



For efficient life

Furniture fittings are like air - we cannot see it but also cannot live without it. Our fittings help connect all parts into a single unit.

When you come to think of what underlies such product as furniture fittings, what would usually spring to mind is accurate design, technologies and production, materials, appropriate distribution, marketing, and promotion systems, etc., but all this lies on the surface. One should understand that, offering a necessary and popular product, BOYARD puts its soul into it, as it is the only way to get the desired result.



Furniture fittings are like air: we cannot see it but cannot live without it, as it helps connect all parts into a single unit. The goal of BOYARD is not only to ensure functionality of the furniture. Demand research and monitoring of the trends in furniture industry, our experience, state-of-the-art manufacturing procedures, and all the necessary resources help us offer our consumers exactly what they need – a chance to use reliable, stylish, comfortable, and decent furniture. And most important is that our products invest interior design with special value – an ability to create a comfortable, homey, and harmonious atmosphere in our everyday life, i.e. to make it successful and efficient! We do our job with quality and responsibility, realizing that “there are no little things in a big business”. But when we see improvements in the lives of our consumers and business of our partners, we realize that all the effort is not for nothing.

Vadim Vildanov

Chief Executive Officer LCD “Boyard”, BOYARD furniture fittings

BOYARD is one of recognized leading manufacturers of fittings in the furniture industry.

BOYARD reached its current leading market position by specializing in integrated supplies of high-quality accessories and fittings for furniture manufacturers, and for the final consumer – by offering products which improve the quality of furniture and, therefore, the quality of life. In Russia, BOYARD furniture fittings is a strong competitor to the world-wide brands in terms of all business aspects, such as price, quality, service, logistics, and repute. Today, BOYARD brand is a well-known trademark having its own face, history, philosophy, strictly respected principles, explicitly stated values, and with its own future, both actual and prospective.

Among advantages of BOYARD are: high quality of latest, modern, and effective fittings at the adequate price, unique developments in marketing and logistics, client support culture, elaborate distribution system which makes our products available throughout our vast country. According to our own survey, the company's market share in Russia is 20%, which means that in every 10th home and office throughout the country the furniture works owing to BOYARD fittings, bringing comfort and harmony in people's lives.



The history of BOYARD:

from door hinges to 1000 item product line

The brand of furniture fittings BOYARD, well-known in Russia, was created in 2002. Ten-year experience of BOYARD is preceded by the Center of Furniture Fittings which specialized in supplies of accessories and materials for the furniture manufacturers. Aspiration for development, years of thorough industry analysis, and internal market survey allowed the management of the small local Center to see the huge potential of fitting industry. Wide experience along with the intention to provide domestic market with high-quality, functional, and stylish furniture, i.e. to bring more comfort and harmony in the lives of its users, as well as to contribute to the development of the furniture fitting usage standards in the country predestined formation of the Furniture fittings company under the trademark BOYARD.

BOYARD was created on the basis of the best foreign management practice and international manufacturing standards. Within a year, investment in resources, technology, materials, and quality management programs provided the Russian market with front and operational fittings under the trademark BOYARD. Having started with four-swivel furniture hinges, today BOYARD managed to widen its product line up to 1000 (!) items, by confidently moving forward step by step, increasing the assets, and setting and achieving its goals.



BOYARD: name etymology

The brand name BOYARD corresponds entirely to the properties of its products: reliable and robust as a fortress, durable and functional. The background of the name is unusual and has become the legend of the brand. The first product manufactured by the Company was subjected to endurance tests and other testing by the R&Development laboratory in Germany. The laboratory chief, who was French, was giving us test certificate and with characteristic emotionality exclaimed “Boyard!”. He was so impressed with reliability of the tested hinges which had passed all stages of the most stringent tests, that he compared fittings to the fortress. “Let it be Boyard then”, said CEO of the future leading manufacturer of furniture fittings, and gave this famous name BOYARD* to the company, whose main principles include high quality, reliability, and durability.

**BOYARD – is a French place name of the fortress built in XIX century to protect the dock yards from the foreign enemy. At the end of XX c. BOYARD was revived owing to the TV show staged in the fortress.*



BOYARD: *furniture fittings*

Today BOYARD intends to meet the industry demand for high-quality and various products, and to make high quality affordable as much as possible. Pursuing these aims, BOYARD markets stylish, modern, state-of-the-art, effective, and reliable fittings, which makes the furniture up-to-date, popular, comfortable, and affordable, without compromising its high quality.

Company's product line includes:

- *furniture handles:*

The collection of furniture handles BOYARD is original and diverse. It is suitable for offices, homes, summer cottages, kitchens or living rooms, and includes handles of various styles and concepts: for those who prefer minimalism, all-purpose handles for classical interior design, warm and homey ceramics, for antique and vintage furniture.

