



Board member, Marketing and development director - Katarzyna Wawrzyniak

**F**ramings and steel structures represent the modern construction technology, especially utilized in elevating various types of halls and high-rise buildings. There is a lot of advantages of using this method, therefore it is more and more popular nowadays, owing to its resistance, and also from the economic point of view. Use of minimal structural materials allows builders to enclose a large area with minimal cost, while achieving a wide variety of architectural styles. This is mostly why steel structures have become dominant construction manner in North America and Australasia.

On Polish market this domain is proudly performed, for almost twenty years,

by TRASKO-STAL established in 1991 in Ostrów Wielkopolski. The company has several specializations – designing the constructions themselves, production of all the necessary steel elements and items, and finally, assembly. Not to mention transport and logistics which are closely related to the whole process. From the beginning TRASKO-STAL has been developing very vigorously and after 5 years, in 1996, the company started its activity as a totally independent unit. There were several crucial moments in company's history which have influenced its current position and its presence. The constitution of the planning office and architectural activity initiation seem to be one of the most breakthrough decisions that were made during the company existence. From that moment TRASKO-STAL has been offering its customers a complex service, from the first design, through the whole manufacturing process, till the last hall element is placed on a right stand. It would not have been so easy though, if the proper distributional and marketing sections had not been set up, in and outside the Polish country. Fortunately, company did not forget about this important detail in its business plan. Contrary, wide and ef-

fective commercial system is a priority for TRASKO-STAL's Board. Speaking of priorities, the company claims that there are two main areas of interest: customer's needs, and the service – product quality. TRASKO-STAL very precisely checks and pools client's expectations. After such research, company's engineering staff can more easily adapt the technological and constructional solutions, and introduce new methods into the steel framing branch. Each customer is very important and he is being treated with a great attention from the company's side. During the individual projects company takes an active part in planning, designing and cooperating with an investor. TRASKO-STAL wants to implement customer's ideas in a best way possible, but still company always offers a good advice when it is needed. The individuals cooperates with TRASKO-STAL all the way from the first design to the last detail. For the building enterprises, TRASKO-STAL works rather as a subcontractor elaborating one or more elements of a process, and for the power industry company works up only constructions. In spite of this variety of orders, the company representatives underline that every client is



essential for its well-being. The highest possible quality of production is being kept by complying with the international norms and standards. Company's high competence and qualifications have been proven several times. TRASKO-STAL's activity was honored by Welding Institute Certification Centre in Gliwice with Quality Management Certificate as per Polish Standard PN – EN ISO 9001:2001. Company also is a proud owner of Certificate of Compliance with Welding Quality Requirements as per Polish Standard PN-EN 3834-2:2007 and a Duisburg SLV Welding Institute Certificate certifying to conduct welding jobs in accordance with DIN 18800-7 and DIN 4132 standards. Moreover, TRASKO-STAL's factory achieved a high place in Quality International 2007 contest finals in the "Q1 Product" category, which shows how adequately the company cares about its manufacturing activity. However, what is the main reason of company's success, You may ask. No one cares more about company's future, and no one is better prepared to reply on any questions which may occur in the hard process of building company's status, than its own work team. Well-qualified, loyal and competent staff is, indeed, the strategic potential of TRASKO-STAL. Each employee, from the production line to the high-level managers, has his contribution to the current shape and condition of whole business. At present, there are almost 150 permanent workers employed. The company believes that effective, well-performed human management is the answer and key to the forefront on a market, especially in this present high-competitive environment. Company's HR policy rests on a conception regarding employee constant development. By introducing and encouraging them to the different types of competence and qualification raising methods and styles, company makes a change in them and by that in itself, as well. All the employees are guided and directed to attend on professional trainee programs, trainings, symposiums and science conferences, for pick up some new work skills and be aware of all the newest technological innovations coming. These activities are always coherent with current expectations, motivational needs and gratifications, which are being defined on a observational and experimental basis. The company knows when something is wrong or when something should be improved for the best of everyone involved. In the result of this HR developmental policy, good work atmosphere and appropriate organizational culture TRASKO-STAL is being consider

as a good, reliable employer, who offers not only honest salaries, but above all, it offers work places in stable enterprise. Employees are able to co-decide about company's future and to take active part in its live. In all their functions there is a great deal of liberty and decisiveness involved. After all, as we mentioned before, TRASKO-STAL is a caring and fair human-centered company. Thus, what are the prognosis for such a reputable company? They are in fact really promising and bright. The influence of several factors, both internal and external, should be consider when we speak about the future of TRASKO-STAL. First of all, as it was mentioned in the opening sentences, steel constructions industry is experiencing its boom for the last few years. In Poland the branch is constantly developing, simultaneously to the increase of orders for building implementations. The explanation of this phenomena lies in the great number of new international investors, and in the growing dynamics of our native companies. Unfortunately, there is no doubts, that the recent world economic crisis

will not stay indifferent for the whole branch activity. The investment's brake is expected, as well as the other problems and difficulties on the Polish and International market. However, TRASKO-STAL seems to stay optimistic, owing to the multi-functional status of its activity and products. There is a really big chance of avoiding this inconvenient situation by turning to the other branches of industry. The company combines many prospects with power industry, as well as with the development of international cooperation and export activity. The recent statistics have shown that over 20% of company's income is an effect of its export activity. Regarding these numbers the company's Board bravely looks forward to the future. TRASKO-STAL is constantly searching for new foreign investors, and even consider an expansion. On the other hand, the power industry, especially power plants and thermal-electric power stations, are obligated by European Union norms and standards to transform and make some necessary changes. This may be the answer and a right direction for

TRASKO-STAL because, between other qualities mentioned above, the company is very flexible and quickly adapt to the superior alterations generated by world's market. The company cares a lot, not only about its own private future and benefits, but also about "the future" generally speaking, by providing special ecologic and environmental-friendly policy. All the activities are carefully observed and analyzed with regard for the environmental influence that may appear during the manufacturing or constructional process. TRASKO-STAL functions in agreement with all the obligatory ecological norms and standards. The company tries to limit its own negative impact, and it also operates on the preventive ground, by popularizing the ecological philosophy between its customers. TRASKO-STAL is a good and reliable company. The company's history and future prospects show that it always has come into the right conclusions. It is really worth it to cooperate with such inventive and honest partners.

