



Home Finishing Ltd.

PORTFOLIO

www.homefinishing.eu

THE PROJECT **HOME FINISHING**

Home Finishing is the latest innovation from „Elmark Holding SE,“ allowing the Holding to introduce a true all-in-one solution to customers - a work model that is entirely new to Bulgaria and the region.

The Home Finishing platform offers a rich catalog of products aimed at interior and exterior renovation as well as design, delivery, and installation services, allowing customers to transform their spaces without the hassle of managing multiple vendors.

www.elmarkholding.eu

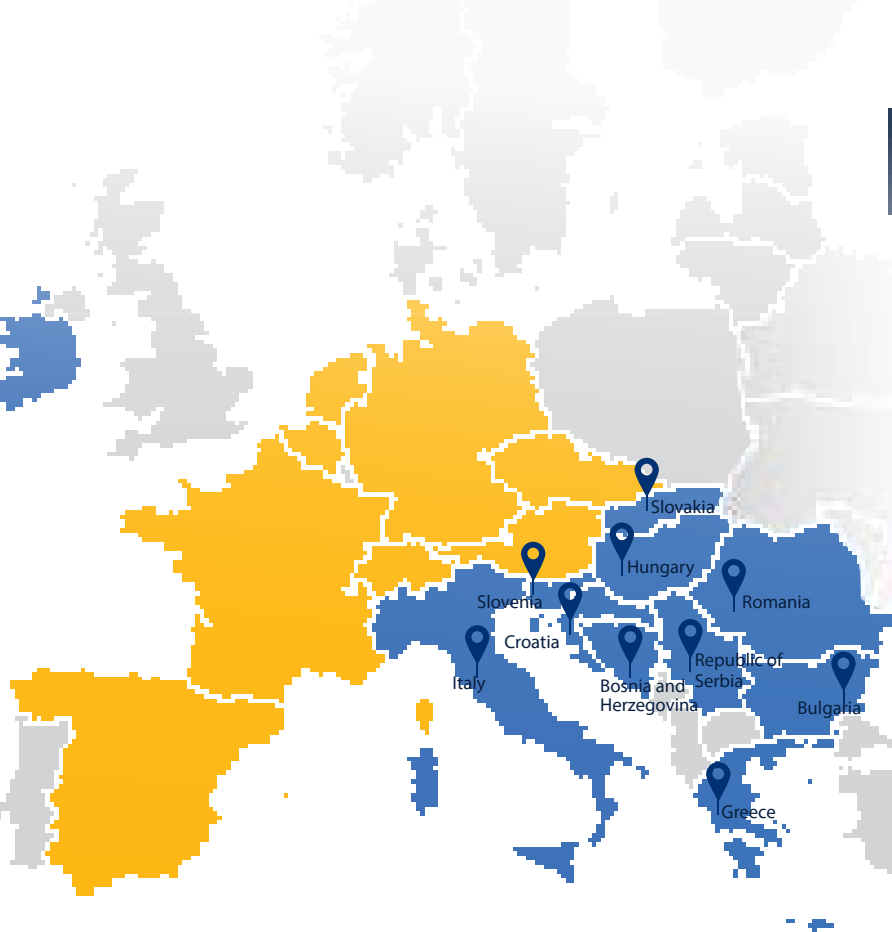


ABOUT ELMARK HOLDING

„Elmark Holding SE“ is a European company with over 20 years of experience in the manufacturing and distribution of electrical equipment and lighting under its own brand, ELMARK.

The company's products are manufactured following European standards for quality and control. Thanks to their reliability and high efficiency, they position ELMARK as a highly sought-after and preferred brand.

Subsidiaries offer the brand's assortment in showrooms in 10 countries, and successfully established distribution channels deliver ELMARK products to over 60 countries worldwide.



„ELMARK HOLDING SE“

IN NUMBERS



25+

Years on the market

10+

Subsidiaries in other countries

250+

Employees and experts

60+

Countries with distribution network

20 000+

Products

12 000+

Pallet space

€20 000 000+

Stock availability



Jelez Georgiev

Owner and CEO at Elmark Holding SE

THE DRIVING FORCE BEHIND

” *All great things seem a bit impossible at first. If they were simple and easy, anyone would do them.*

The driving force behind Home Finishing is Zhelez Georgiev, the creator of the ELMARK brand and the majority owner of „Elmark Holding SE“.

With more than 30 years of experience in international trade, a team of seasoned experts, and an extensive network of partners, he is determined to turn Home Finishing into another undeniable success.

HOW IT WORKS?

The completion of interior and exterior projects, from rough construction to turnkey, is a lengthy, complex, and headache-filled process. It involves numerous vendors, suppliers, and installation teams with unclear deadlines, constantly changing conditions, and unsatisfactory results.

At Home Finishing, we present a new, improved, and optimized work model that goes through three main stages (design, product selection, and installation), removing all obstacles and providing security and peace of mind to clients.

