

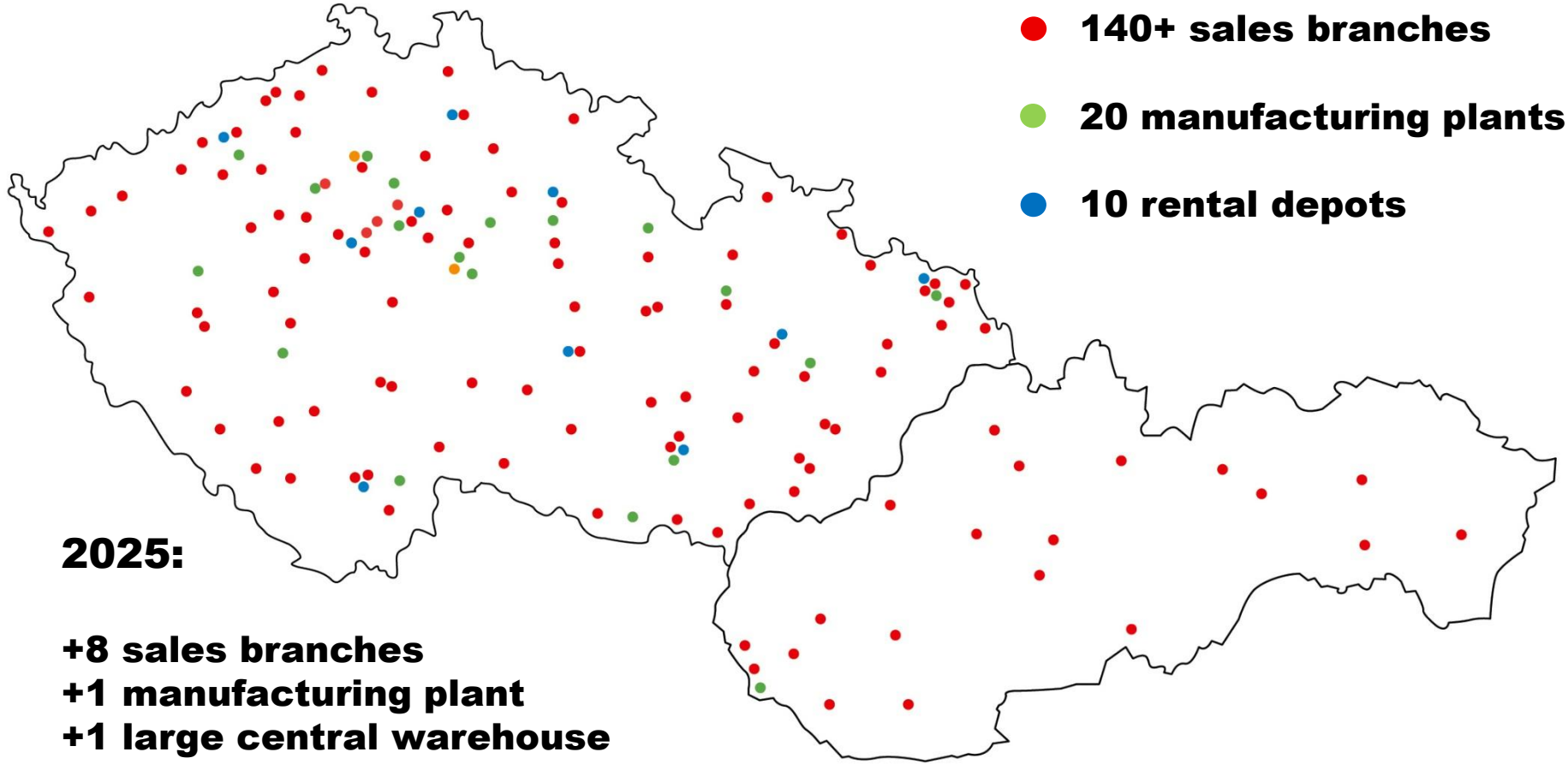


# Private label strategy

Jan Matička

12.03.2026

# DEK group



**2025:**

- +8 sales branches**
- +1 manufacturing plant**
- +1 large central warehouse**

# Customers

**DEK**



PROS



WHITE VAN MEN



SERIOUS DIY

# Customers

**DEK**



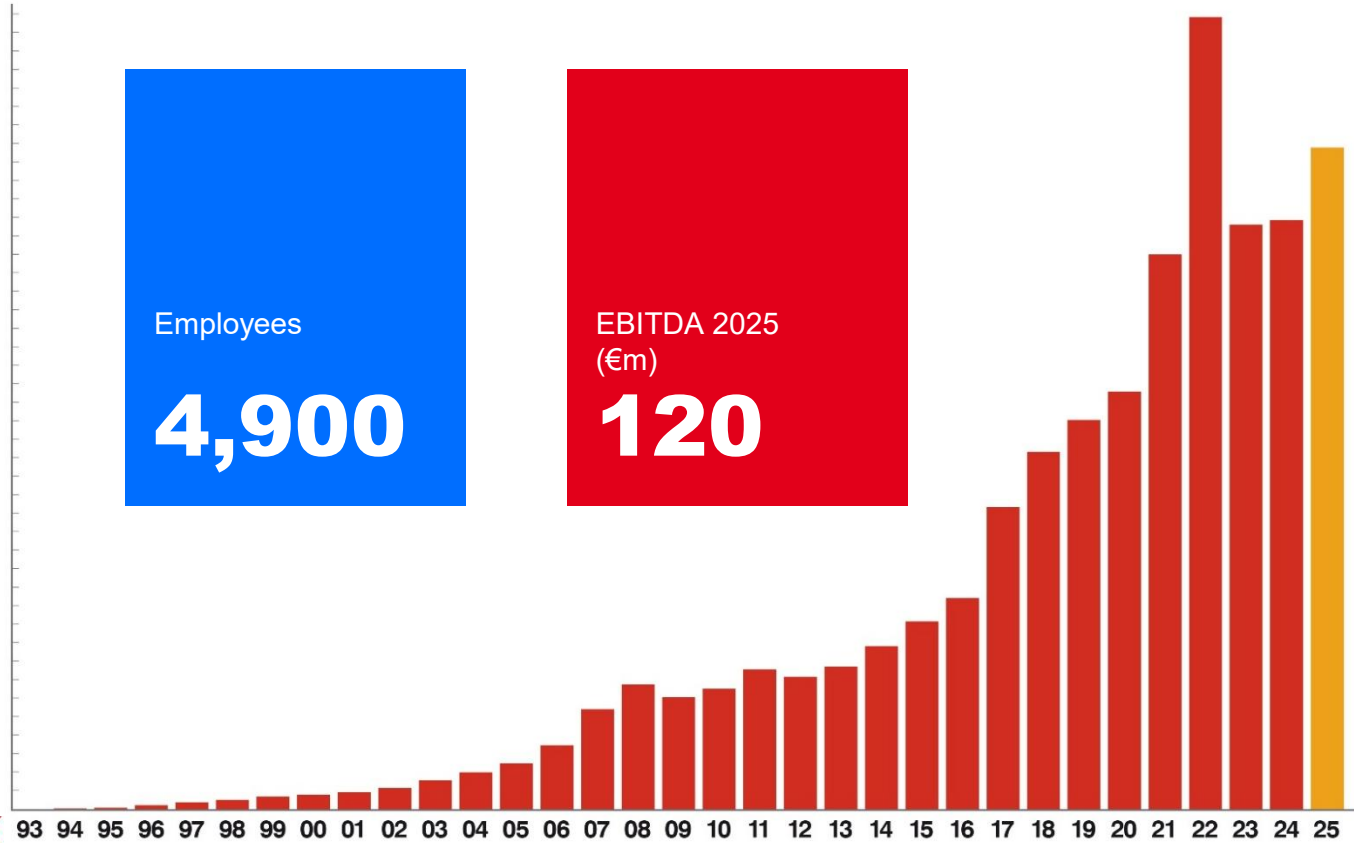
# Revenues 2025

**DEK**

Employees  
**4,900**

EBITDA 2025  
(€m)  
**120**

**1.4**  
(€bn)