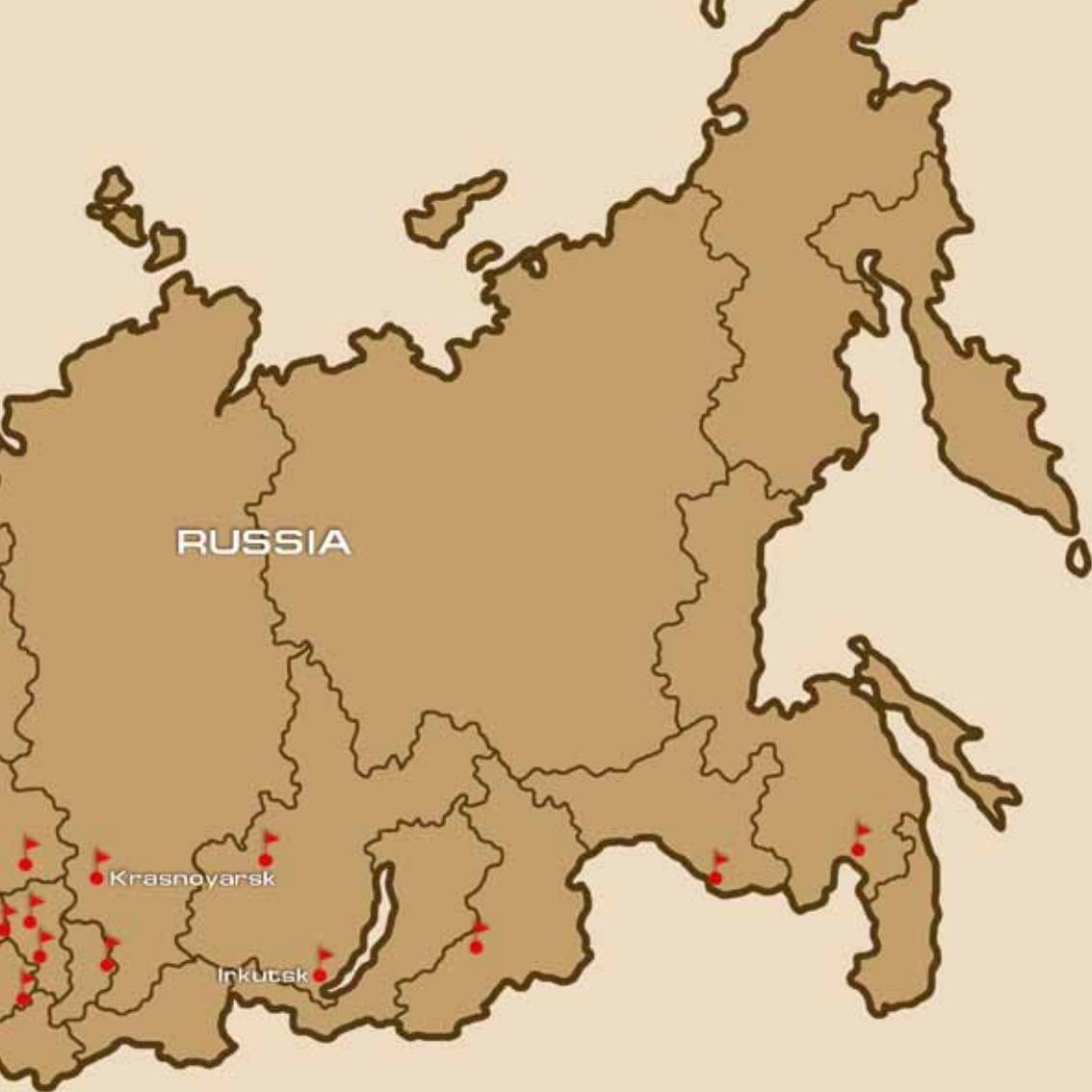
- *all types of furniture hinges: Slide-on, Key-hole and Clip-on systems for corner closets, glass doors, false panels, etc.*
- *extractable systems*
- *lifts*
- *fittings for kitchen drawers and closets*
- *kitchen accessories*
- *hooks*
- *cantilevers*
- *locks*
- *shelf support*
- *supports for all types of furniture*



Our customers and partners:

Among BOYARD's customers are big furniture manufacturers, furniture factories, middle-size and small-size production companies, entrepreneurs, and also retail buyers. The Company has a wide distribution network throughout the country.





RUSSIA

Krasnoyarsk

Irkutsk

Being the industry leader in Russia, BOYARD actively participates in all important events held by the furniture industry, including Russian and international furniture exhibitions, conferences, and seminars, and also initiates events important for the segment development.





Character of the brand:

We are active and energetic. We are bright, purposeful, courageous and a bit crazy, as, perhaps, any pioneers and researchers. We promptly develop and go forward, organically new tendencies and trends. And at the same time we maintain the time-tested traditions. We are ready to work with any customers and consequently in our assortment there is a production for all tastes and inquiries. We sincerely wish that our clients – partners and consumers – received a qualitative worthy and successful product. And we are really happy, when we are being trusted to form comfortable and worthy living conditions!



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Our mission is to make successful and comfortable the (business and) lives of all our customers, from furniture industry giants to those people who will eventually use the furniture. Implementation of the mission requires guaranteed provision of products that would make the furniture durable, comfortable, and perfect.

**BOYARD**[®]

www.boyard.biz

To reach the goal one should
not stop trying. O. Balzac