

COMPANY PROFILE

Company name: Dakalama Net Dooel Skopje

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History:

Dakalama Net Dooel Skopje (hereinafter called: Dakalama Net) was founded in December 2014. Initially, the company was importing children's equipment from the following brands: Cosatto, Recaro, Strider and Thule, and since November 2016, the company has become an exclusive importer and distributor for professional hair brands: Revlon Professional, Olaplex, Kasho and American Crew for Macedonia. These professional hair brands are premium brands in the hairdresser's industry. In the meantime, Dakalama Net has expanded the network of representing brands and now the company's registry includes five new brand names: Olivia Garden, Framar, Uppercut Deluxe, and recently Maletti, Alterna, Affinage, Reuzel, Dapper Dan, Milk Shake and Previa joined the list of exclusive labels that Dakalama Net represents in the region.

Mission and vision:

Dakalama Net represents one of the best and most appreciated brands in the world of hairdressers. As such, it always strives to offer the best to the customers, and it is company's deep belief that the quality is always recognizable by itself and never disappoints. Dakalama Net truly stands for its clients, their level of satisfaction with the company's offer and that's why Dakalama choose to collaborate with premium and highly recognizable brands only.

Even though existing relatively short period on the market, Dakalama Net succeeded to double the number of brands it represents and keeps growing in every segment of the business. The company is constantly recording expansion in the number of customers, employees, sales, profits and it strives to maintain that growth trend in the coming years.

The company's vision is to continue being the market leader regionally, to provide the best hairdressing brands on the market and to always excel at quality service.

Brand range, expansion, and growth:

Revlon Professional is a synonym for leading brand for hair coloring, hair care and hair styling products. It offers wide range of innovative products for every type of hair, whether it is dry and treated hair with blossoms, damaged, lifeless or oily and thin hair. Revlon Professional is always the right choice for those who want healthy, nourished and shiny hair and that's why world-renowned hairdressers trust Revlon Professional, they rely on its products and choose Revlon Professional as their partner.

Olaplex is a revolutionary formula that made an incredible impact on the hairdressing industry. The magic of this product lies in the active ingredients that restore damaged and/or broken links in the hair fiber itself caused by chemical, thermal or mechanical treatment of the hair. Now, it is unimaginable for a hairdresser not to use Olaplex in their services.

American Crew stands for exclusively men's brand but is more than a manufacturer and more than a men's brand. The American Crew is a revolutionary milestone in the history of male hairdressing and styling. American Crew is a brand of products that define new fashion trends and styles and is always ahead with new ideas, products and formulas.

KASHO is a recognizable brand of professional shears and hairdresser's equipment. Kasho shears are supreme in their perfection and without competition unattainable in the quality they offer. Each pair of shears are made of carefully selected, high quality metal and hand-crafted by the skilled hands of the best trained "SHISHO" master craftsman. Thanks to the uncompromisingly good combination of metal selection and forging technique, each shear is characterized by superior wear and corrosion resistance. The sharp edge is just at the exact cutting edge and gives the thinnest and sharpest cut with incredible precision, allowing the hairdresser to work and create with incredible ease.

Olivia Garden distinguishes itself through the excellent quality of its professional hairdressers' brushes, shears and tools and high functionality of their products. Creative product ideas and continuous development paired with Olivia Garden's long experience in the hairdresser's industry results with a portfolio of more than 350 products sold worldwide.

Framar specializes in hair coloring tools, accessories and aluminum foil, only making high-quality and innovative coloring products. Every professional hairstylist's dream is to work with Framar products.

Inspired by the timeless style of the 1950s barbershop and its spiritual founder, Willy Uppercut O'Shea, *Uppercut Deluxe* is a modern, yet traditional approach to men's grooming. An Australian born brand proudly made with only the finest ingredients, Uppercut Deluxe delivers a core range of high-quality grooming products for men without all the fancy embellishments of salon brands.

Maletti is the number one company in the world for hairdressing chairs and washstands. It has the widest product portfolio in the sector including creations by some of the greatest designers in the world. It has a branch in Rue Royale, Paris and a production company in San Paolo, as well capillary distribution network covering the entire planet with 33,000 m2 of cutting-edge production sites and the largest showroom in the world dedicated to beauty design.

Alterna presents alterna-tive luxury haircare. The brand believes that no one should have to choose between clinically proven, salon-tested results and natural, good for the hair ingredients. People in Alterna are committed to pure and proven professional formulas, free from additives and harsh chemicals. A trailblazer in the world of luxury haircare and styling, Alterna has always been about purity and innovation inspired by skincare science. With that said, Alterna haircare delivers transformation to the hair with just one use and once experienced, no one will settle for anything less.

Affinage is a brand born in Britain that represents a luxurious hair care range of products with a great vision to become the best salon professional brand in the world. Its mission is to inspire passion and creativity in the salon professional through superior products, innovation and education.

The Reuzel brand starts with a great story of two men, Leen and Bertus, that were in love with barbering and were sotted in style, drawn under the influences of rock 'n roll, custom culture and the working class ethic of Rotterdam. They wanted to cut every man the perfect hairstyle, proper porkchop and to provide a haven barbershop stop, a place where men could trust the products and enjoy the company. Those classic styles and hot-towel shaves are still around and the traditions that created them have kickstarted a bit of a riot. Today, Reuzel makes sure that as styles change, the attitude remains the same.

Dapper Dan was founded in Sheffield, England in 2011. Its products were developed over a 10 year period by professionals in the trade, determined to create a unique and varied range of grooming products to suit the needs of the style conscious modern man. Dapper Dan's moto is that with a handful of well selected and painstakingly developed products, there is no styling requirement that can't be met.

Milk Shake is a salon professional hair care brand, offering a complete range of quality products to enhance and maintain the natural beauty of hair. Milk shake hair products are an amazing range of professional salon hair products inspired by nature. The philosophy of Milk shake hair products is simple, use the power and beauty of nature to get amazing looking hair for all occasions. Milk Shake hair products are made with an amazing mix of professional ingredients including milk protein that will be heavenly food for your hair. This brand offers a fantastic portfolio of products that include a range of shampoo, conditioner, intensive hair treatments and hair styling products that will all become the perfect additions to your daily hair care routine.

Previa is brand committed to preserving the nature with making pure products enriched with certified active ingredients. Previa product ingredients are extra gentle and are devoid of aggressive surfactants, parabens petroleum derivatives, lanolin, artificial colors and ingredients of animal origin. Its mission is to take care of skin and hair while respecting nature and environment surrounding us.

As part of its portfolio, it is worth mentioning that in 2014 Dakalama Net took over the web site www.telefoni.mk founded in 2007 and is the best-established web site in Macedonian language for technology. Since then, Dakalama Net has been offering and selling the advertising space on the site as well as all other services that are organized by www.telefoni.mk.