

*Rotovo*

**CUSTO  ade**  


# ABOUT BOROVO



## About Borovo

Borovo d.d. is the best-known shoe manufacturer in Croatia with the longest tradition, heritage and love towards shoes.

Founded in the year 1931, with headquarters located in Vukovar, during the past 85 years, Borovo has built its identity not only in Croatia, but in the whole region by producing stylish, urban, sports and certificated safety and working footwear. As such, Borovo shoes have been a part of a lifestyle for many generations where quality has become a synonym for our shoes.

Materials used in production are only natural origin materials such as leather, canvas with 100% cotton and natural rubber made from caoutchouc that is also produced in Borovo factory.

Following the idea of unique quality shoes, our designers create simple yet modern and cozy footwear that is crafted with special care and love by at least 20 caring hands.

Such productions develop famous fashion brands like *Startas*, *Boromina*, *Borosana*, *Rubber*, *My Ballerinas* and *The Big Blue*.

Borovo constantly strives for quality, technology and research and development. Following those in the last years, significant funds were invested in equipment, technology, and know-how.

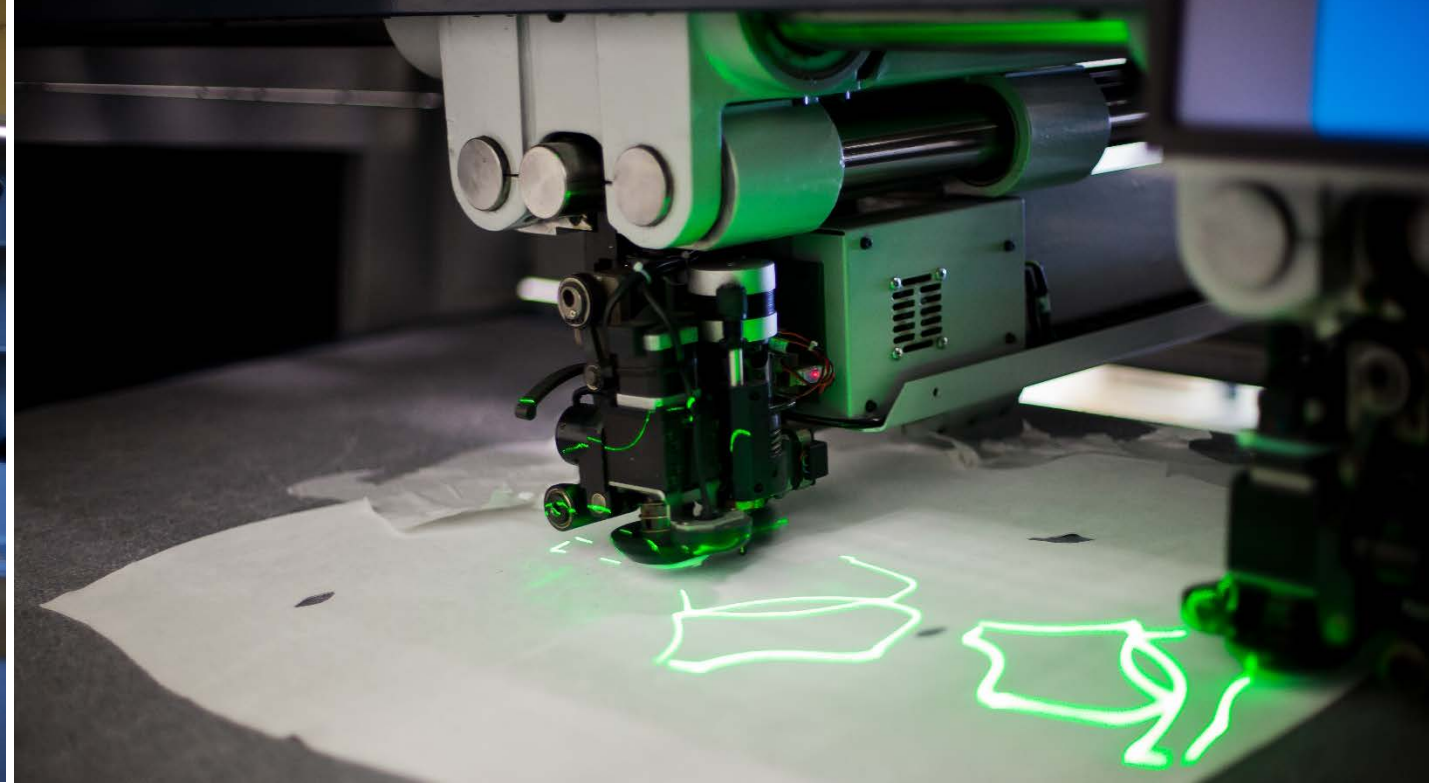
Production annually reaches up to 1 million pairs.

