

*Best solutions for*  
**Creative  
minds!**

**JETDIRECT**

# JET DIRECT ACADEMY

NEW  
PROJECT  
IN 2016.

Based on information from market research and analysis of regional educational systems Jet Direct has recognized significant regional shortage of human resources with knowledge and skills required for large format digital printing. Therefore a new project has been announced for 2016 – Jet Direct Academy.

The basic idea is to provide education and practice for people with educational background in graphic industry as well as for people with different educational background willing to improve their knowledge and skills in order to be more competitive in applying for an employment in one of the most progressive graphic industries – large format digital printing.

There are going to be two ways of attending the courses:

1. Attending the courses and exams within Jet Direct Academy premises
2. E-learning where the lectures and some exams can be followed online while some practical exams still have to be done within Jet Direct Academy premises

Jet Direct Academy lecturing team will consist of:

- University Professors from different fields – Marketing, Economy, Management and Technical Sciences
- Managers and respected authorities from most successful regional digital printing and distributor companies
- Experienced graphic designers, colour-management experts, signmakers, LFP machines operators and other specialists

Jet Direct Academy students will gain the knowledge and skills by practicing on latest generation equipment which is going to be obtained from leading manufacturers and distributors such as:

- Eco-solvent printer
- UV Flatbed printer
- Latex printer
- Cutting plotter

Jet Direct Academy education programme consists of following courses:

1. Pre-press, colour management and usage of RIP software for large format digital printing
2. Large format printing media
3. Large format digital printing process, usage and maintenance of large format printers
4. Finishing & Application

Each course has its theoretical and practical exam.

All successful students that collect required number of credits will be awarded a Diploma as Large Format Printing Specialists

Jet Direct Academy is an ambitious project which is going to apply for recognition as a part of formal adult education system in all regional countries.

Jet Direct Academy will open its doors for the first generation of students in Autumn 2016.


# INTRODUCTION

In modern business environment, the key elements for success are: reliability, expertise and devotion to work, along with flexibility towards customer demands and market settings. We strive to have all of those, while constantly improving and changing ourselves. We truly have our goals, our wishes, our hopes.

In its up to date operations, Jet Direct has managed to fully cover the markets of Serbia, Bosnia and Herzegovina and Montenegro through its distribution networks. Those are markets with approximately 1500 digital print shops, with more than couple of hundreds of advertising agencies, couple of thousands of entrepreneurs and studios for design and architecture and 130.000 different companies. Those are markets where 12 million people live. In its countries, amidst the process of joining EU, rise of business activities and rise of GDP are expected in the near future. Right now our export operations include 7 countries, and through free trade agreements we have access to over 40 countries in Europe and Euro-Asia with more than 800 million inhabitants.

Our vision is to become leading specialist on the South-East European market for import, distribution and sale of wide format printing media and equipment, POP, POS and promotional equipment and products, as well as material and equipment for 3D printing.

Further developments are ahead, with a great wish to start operations in EU and Russia too.



Jet Direct is focused on continual cooperation and long-term partnerships with key clients who are positioned as market leaders. Numerous prizes and awards we have won over the past twelve years helped us further strengthen our position in the local market, develop important business contacts with a number of successful companies. We provide our clients with more choices and better execution of their plans. Our clients are among the most important companies and institutions in SEE region.

We permanently invest in our staff, as we firmly believe that people are the main driver of success - not machinery, vehicles or offices. Only motivated, capable, well trained and loyal employees can bring success to company. For that reason we pay most attention to our employee selection process as well as on constant improvement through intense training and development and employee appraisal. In the same time, we try not to neglect local community, social and natural environment and our own responsibility towards present and future generations. We've successfully spread our business for 12 years now, and one of the reasons we're good at it is the fact that we've grown together with our partners and for the sake of them, while in the same time maintained good business relations with our suppliers, balancing our own and their needs.

Dealing responsibly, professionally and in fair and transparent manner, while caring for our partners and constantly improving, we are determined to fulfill our ambitious development plans. Yes, we are aware of the challenges ahead of us, but we do have our dream and each employee in JetDirect works diligently to make it true.

Hopefully our cooperation with you will be a success too. Hopefully we'll have the opportunity to write new and bright chapters in the history of our companies.

Respectfully,

Milutin Damjanović, CEO



# FACTS & FIGURES

**3** COUNTRIES  
WITH DIRECT  
PRESENCE

(SERBIA, BOSNIA AND  
HERZEGOVINA, MONTENEGRO)

**7** EXPORTING  
COUNTRIES

(EX-YUGOSLAVIAN COUNTRIES,  
ALBANIA, SLOVAKIA)

 **12** MILLION  
POPULATION

 **30** MILLION  
POPULATION

**43** NUMBER OF COUNTRIES  
WITH FREE-TRADE  
AGREEMENT ACCESS

(EU, RUSSIAN FEDERATION, REPUBLIC OF BELARUS, REPUBLIC OF  
KAZAKHSTAN, REPUBLIC OF TURKEY, EFTA, CEFTA),

 **800** MILLION  
POPULATION

**MARKET SIZE AND  
POTENTIAL**

(SERBIA, BOSNIA AND  
HERZEGOVINA, MONTENEGRO)