# History

**1993**

**DEHTOCHEMA + KUTNAR = DEK**

**ELASTODEK**

**SKLODEK**

**DEK**



# History

# DEK

## DEK „mania“



# History

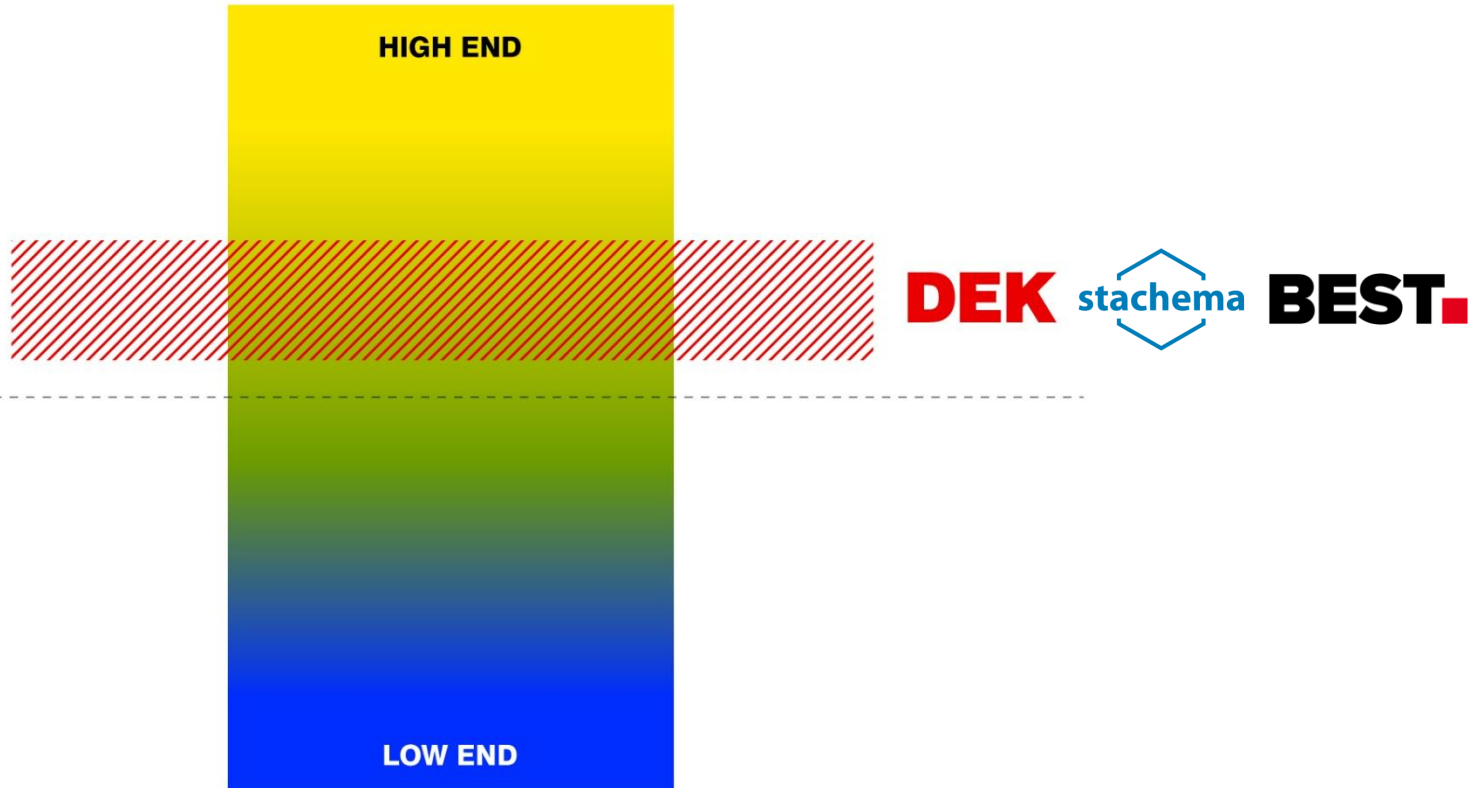


# DEK



# Value Proposition

**DEK**



# Principles

# DEK

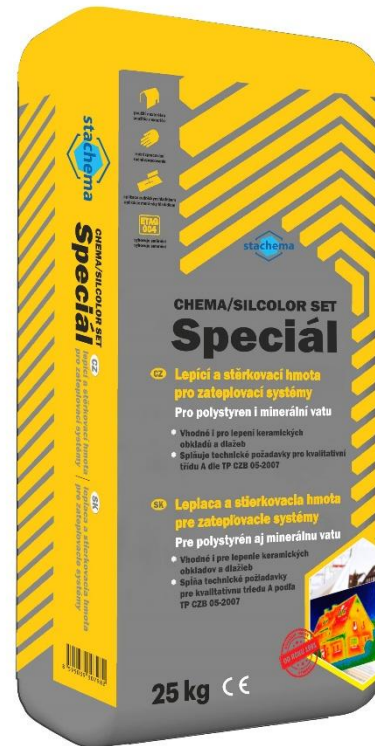


**BRAND**

**NAME =  
PURPOSE**

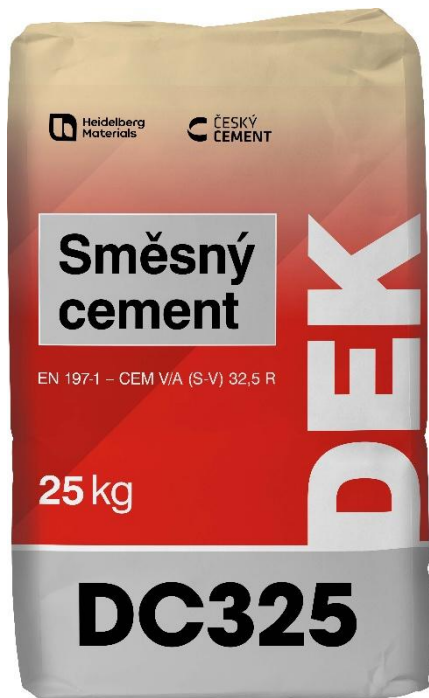
**CODE**

**BEFORE**



# Results

# DEK



# Results

# DEK



# Results

# DEK



# Results

# DEK



# Results



# Results – chanel Store

**DEK**

**+8,0** €m

Turnover 2024 (€m)

**19,1**

Turnover 2025 (€m)

**27,1**

**+42%**

in

**DEK**

products

# Conclusion



- Freedom in building the brand
- Control over sales strategy
- Control over quality - **ATELIER DEK**
- Protection of long-term investment in promoting your own brand



**DEK**

**Thank you for your attention**

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