Mainly the sale is generated throughout our own retail network of 89 stores located in Croatia.

Wholesale is also a significant part of our sales where we have earned trust from large companies that use our footwear in their everyday businesses.

In the past two years, Borovo has been strongly focusing on increasing export by opening new markets.

Annual Turnover (2015) = 20 mio EUR / Annual Production Capacity = 1 million pair of shoes / 700 employees

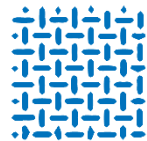




## Production Principles



**NATURAL MATERIALS**  
Natural rubber made from caoutchouc in our factory



Canvas – 100% cotton



Only real leather



**HANDMADE PRODUCTION**



**MADE IN VUKOVAR**  
**MADE IN THE EU**

Look what I have  
found!

Original handmade  
**CROATIAN SOUVENIR**

from natural materials  
you can actually wear.



TO .....

*my friend*

[www.BOROVO.hr](http://www.BOROVO.hr)

**CUSTOM  
MADE**



## Custom made

When thinking about the benefits of «Borovo» in comparison to the competition, and when exploring new market potentials, the idea of custom-made production came spontaneously.

Creativity, flexibility and above all, the expertise of our own production and design team enabled «Borovo» to step into a whole new dimension of business.

Custom-made production, tailored to every individual brand and partner, started in the spring of 2015. In just a few months products became extremely popular due to promotional or sales items which were recognized for their quality, originality and very reasonable prices.

CUSTOM MADE



## Custom made

All rubber and rubber canvas footwear «Startas», «Rubber», «Boromina», «Borosana» can be customized.



## Custom made

What exactly does custom made mean in our case?

On average, every pair of our shoes is made of about 10 parts, and most can be personalized. For example, only the top part of the shoe can have printed motifs. Laces, rings around the laces and the outline of the sole can be in various colors. Various printing techniques or applications of the logo in the production process can have impressive results, and they can ensure the highest quality.

Additionally, the basic principle of production reflects the company's mission - handmade, Croatian production and the use of natural materials.

A number of world-renowned festivals, international organizations and eminent Croatian companies have recognized the advantages of our products.

## Partners

- Ultra Europe festival
- InMusic festival by Ožujsko
- European commission in RH
- NK Hajduk
- Simpa Hrvatski Telekom
- Pula film festival
- Vukovar film festival
- Croatian Olympic Committee
- BASF-a
- Du motion (Dubrovnik half maraton)
- NovaTV Supertalent
- Hippy Garden
- Run Croatia
- Istraturist Umag
- Podravka Lino
- ...

Startas

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# Startas

PARTNER  
Ultra music festival



YEAR 2015. / 2016.



# Startas

PARTNER  
Hajduk Split



YEAR 2015. / 2016.



# Startas

PARTNER  
Cest is d' best



YEAR 2016.



# Startas

PARTNER  
Run Croatia



YEAR 2015. / 2016.



# Startas

PARTNER  
Pula film festival



YEAR 2015. / 2016.



# Startas

PARTNER  
Half marathon Dubrovnik



YEAR 2016.



# Startas

PARTNER  
European Universities  
Games



Zagreb · Rijeka 2016  
EUROPEAN UNIVERSITIES GAMES

**EUSA**

YEAR 2016.



Startas ESI



# Startas

PARTNER  
Lino Višebojac  
Podravka



YEAR 2016.