**80** BILLION  
US\$ GDP



**130.000**  
COMPANIES



**1.500**  
DIGITAL PRINTING  
COMPANIES

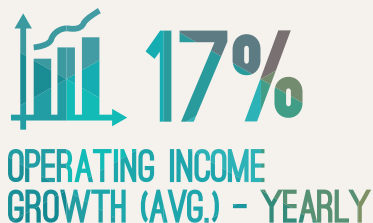
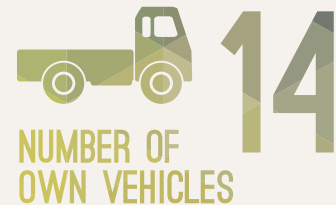


**1.200**  
ENGINEERING AND  
DESIGN STUDIOS



**850**  
MARKETING AND  
RELATED AGENCIES

# 12 YEARS OF BUSINESS ACTIVITY



# VISION AND MISSION

## OUR VISION

Becoming a leading company specialized in import, sale and distribution of wide format printing media and equipment, POP, POS and promotional equipment and products, as well as 3D printing materials and equipment in SEE (South-East Europe) region.

## OUR MISSION

Jet Direct is committed to provide the best service and conditions to suppliers, customers and partners through responsible, honest, and innovative work.

We tend to:

- Enlarge the satisfaction of our clients by listening to them and responding to their needs.
- Provide the best service for our customers and partners, with a professional and motivated staff.
- Provide attractive working conditions for all the employees committed to their jobs.
- Constantly improve the effectiveness and efficiency of our processes.
- Create the best conditions and offers for our clients and their customers, by offering full range of products and services for printing industry.
- Develop ourselves and the local community, through CSR activities.





# OUR VALUES

## RESPONSIBILITY

Everyone is responsible for their work. Responsibility does not switch to the other. We are responsible for our employees, customers, business partners and the environment in which we operate. We work diligently, conscientiously and enthusiastically.

## ETHICS

We do honestly. We are good managers. It features our high level of business ethics. Because of an honest attitude towards work we respect our employees, customers, business partners, society as a whole. We work by appointment. The promise is an obligation for us.

## RESPECT

Every individual is important and worthy of respect. We know how to thank and express

gratitude. Dignity is a fundamental right of everyone. We appreciate the diversity of cultures. We are tolerant toward others. We are demanding on ourselves. We have benefited trust from a serious and responsible work, and we do not want to lose it.

## COOPERATION

Related we can easily reach the goal. Group members help each other solve problems. Only in unity is there strength. We give our utmost.

## LEARNING

We believe that expertise is the synergy of the knowledge and extensive experience. We learn from each other and from experts. We improve our work and develop. Our goal is to be the best in every aspect.

# MANAGEMENT

Our managers are ambitious, professional and experienced, and therefore able to satisfy all of the client requirements. Owner and Advisor to the Jet Direct is an LLM with more than 25 years of experience in the sales and printing industry. CEO is an MBA and has been active in sales for 20 years. All other managers employed in Jet Direct have adequate educational degrees and professional experience in respective fields of their duties.

Depending on the project needs, we can engage additional associates and experts with some specific professional competences, such as market or specific business analysis, marketing and brand management strategies, advices in the field of corporate finance etc. Our regular associates are professors at the University of Belgrade, marketing agencies, international experts in the field of digital printing industry, etc.

Milutin Damjanović, CEO



# OUR STAFF

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# OUR PRODUCT RANGE

- **WIDE FORMAT DIGITAL PRINTING ROLL MEDIA**

- Self-adhesive films
- Flexible banners
- Textile media
- Papers
- Films
- Artistic media

- **RIGID MATERIALS**

- Polystyrene foamboards
- PVC foamboards
- PMMA Sheets
- PP Sheets
- Artistic matboards
- EVA foamboards

- **FINISHING & APPLICATION PRODUCTS, TOOLS AND EQUIPMENT**

- **WIDE FORMAT DIGITAL PRINTERS**
- **WIDE FORMAT DIGITAL PRINTING INKS**
- **RIP SOFTWARE**
- **POP, POS PRODUCTS AND EQUIPMENT - DISPLAYS**
- **3D PRINTERS AND SUPPLIES**
- **LASER ENGRAVING MACHINES**

# BRANDS IN PRODUCT RANGE



# OUR KEY PARTNERS






# OUR PLANS



## WE ARE CURRENTLY WORKING ON:

- Further expansion by establishing local and regional distribution centers
  - Increasing the market share in 3 countries with direct presence and securing the leading position in roll-media, POP, POS and promotional equipment
  - Establishing Jet Direct Academy
  - Intensifying HR activities and staff development
  - Establishing an EU branch
  - Establishing a platform for e-business.
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## WE WILL SOON START WORKING ON:

- Establishing a distribution hub in EU
  - Appointing a distributor in Russia (FTA between Russia and Serbia)
  - Upgrading the converting plant with automatic packaging equipment.
  - Appointing international distributors.
  - Introduction of environment-friendly products
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