1

Design

Choose from an extensive catalog of standard projects, or create your own with the help of our partner designers.

2

Product Range

Home Finishing offers a wide range of exclusive products, a large inventory, and guaranteed fast delivery.

3

Installation

Choose from our trusted installers, who have been thoroughly vetted based on their ratings and feedback from previous clients, providing peace of mind and quality assurance.

HOME FINISHING

THE TWO PILLARS

Online Platform

Provides quick and easy access to all our products from a distance. Features a constantly expanding library of standard design projects and a roster of installation companies with ratings determined by our customers.

www.homefinishing.eu

Brick-and-Mortar Stores

We ensure a state-of-the-art shopping experience with two large shopping centers located in Varna and Burgas, along with customer service points in Dobrich, Veliko Tarnovo, Stara Zagora, Plovdiv, and Sofia.



- Varna
- Burgas
- Dobrich
- Veliko Tarnovo
- Stara Zagora
- Plovdiv
- Sofia

PRODUCT PORTFOLIO



Home Finishing brings together a rich portfolio of products across more than 25 categories.

Stylish and functional Italian kitchens with high-quality appliances and equipment. We also offer designer interior furniture with a variety of colors and textures, as well as everything for your outdoor spaces including patio furniture and the necessary tools and equipment for the maintenance of green spaces.

With Home Finishing products, you can create complete electrical installations or renew old ones. We provide ventilation and air conditioning solutions of different sizes, all the way to complete systems for entire buildings. A variety of flooring and wall coverings as well as complete bathroom furnishings.

www.homefinishing.eu



Kitchens and all you need in the kitchen

- Italian Kitchens
- Built-in and Freestanding Appliances
- Small Electrical Appliances
- Cookware
- Cutlery
- Plates and Glasses for the Home
- HoReCa

CREO
KITCHENS

Pando
integral cooking

ELMARK
The Brand of Electricity

BARAZZA
MADE BY DESIGN

Luigi Bormioli
ITALY

KUTAHYA
PORSELEN

PORCEL 

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Interior Furnishing

- Custom-made Furniture
- Upholstered Furniture
- Beds
- Mattresses
- Carpets
- Decorations
- Interior Lighting



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Garden

- Garden Furniture
- Equipment for Lawn and Garden Maintenance
- Irrigation and Watering Systems
- Outdoor Lighting
- Hand and Power Tools
- Pergolas and Awnings
- Outdoor Kitchens

bizzotto

yes
everyday

NOVUSSI

ELMARK
The Brand of Electricity

Installations

- Electrical Equipment
- Electrical Materials
- Solar Systems
- Generators
- Switches and Sockets
- Heating
- Ventilation
- Air Conditioning
- Smart Home
- Plumbing



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Flooring And Wall Coverings

- Laminates
- Parquets
- Carpets
- Vinyls
- Granite Tiles
- Wallpapers
- Paints
- Plasters
- Decorative cladding panels
- Artificial grass
- Green walls
- Rubber outdoor flooring

bizzotto

ELMARK
The Brand of Electricity

 **atlas concorde**

ITLAS

Bathroom

- Sanitary ceramics and accessories
- Shower cabins
- Bathtubs
- Granite Tiles
- Large format calibrated granite tiles
- Saunas
- Bathroom Heating
- Faucets
- Bathroom furniture



BRICK-AND-MORTAR STORES

VARNA, BULGARIA



- » Three floors
- » 4 900 m² retail area
- » 20 000+ products

BURGAS, BULGARIA



- » two floors
- » 3 800 m² retail area
- » 20 000+ products

Many of the products offered on the Home Finishing online platform can also be viewed in person at our physical locations. Our commercial centers in Varna and Burgas have a combined commercial area of 8700m².

We have also established six customer service centers located in the cities of Dobrich, Stara Zagora, Veliko Tarnovo, Plovdiv, and Sofia. There our experts present our product range, and customers have the opportunity to take a virtual tour of our centers in Varna and Burgas using virtual reality glasses. They can also view samples and discuss ideas with our designers and consultants.

WHY HOME FINISHING?

Home Finishing, although a new concept, is based on more than two decades of experience by “Elmark Holding SE” in online and offline B2B and B2C trade.

This ambitious project is made possible thanks to the existing infrastructure of the Holding, namely a logistics network in 10 countries, numerous physical stores and customer service centers, extensive warehouse facilities, experience in working with clients, and a team of over 250 employees and experts.

- 25+ years of experience
- Innovative Approach
- Access to New Clients
- All Products in One Place
- Exclusive Brands
- Fully Automated Online Platform
- Special Prices

SOLUTIONS FOR **CONSTRUCTION COMPANIES**

Furnishing Entire Buildings

We can furnish entire buildings from the rough construction stage to the turnkey stage, providing all necessary materials and securing the required subcontractors to complete the project with uncompromising quality.