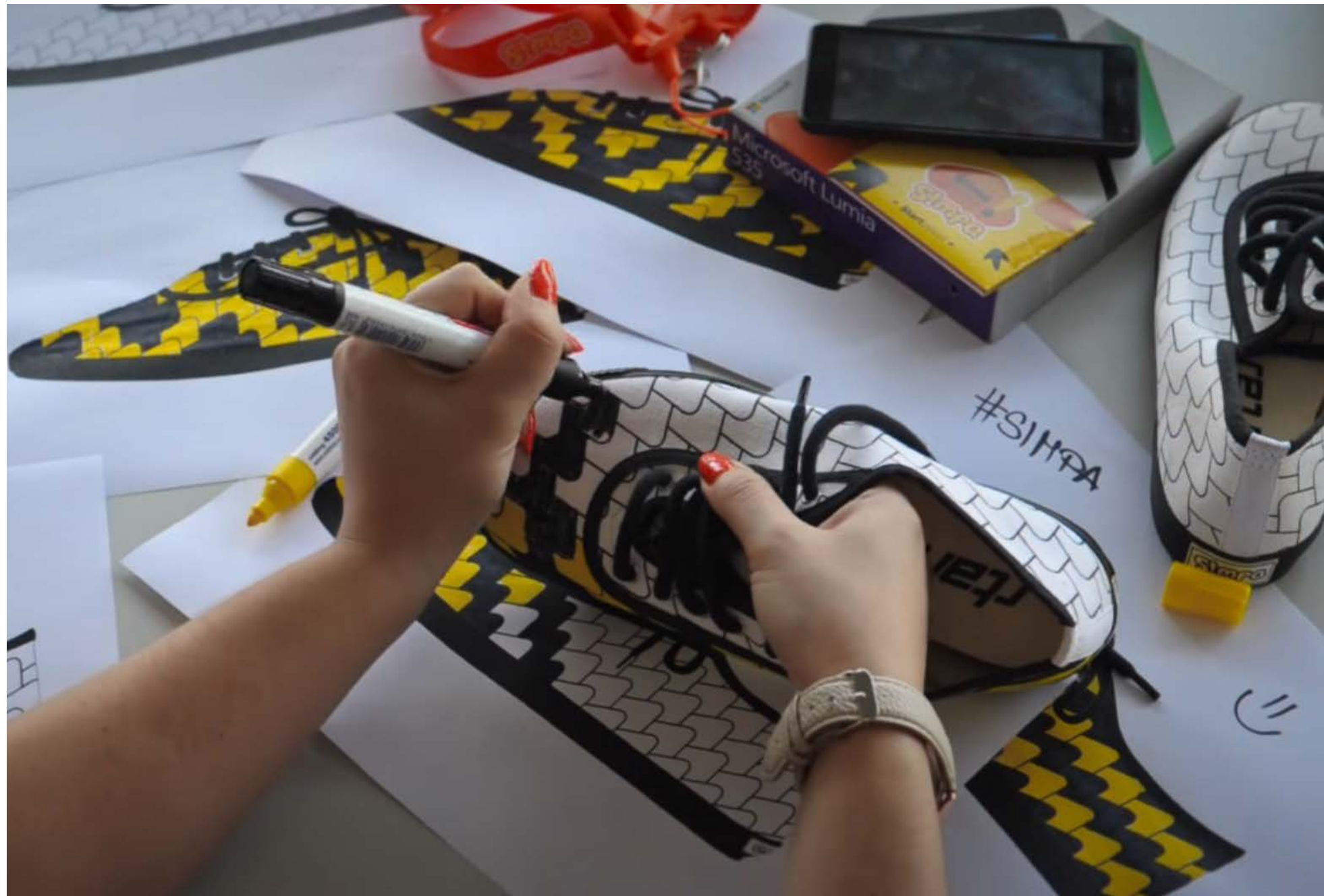


# Startas

PARTNER  
Hrvatski Telekom



YEAR 2015.



# Startas

PARTNER  
Croatian Olympic  
Committee



YEAR 2015. / 2016.



# Startas

PARTNER  
Poreč open air festival



YEAR 2016.



# Startas

PARTNER  
Istraturist  
Umagosice



**ISTRIA**  
EXPERIENCE  
Plan it, live it, share it.



**ISTRATURIST**  
HOTELLY RESORTS COMPANY

YEAR 2016.



# Startas

PARTNER  
City Games



City Games

YEAR 2016.



City games

# Startas

PARTNER  
City Čakovec  
Porcijunkulovo



YEAR 2016.



# Startas

PARTNER  
VA"AN"ZA



YEAR 2016.



# Startas

PARTNER  
Splitsko ljeto  
Opera Turandot

 62. splitsko ljeto

YEAR 2016.



# Startas

PARTNER  
Vukovar film festival



YEAR 2016.



