

# Finidrak



1/2023





# Make WAVES with the colourful book edge!



FINIDR.com

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Photo on the cover:

Jaromír Andřšek, *production foreman*  
you can read more in the interview on page 8

Photo by Lukáš Duspiva

Corporate newsletter of FINIDR, s. r. o.

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**Dear colleagues,**

when I started writing this editorial one evening I realized that it is Friday, February 24, 2023. You will be reading this editorial later, probably around mid-March. I state this date because I realized the significance of February 24, certainly not only for me. Two events happened on this day. One is about building, finding solutions and fulfilling dreams. The other is dark, brutal, inhumane and absolutely unacceptable in this modern world.

The positive event happened on 24 February 1994. On this day, the Regional Court in Ostrava issued an extract from the Commercial Register where, after a rather long waiting, a new company was registered under the name of FINIDR, s.r.o., with the registration number 60778172.

FINIDR was born. So it's been 29 years since the printing house was registered. The printing house was founded on a "green field" and has come a long way since that time. We have become a respected player on the domestic and international market. We are well known and our customers trust and rely on us. We have very good relations with them. It is a story of building, responsibility, finding solutions and overcoming considerable challenges. I would also like to take this opportunity to thank all former and, of course, current employees. Wishing everyone good health, happiness and love. You are a great team and I appreciate it very much.

However, a different, but in this case a shameful event falls on 24 February 2022. It has been exactly a year since Putin invaded Ukraine. It is the year I lost a lot of illusions. I thought that, in the 21st century, humanity had learned its lesson and that nothing like this would ever happen again in Europe, which has previously been through two world wars.

I was wrong. Even now, in the 21st century, the lust for power, personal ambition and the desire to go down in history, whatever it may have been, can cause enormous human tragedy. The war has been going on for a year and the horror continues. Attacks on civilians have become the norm. The atrocities that have taken place and continue to take place in Ukraine certainly do not belong to the civilised world. However, what surprised

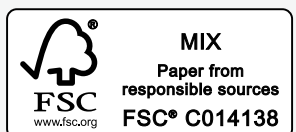


me much more was the fact that some people, even clever people in this country, have allowed themselves to be manipulated by one-sided, purposeful and misleading information. Consciously or unconsciously, they support or approve of this aggression. The history, from which humanity does not know how to learn, repeats once again. Goebbels and Hitler also won a lot of people over to be on their side with their propaganda over a period of time, while carrying out atrocities that could not be justified in any way.

I keep my fingers crossed for Ukraine and its people, but I also keep my fingers crossed for all of us. Ukraine is also fighting for us. Russia is already openly stating that after Ukraine the Baltic States, Poland and then the other countries of the former Eastern Bloc might follow. A year ago, it was once again demonstrated that where there is totalitarianism and unfreedom, there is no respect for anything, and therefore no respect for human life. Let us hope that this senseless war can be brought to an end as soon as possible and that further human tragedies can be prevented.

In the coming spring days I wish everyone lots of sunshine, fulfilled dreams, success and above all good health.

Yours Jarek Drahoš





# Ask-me-anything: questions for the owner

First of all, thank you very much for your questions. As we have now received more questions about the company's strategy and the future of FINIDR, I have focused primarily on these topics. What about your questions that were not answered in the current issue or you haven't managed to send me yours yet? Write to [redakce@finidr.cz](mailto:redakce@finidr.cz) and I will try to answer your questions in the next issues of Finidrak.

## Why should every company have a mission statement and what is it?

I'll try to explain it to you as much as possible. The basic mission of any organization, and therefore of course our printing company, is to provide a service to its customers or to sell its products to them. It is logical that if a company does something that customers are not interested in, it cannot make a profit, cannot develop and must sooner or later disappear. The mission statement is therefore a clear statement of why we are here and why FINIDR exists in the first place. I am glad that with the new strategy we have managed to name very precisely why we are here. It is also a justification and explanation of why I wanted to be there when the printing house was founded. This mission statement also clearly defines within our company what is important to us. The mission statement is also absolutely essential for companies that produce or supply products or services that are in demand. If there is a lot of competition in the marketplace, the customer can choose who will supply the service or product. The customer will always choose as their supplier the company that better addresses them, offers better service, is responsive, perceives their needs and can be relied upon at all times.

