

Edbak: How Poland's Quiet Competitor Found Its Niche

Written by Bob Snyder
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On arrival you'll find their mounting solutions throughout Poland's busiest airport, Warsaw's Chopin, now the gateway to a growing Eastern Europe marketplace. You'll also find their products in hotels, metro stations, shopping malls, educational establishments, banks, fast food restaurants and just about anywhere an AV mount, stand, trolleys, kiosk or video wall can be found.

And it's not just Poland. Since 2001, **Edbak's** products have been shipped to over 45 countries through a growing network of distributors, resellers and OEMs. Edbak has been a steady, quiet competitor-- and all that is not going to change. You won't see flashy show stands, publicity fireworks or other typical vendor *braggadocio*

... this Polish company will continue to grow its business in the same steady way that built its European reputation and put their name on projects across the globe.

In the first half of 2014 alone, Edbak invested more than 2.5 million euro in new automated manufacturing equipment for their ISO 9001 facility. The new additional machinery allows them both to speed up the manufacturing processes and to bring down product costs for their customers. Instead of self-promotion and marketing, Edbak is investing in state of the art laser cutting, CNC machining, metal sheet bending and machine welding kit.

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The moderation in the company's commercial style is more a part of their manufacturing heritage than someone's MBA strategy. Edbak started as a family business (and still is a family business with no outside investment), a family that works in metal. For 22 years, Edbak has embraced manufacturing and manipulating metal to create machine parts, industrial products and AV mounting.



In 1999, the company was initially requested to make AV mounting products for Schipol Airport as its first project and Edbak soon discovered they had a knack for it. As a young “hungry” company, they discovered in many cases they could manufacture product cheaper and faster than competition. Today with product costs continuing to rise in China, longer production and shipping times, Edbak says more customers are turning to them as a centrally located EU manufacturer and supplier.

[Photo Right: Edward Bak, President, in the metal-working factory with the latest technology]

You could say Edbak “fell” into their niche, but **the truth is it was more like a purposeful, dedicated walk**. Edbak followed a clear path as soon as they realized they could manufacture and also prototype customized product with a fast turnaround and an acceptable market price. Edbak are a metal-working manufacturer making AV products; not an AV company trying to turn their hand to metal-working.

The path the company has followed is a two-lane road. Edbak has an extensive range of solutions for key installation purposes and these are in stock and available in volume. Or, just as easily, they are able to make exact dedicated customized solutions in small quantities.

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The Edbak is a highly competitive and innovative company that has found its niche in the market. It is a leading provider of software solutions for the construction industry, offering a wide range of products and services. The company's success is due to its commitment to quality, innovation, and customer service. It has a strong reputation in the industry and is a key player in the market.