# Startas Rubber



Startas  
Espadrilles

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# Espadrilles

PARTNER  
Hippy Garden

**HG**

HIPPY GARDEN

YEAR 2016.

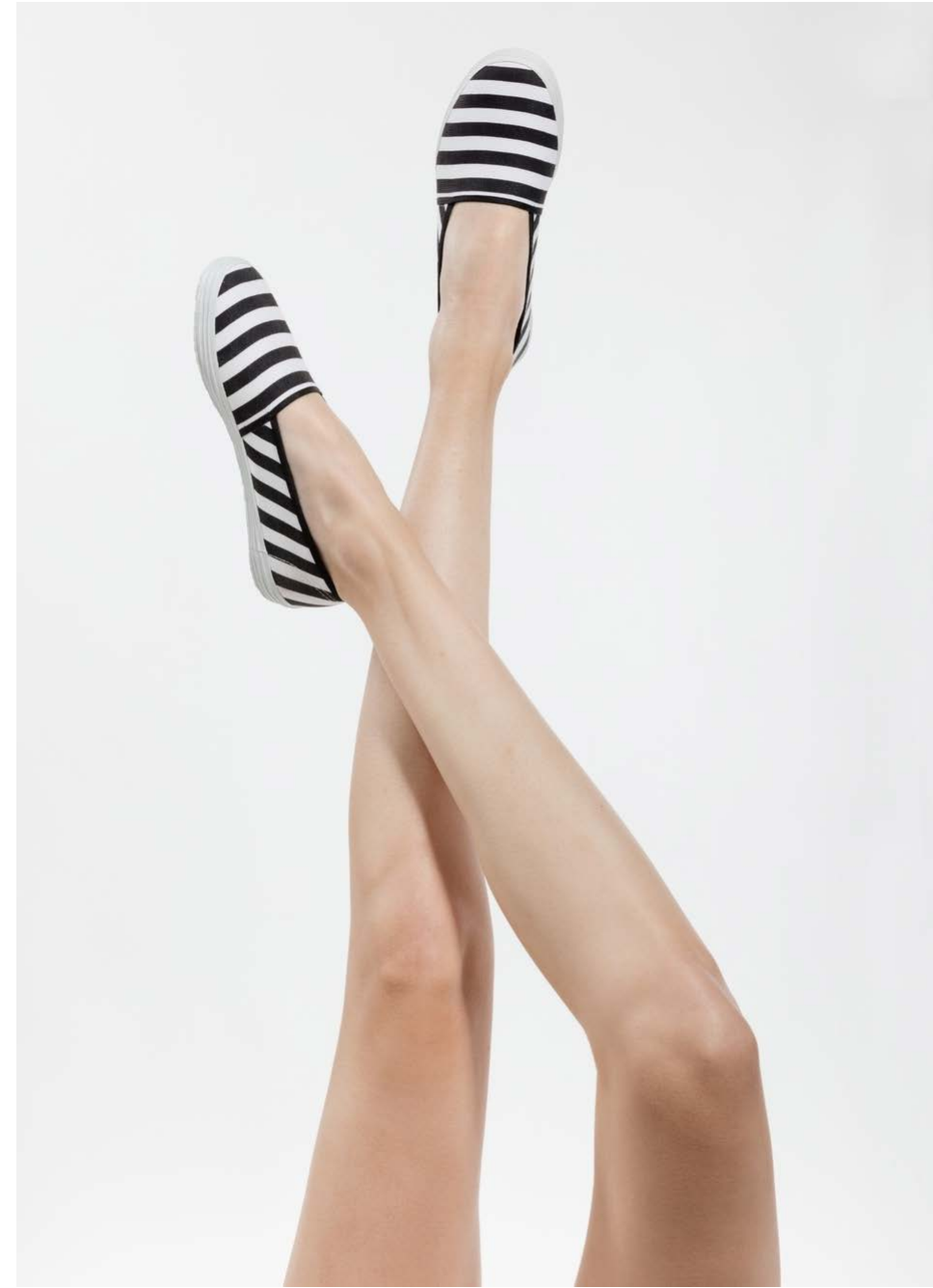


# Espadrilles

PARTNER  
Diva  
Bite My Style

# DIVA

YEAR 2016.



# Startas Espadrilles

Vinkovačke jeseni



YEAR 2016.