## So what is our mission?

Our mission resonates above all with one key word: "HELPING". This word expresses why FINIDR is here. It is the word that encapsulates most of what makes FINIDR FINIDR. We are not a classic "factory", we do not have a product. **We help our customers' ideas materialize.** We provide them with a service that should always include in its sum what the customer expects. Or rather, it will always be much better if we always bear in mind that the customer should always get a little more than they

expect. Equally important for me is a clear message inside our printing company. **We help people grow and build a fair atmosphere.** This area is not only about our internal environment, but certainly also of interest to all our partners. For them, this mission of ours is as important as the actual production of the books. Ethics, a proactive environment, clear rules for everyone, systematic development of people, opportunities for growth in a fair atmosphere are areas that are important to us and are part of our DNA. They are also important and key factors in the success of our printing company.

## What does this mean for you personally?

For me, this is a huge relief and also an incredible shift ahead. I'll try to explain it right away. Those who know me know that the naming our mission does not and will not change anything fundamental in FINIDR. Values, attitude, fairness and building a positive atmosphere in the company have always been and will always be a priority for me. Just as ethics in business is also extremely important to me. We don't take bribes, we don't give bribes, every contract is hard fought. If we have ever worked for the public sector, it has always been on the basis of a competition that we won because of our competitive prices and high quality. But what has fundamentally changed for me is that for the first time and in a coherent way we have managed to define, anchor and grasp our mission in a way that not only I will be able to better explain my values, ideas and priorities, but also I believe that all Finidras will now know why FINIDR is here and what the purpose of its existence is. Why FINIDR is successful and what is necessary to do to make it successful in the coming period.

## And what does that mean for each and every one of us? How does a person who lives the mission of FINIDR in everyday practice behave?

Let's not look for anything complicated in the strategy. Rather, on the contrary, if I always check whether or not what I am doing is in accordance with the strategy, then if there is any doubt, I will proactively take an action myself and discuss it with my supervisor. That is why I am glad that we have managed to define the strategy so clearly and concisely. "HELPING" cannot be explained in any other way than that I work in a team, I work for a team and I care about the team. I look for ways to improve and do my job better to make both external and internal customers happy. I am committed, and above all, I am not indifferent. If I can improve something or help someone else or somewhere else, I will do it and I don't look for reasons how it can't be done.

Three basic rules have long been and will continue to be valid in our company:

- you can't x we can help you
- you don't know how x we can teach you
- you don't want x we don't need you

Of course, the atmosphere in which we move and work is equally important. A positive and fair atmosphere is motivating, inspiring and healthy. The work has to make sense, I have to understand what I'm doing and why I'm doing it, and I have to enjoy it at least a little. Then what I do is meaningful not only for the people around me, but also for me.

## Is it realistic to reach 500 million books in 2025 according to the communicated strategy?

Of course it is realistic. We have always set ourselves challenging but achievable targets. This target is also very ambitious. It will not be easy and it will not come by itself. That's why we have our strategy, which breaks down into monthly, quarterly and annual targets. Meeting this goal will not come by itself and it will not come overnight. It is a patient and systematic work of each of us based on personal goals, personal development, finding ways to do what we do better, faster and more efficiently.

