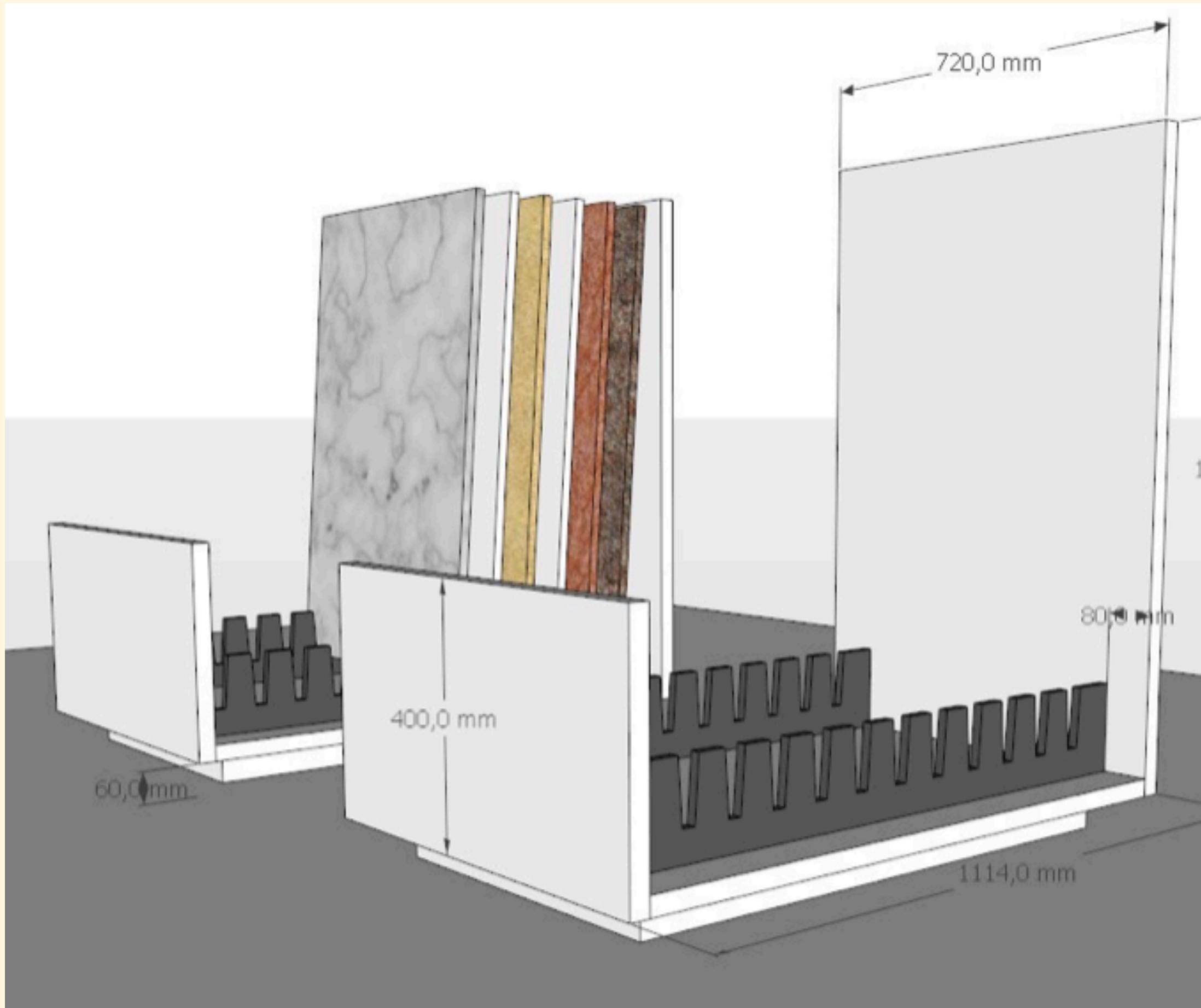
We develop and deploy practical marketing and sales tools to support consistent brand representation at every point of contact.

In many cases, these tools are designed and produced by us locally, allowing precise adaptation to market needs while maintaining brand integrity.

Our toolkit includes brand stands, sample bags, presentation materials, and other point-of-sale elements developed to support brand recognition and daily sales activity.

Below are examples of marketing tools in development and after implementation.

Tools in Practice



Tools in Practice



Purpose and Consistency

Marketing tools are developed as part of a structured market approach, not as isolated promotional initiatives.

This ensures consistency, supports pricing discipline, and reinforces long-term brand recognition.

Working with Designers

We actively work with interior designers and architectural studios, integrating our partner brands into professional projects and specifications.

This channel plays a key role in building long-term demand and strengthening brand positioning beyond retail sales.

Designer Engagement in Practice

We support designers with samples, technical guidance, and direct exposure to manufacturing processes through training and factory visits, enabling confident and informed product specification.



Designer Engagement in Practice



Why Designers Matter

Designers influence material selection early, establishing brand presence before price discussions and providing access to exclusive, design-led projects.



Next Step

If you are considering Ukraine as a market or evaluating exclusive representation opportunities, we are open to a direct and professional conversation.

We approach each partnership individually, with a focus on long-term market development.

Woodeck

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