Startas  
Cvičke

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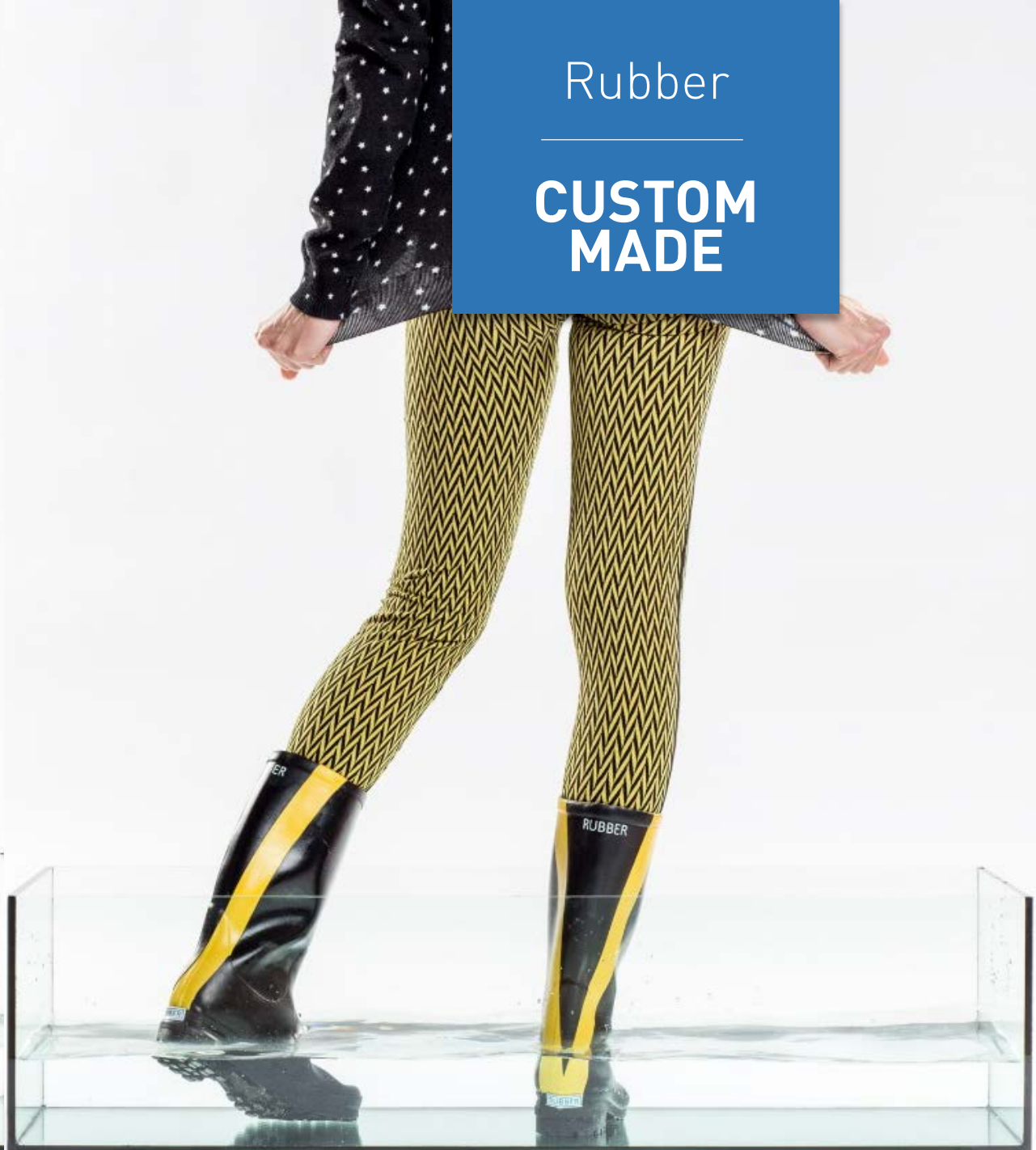


# Cvičky



Rubber

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# Rubber



# Rubber

PARTNER  
Pula film festival



YEAR 2015. / 2016.



# Rubber

PARTNER  
Žuja INmusic



YEAR 2015.





Boromina

CUSTOM  
MADE

# Borromina



Borosana

CUSTOM  
MADE



# Borosana



# Borosana



**Borovo**

Thank you for your attention!

**Borovo Inc.**

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