## Our mission:

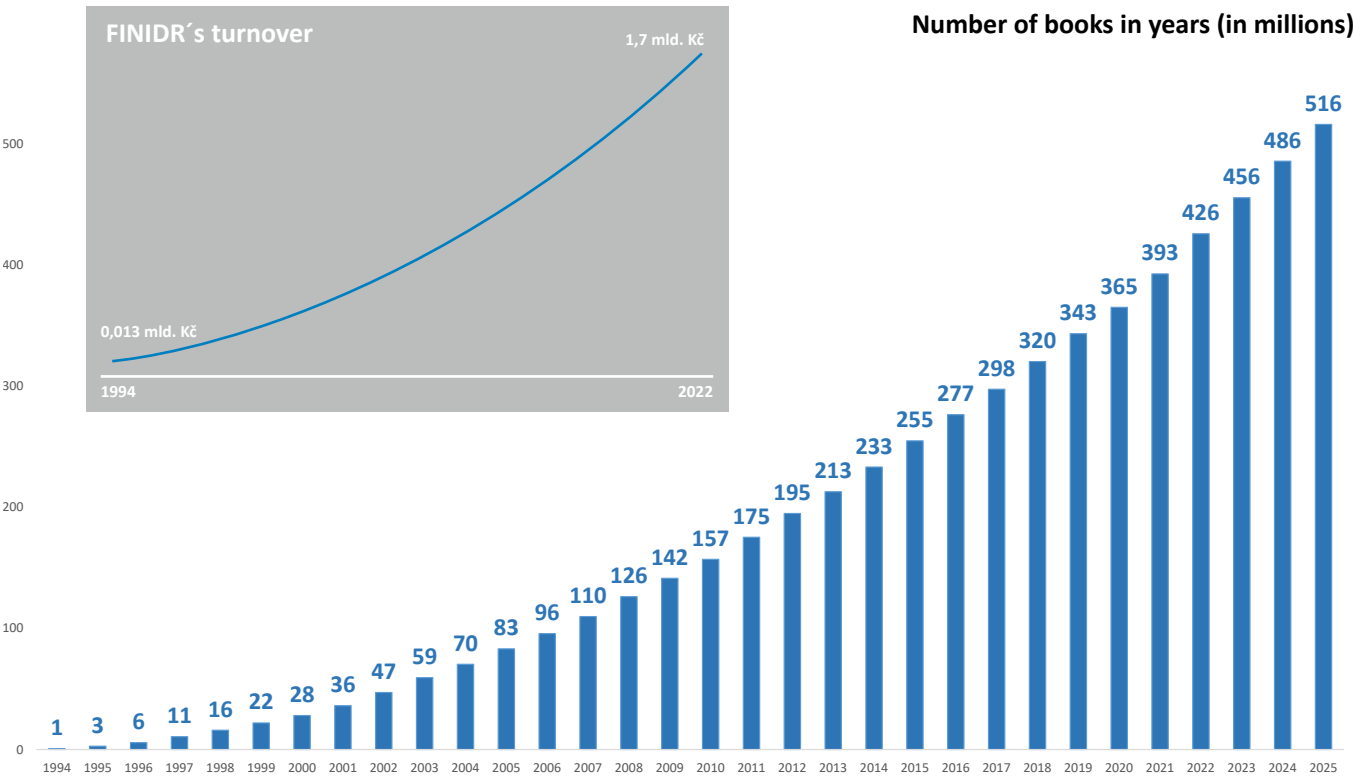
### Helping

- to books to the world
- people to grow
- to building a fair atmosphere





This is our history since 1994, when FINIDR was founded:



If you look at these charts, you will understand that it is not impossible, on the contrary, I am convinced that unless something crazy happens in the world or in Europe, we have a lot of trump cards in our hands to achieve our goal together again. At the same time, I think it is extremely important to repeat that achieving this goal gives the assumption that we will also maintain an environment at FINIDR that allows us to continue to invest in new technologies and motivate people in a way that makes sense to them.

**How long do we want to produce in FINIDR "B"?  
What are the plans for the future?**

I dare to say that we will be producing in the FINIDR "B" building for at least another 5 years. I was pleasantly surprised and at the same time I really appreciate the attitude of the employees who work in FINIDR "B". There is no doubt that due to logistics and existing premises, production in FINIDR "B" is more complex, complicated and therefore often more demanding. Nevertheless, I am very pleased to say that this does not affect the quality or efficiency of production at all. Hats off and of course thanks to all the employees from both "A" and "B" who are involved and are the engine of success.

At the same time, I can imagine that if a new hall were to be built in the following period, production would probably remain there in some form. However, this is not at all on the agenda at the moment. Our main aim is to implement steps and improvements that will enable us to cope with this year's Christmas market demand.

**Will there be a wage increase (due to inflation) in FINIDR in 2023?**

This is certainly a very hot topic at this time. The current inflation rate is really high, we experienced a similar situation in the late 90s. The rise in the price of energy and then other commodities, including food, is a very negative phenomenon. The greatest price increases are taking place, in particular, where prices are influenced by multinational monopolies or large market players. Energy and food are exactly the areas that the state should have control over. The state has the tools to ensure that the environment is not subject to such abuses, as we saw last year and this year. It is not only the current government, but also previous governments that have created conditions that do not regulate these prices and therefore do harm to the people of our country.

