

University of Belgrade Faculty of Forestry

**NEW VISUAL IDENTITY OF WOOD FLOORING FROM
SERBIA IN FUNCTION OF INCREASING THEIR
COMPETITIVENESS IN EXPORT TO THE EUROPEAN
UNION MARKET**

Glavonjić Branko, Nešić Milan, Petrović Slavica

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Wood flooring

- covers the largest area in working or living space;
- represents “the first furniture in a room”;
- equipping of an interior in which one spends time starts with the selection of wood flooring type, wood colour, dimensions and laying model;

WHAT does wood flooring mean for Serbia?

- has special national importance for Serbia because it represents products with higher added value;
- with dominant participation of domestic inputs;
- which realizes positive foreign trade balance;
- for which there is a long-term expressed demand on the markets of the developed countries;
- good quality;
- quality of raw material in Serbia (oak, beech, hornbeam, locust, ash and maple).



On the wood flooring market in EU...

... wood flooring from Serbia has lower price and smaller demand (although the price is lower), and it is also characterized by the consumers' attitude as the product of lower value.

... it represents very often only a part of the assortment of big producers and distributors from the European Union countries.

WHY?

**WOOD FLOORING WHICH IS PRODUCED IN
SERBIA DOES NOT HAVE VISUAL IDENTITY**

Visual identity means original and interesting idea solution which includes both product design and design of all accompanying material.

What is wood flooring market in the EU countries like?

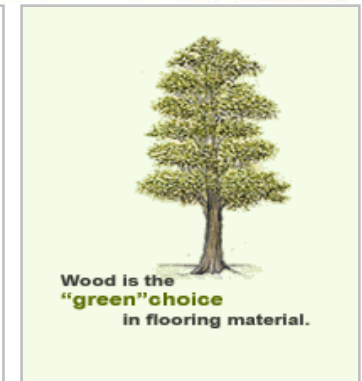
Wood flooring producers in developed EU countries do not use national labelling;

We already know that these products have good quality!

Instead of that, they emphasise environmental components of the flooring, conformity with the EU Directives (CE mark) and standards for sustainability (PEFC; FSC).



Green tomorrow



Promotion materials, catalogs



Producers from Central European countries present wood flooring in a more extravagant manner which is sometimes on the verge of good taste and decency.

Messages to the consumers of wood flooring

The floor

– the first furniture in the room

Hard facts
on hardwood
floors

Beautiful floors by KARELIA

Different grades for different moods

Interior dreams made in Germany

Visual identity of wood flooring significantly shows the culture of living, mentality and tradition of the country in which the flooring is produced.

Visual identity means original and interesting idea solution which includes both product design and design of all accompanying material.

Our wood flooring does not need sanding (“hoblovanje”)





Our products are the same as products of other countries on the EU market;

We do not use and show national characteristics and belonging;

We have promotion material of bad quality;

We send unclear messages to our customers!

The Government of some new and potential EU members developed programmes for promoting quality of national products in which national belonging and quality is highlighted through the messages such as: *Izvorno Hrvatsko*, *Hrvatska kvaliteta*, *czech made* and *češka kvalita*.



“the best from Serbia” - (mainly for fruits and vegetables products)

In 2008. we started with project for creating visual identity;

One of the first objectives of the started program for developing new visual identity of wood flooring from Serbia was creating the mark, in this case together with the message



„good wood comes from Serbia“

- the main symbol used in the creation of the mark is a tree; the appearance of the mark also speaks about environmental aspect of the products on which it is going to be used;
- beside the tree, the graphic part of the mark has a barcode as a symbol of legal trade; (Western Balkan countries are marked as the countries with high participation of illegally logging wood in overall trade, so the barcode symbol tends to change that picture about products exported from these countries including Serbia);
- the mark highlights that the products on which it is present are produced from solid wood, which at the same time represents a guarantee of its content compared to numerous other products that only imitate wood with their appearance.

after creating the mark we adopted criteria for using it:

- producers must have FSC certificate;
- products have to be produced in accordance with quality standards (CEN);
- it must be certified by notification body (laboratory)

... in this moment

Body is being created which will be composed of national experts for this kind of product;

This body will evaluate the right for usage of this sign.

... preparation of book about wood flooring...

THANK YOU FOR YOUR ATTENTION

Slavica Petrovic