

EUROPEAN BUSINESS JOURNAL



A diamond in the rough



The steel company for Europe

Even small steel tubes and profiles have a major impact on everyday products that rely on steel as a basic material. Just think of garden furniture, wheelchairs, hospital beds or automotive parts like dampers, seats or silencers. Steel is a major component here, and only the best quality steel is sufficient to satisfy many manufacturers. When it comes to quality and fast production times in steel processing, one name jumps to mind immediately: STAL IMPEX Sp. z o.o. ranks among the leading European manufacturers of welded steel tubes in terms of quality and service. However, the company is not only a prominent name in its national steel market, but it has built up a remarkable reputation throughout Europe.



In the steel processing market, President Boris Karapetyan is known as Mr. Steel

“Our steel tubes and profiles have a broad appliance in a vast range of industries,” points out President Boris Karapetyan, who came to Poland in 1994 and started his own trading business. “It has been a long way from a mere trading company to an active production company that has attained a superior position in steel processing in Europe.”

When Mr. Karapetyan started trading pipes and tubes through one of his American-based companies, he

knew that steel would become a major market for him.

In 1997, he set up STAL IMPEX, which soon did business in Poland and beyond. “At the beginning, we supplied 80 customers. We imported steel products from Russia and the Ukraine and merely distributed them,” adds Mr. Karapetyan. “In 2001, we launched our first production line and began with steel processing ourselves. One reason for our production activities was to

ensure continuous supply to our customers from various industries. So we became independent from purchasing foreign steel products. In the following years, we added two more production lines. Today, we boast five technological lines for the production of tubes and profiles, plus a new professional slitting line.”

Ukraine, Denmark and Portugal,” adds Mr. Karapetyan. “Each client is served directly and can be ensured of a product that matches his exact specifications, as we only produce tubes on order.”

While many competitors felt the crisis of 2008/2009 and had to experience a decrease in business



Steel tubes and profiles of all shapes and sizes are processed in short times

STAL IMPEX has become an important player in the Western and Eastern European markets, supplying a customer base of more than 1,000 customers at the moment. “We distribute steel tubes in various sizes, shapes and diameters to the Czech Republic, Slovakia, Scandinavia, Germany, Austria, Holland, the

activities, STAL IMPEX was left undisturbed by the downward movement that characterised parts of the market.

“We are still on the upsurge, I have to admit,” points out Mr. Karapetyan. “Currently, we employ over 100 people and generate an annual turnover of 17 million EUR. We

have new, exciting plans lying in our drawers that will be realised soon. For instance, we are about to set up a new building next to our old complex, which will result in a 40% expansion."

STAL IMPEX has its headquarters in Krosno in the southeast of Poland, and its production site is located in Gorlice in the south of Poland.

The product portfolio, which has been expanded in the course of the years, has grown to over 400 different tubes, varying in size and shape. "No matter if the customer demands round, square, rectangular, semi-oval or flat-oval steel tubes, we are able to provide the exact shapes in all possible sizes," states Mr. Karapetyan. "We also offer triangle steel tubes, steel tubes with removed inner welding seams, as well as a wide range of open profiles."

items with steel tubes and profiles from STAL IMPEX. In addition, the company supplies gates and fences, greenhouses, and some pieces of garden furniture made of highly processed steel tubes and profiles.

"We serve our customers the American way, meaning that if the customer pays you, you do whatever he requires," points out Mr. Karapetyan. "This is how we train our staff. We are unique in our customer-orientation, and our services are considered to be among the best Europe-wide in this segment."

The strong commitment to customers' needs seems to be paying off, looking at the company's order books. "Our order books are full. We work 2.5 shifts a day on six days a week," adds Mr. Karapetyan. "We even hire new staff." STAL IMPEX opened a representative in Germany



STAL IMPEX is present at six to seven important fairs each year



STAL IMPEX serves its customers directly and at short notice

The tubes and profiles are used in many industries, among them the home and office furniture industry and the automotive industry, which uses STAL IMPEX's products for the production of dampers, seats and silencers. The rehabilitative equipment segment manufactures wheelchairs, hospital beds and other

about seven months ago, and it has established nine dealerships in Slovakia, two in Lithuania, one in Estonia and Russia, respectively, and two in the Ukraine.

In order to exhibit its full product portfolio to a broader audience, STAL IMPEX is present at trade shows and important fairs like Tube

and Shop Equipment, both in Düsseldorf, and at fairs in Sweden and the Czech Republic, coming to a total of six to seven fair visits each year.

In the coming years, STAL IMPEX aims to improve its tube production, and it wants to process tubes to the fullest scope. "We are buying painting lines and installing a tub mill line in order to produce galvanised tubes. We want to accomplish the

whole process from raw material through to finished product," stresses Mr. Karapetyan. "In about three years' time, we will have reached this objective. In addition, we target a turnover of 50 million EUR. I am very optimistic about our ambitious goals. I am called Mr. Steel in the market. This means that everything I tell you will happen." It seems that STAL IMPEX is still on the upsurge after all those years. ■

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