Financial Benefits

As a partner of Home Finishing, you receive special pricing on direct purchases or commission from every product purchased by a client referred through our automated online platform.

Added Value

Properties furnished by Home Finishing according to the latest trends in Italian interior design and with high-end products are more attractive for purchase and offer higher added value.

Pleased Clients

Your clients will have the opportunity to furnish their future apartments at better prices using the latest, highest-quality products in interior design.

SOLUTIONS FOR **INSTALLATION COMPANIES**

Free Advertisement

As a company registered on the Home Finishing platform, you receive free advertising in front of thousands of potential customers browsing our site every day.

Commission Agreement

Take a commission on all products from the Home Finishing portfolio. Generate promo codes through our online platform and earn from the products your clients buy.

Attractive Discounts

We offer you a special contract with attractive discounts.

Access to Large Scale Projects

The highest-rated companies have the opportunity to participate as subcontractors with Home Finishing in completing large projects – entire residential complexes, hotels, restaurants, office buildings, and more.

SOLUTIONS FOR INTERIOR DESIGN STUDIOS

New Clients

The Home Finishing online platform has a rich library of ready-made standard projects from our partner designers, explored daily by thousands of potential clients.

Special Prices

After signing a partnership agreement, you will benefit from special prices on all products in the Home Finishing catalog.

Working With Exclusive Brands

Home Finishing is the exclusive representative for Bulgaria and the region for many high-end brands. As our partners, you will have the opportunity to offer your clients products that are unique, stylish, and of uncompromising quality.

Financial Benefits

As a partner of Home Finishing, you will receive a commission from every product purchased by a customer you refer to us through our automated online platform.

SOLUTIONS FOR TRADERS

Attractive Offers

Home Finishing is a direct importer of all brands on our online platform allowing us to offer the best prices on the market.

Technical Solutions

We offer technical solutions that allow seamless integration into your online store of over 20,000 products offered by Home Finishing, along with all accompanying information such as price lists, technical details, instructions, warranties, and more.

Large Selection of Products

Offer the complete product portfolio of Home Finishing.

Logistics

Access to large warehouse inventories, an established logistics network, and guaranteed free delivery to your premises or a customer address.

SOLUTIONS FOR **REAL ESTATE AGENCIES**

Commission Agreement

You can generate promo codes in our online platform, which your clients can use to shop at Home Finishing with discounts. Every order generates a commission for you.

Added Value

A partnership with Home Finishing and its associated benefits represent added value to your services and a reason for clients to prefer working with you.

Pleased Clients

Your clients will have the opportunity to furnish their future apartments at better prices using the latest, highest-quality products in interior design.

Financial Benefits

By presenting the services of Home Finishing and providing a promo code to your clients when showcasing a property, you could generate a profit even if the deal does not go through.

SOLUTIONS FOR **THE HO.RE.CA SECTOR**

Attractive Offers

We offer you a partnership agreement, the signing of which will allow you to benefit from special prices on all products in the Home Finishing catalog.

Seasonal Offerings

We offer a wide selection of seasonal options tailored to the time of year and the upcoming holidays. Transform the interior and exterior of your business quickly, easily, and with exquisite taste!

Working With Exclusive Brands

Home Finishing is the exclusive representative for Bulgaria and the region for many high-end brands. As our partners, you will have the opportunity to offer your clients products that are unique, stylish, and of uncompromising quality.

Annual Renovation Assistance

The Home Finishing platform offers a list of registered installation companies, rated and reviewed by our clients, who can quickly and efficiently execute your annual renovation projects or any other improvements.



BENEFITS

FOR YOUR CLIENTS

1

Large assortment of products in one place.

2

Access to a library of ready-made standard interior design projects.

3

List of installation companies with ratings determined by our customers.

4

Opportunity to implement the project together with your client from one place, entirely online.

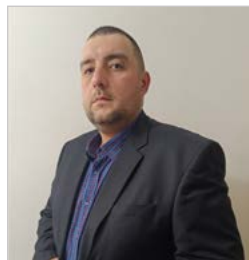
OUR OFFER

Our goal is to build successful and long-lasting partnerships that benefit both parties. You will receive contracts with the best terms upon meeting with our sales representative responsible for your area.



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finish your project

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10 Perla, str.

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+359 894 746 109
el.vn@homefinishing.bg

floor 2 | Lighting, Tableware, Cooking

+359 52 575 561
+359 894 640 824
osvetlenie.vn@homefinishing.bg

floor 3 | Furniture And Decoration

+359 893 220 648
+359 893 315 741
mebeli.vn@homefinishing.bg

Showroom Burgas

7th kilometre of the main road
from Burgas to Sofia

floor 1 | Electrical Equipment And Lighting

+359 56 999 888
+359 894 407 692
el.bs@homefinishing.bg
osvetlenie.bs@homefinishing.bg

floor 2 | Furniture, Decoration, Tableware And Cooking

+359 56 999 888
+359 895 225 025
burgas.store@elektromarket.eu