

“Good Estonian design, reliable Estonian quality, and innovative marketing in foreign markets – characteristic of Estonia – will often ensure success, and this is exactly what we see in Balteco,” said the President, Mr. Toomas Hendrik Ilves, who today familiarised himself with the Balteco AS factory, in Nissi, Harju county, and the company’s showroom in Tallinn. Balteco AS was established 20 years ago and is currently the largest manufacturer of bathtubs in Northern Europe.

Enterprise Estonia, the Chamber of Trade and Commerce, and the Estonian Employers Confederation recently gave Balteco the Best Design Applier 2010 award or the industrial design award. The award is given to recognise Estonian companies that have achieved economic success with original design creations, encouraging our businessmen to co-operate with Estonian designers.

The Director General of the Company, Mr. Lars Sumberg, introduced the production facilities to the Head of State, while Mr. Aivar Habakukk, who is in charge of the company’s design team, provided an overview of product development issues.

“Regardless of these difficult times, you have been persistent in pursuing design and product development. No doubt, this has been the right choice and your continued success is largely based on these factors,” President Ilves acknowledged.

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