

Interview with Sven L. Franze, CEO of
TIGER MARKETING Group GmbH

4-DAY WEEK | WHY IT CAN WORK!

Finding a niche in tobacco

As Europe's market leader in the highly niche segment of tobacco shop fittings and furnishings, family-owned company Tekna Design has a unique knowledge of the sector gathered over three generations, and leverages its Italian-German expertise to bring stunning yet highly functional store designs to clients at home and abroad.



Networking: Tekna Design presents at important trade fairs and other tobacco industry events



360° solutions: Project management, European-made products, and full installation and after-sales services



Understanding the needs of the tobacco industry, shop owners and their customers

"We are the most professional and highly specialized company in our sector," underlines Managing Director Paolo Cappa, grandson of the founder and responsible for design. "We understand the European market, in particular the special requirements and regulations imposed in different countries." Mr. Cappa was joined in the business ten years ago by Co-General Manager Saskia Alexandra Rutschkowski, who is German and responsible for marketing and communication; Ms. Rutschkowski acquired a wealth of experience at her previous company, a manufacturer of tobacco shop accessories. "We both know exactly what shop owners and the tobacco industry need; this in-depth knowledge is very rare," adds Mr. Cappa. Tekna creates high-quality interior designs; it of-

fers 360° solutions incorporating project management, European-made products – often from recyclable materials, and full installation and after-sales services. "We provide the complete value chain," notes Ms. Rutschkowski. "Sustainability is an increasingly important

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theme, both for ourselves and our clients. We all want to live in a healthy environment." Tekna has completed many projects within Italy and abroad; sometimes for individual traders, but also for giant tobacco concerns. Last year, the company fitted out over 3,000 shops for a large concern in Italy and over 100 stores for a company in Switzerland. Other important

markets include France, Spain, the Canary Islands, Benelux, Scandinavia and Greece. With an office and showroom already established in France, Tekna has more recently opened an office in Gütersloh, Germany, with plans for a showroom in hand. "When we

build a shop, we construct it at our premises first so that the customer can see it; when they are satisfied, we assemble it on site. This is fast and convenient for the client," Mr. Cappa points out.

Tekna employs 20 permanent staff and calls on up to 100 experienced freelancers for large projects. "We are always look-

ing for good people," says Ms. Rutschkowski. "They must be technically very good, and speak two or three languages." Mr. Cappa is very clear on what makes Tekna successful. "It is our German-Italian mix – German organization and materials and Italian creativity and lighting quality," he smiles. "It's a great combination."

TEKNA DESIGN

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