But there is no monopoly in our book manufacturing business. There are no cartels; on the contrary, thanks to nonsensical subsidies, the market is very distorted. Prices for books are regulated by the market. Therefore, we are not able to pass on any increase in the price of materials, but also of other inputs, to the final price, and thus cover the increased costs of electricity, wages or materials. At the moment, there is a crisis in this country, but also in Europe as a whole, and demand is significantly lower. However, this does not only affect our industry, but virtually all segments and production areas.

My answer to the question whether there will be a wage increase even in this difficult situation this year is "Yes". Yes we will, we will increase wages during March and April. It will not be across the board, because we have different incentive schemes set up in the various departments, divisions and machines themselves. These are specifically determined for each machine, each department or each position so that they are meaningful and understandable for everyone.

At the same time, I would like to remind you that at most workplaces, where it is set, there is a regular and automatic increase in the basic component of the wage, according to the established performance and quality of work. Moreover, there is a variable

wage component, which is based on the performance. The amount of both components is part of the motivation and thus is entirely in your hands.

Just as individual motivation is set, so motivation is also set on the overall results of the company. Last year we paid larger bonuses than in 2021. The amount of these bonuses is based on the company's performance and I will be happy if we can pay similar or larger bonuses this year.

However, I say up front that it is not possible to count on wage increases that would fully cover the rate of inflation. It is not realistic. If we were to do that and reflect that increase in the price of the product, we would not get any contracts. If we increase wages now, we have to look for ways to improve. We have to find activities elsewhere where we can be more efficient or where we can reduce costs.

It is certainly not and will not be easy. It hasn't been easy in the past either, but we have been doing it for 29 years. I believe, and we are doing everything to make it happen, that we will do just as well this year and in the years to come.

If you would like to ask Mr. Drahoš some questions, please send them to the email: [redakce@finidr.cz](mailto:redakce@finidr.cz)





# History interests and inspires me



During his one-year tenure at our printing house, Mr. Jaromír Andrášek has held several interesting positions in production. Currently, he holds the role of production foreman in FINIDR "B", however, his work duties are still connected with FINIDR "A". In today's interview he will get us into the picture, but also into an understanding of his joys.

**Mr. Andrášek, at one of the events I had the opportunity to see how passionately you listen to a lecture about the history of the town. History is close to your heart?**

Yes, I'm interested in history. I was lucky to have good teachers at elementary school. Then I had an excellent history teacher at high school, and after the military department I was "in the military" with two avid historians. I also like historical novels, in short, history has been with me all my life.

**How do you develop this hobby?**

While studying theology, I became acquainted with the history of the ancient Orient, as well as medieval and modern Europe, but I am also interested in regional history, which I research mainly on walks with my dog. In general I am interested in the history of Těšín, I don't distinguish the border between Czech and Polish, I perceive the city as a whole. I have lived in Těšín for the longest part of my life, even though I was born

in Karviná. Recently I have been exploring the area between Horní Líštná and Cisownica. I went to see the Tuř mountain, in Czech it is Toulec. I'm interested in how place names originate and what they say. The mountain is shaped like a quiver, an arrow tray. Interestingly, Cisownica and Cis are close by and the best bows were made from teak wood. And when I look at Mount Tuř from Žukov, it also has this shape, just as when I look at it from Vružná. There was a Bronze Age settlement on Tuř, so I wanted to go there to see if there was anything recognizable. The name Vendryně is also interesting, as it lies on the road from southern Europe towards the Baltic. You passed through it into the territory of the Vendi, the Veneti or the Vandals who inhabited the Vistula. You had to go through notches in the mountains. Ryna, or wound, has the same word root. It's a cut in the hand or in the stone when you carve an inscription in runes. You had to pass through the Vendrynian ryna when you were travelling from the south of the Dunaj and the Váh, crossing the Jablunkov Pass and Vendryn to the Vistula. All you had to do was board and in a week you were at the Baltic.

**It's a play on words, do you look them up in dictionaries?**

I look on the web or I look in different dictionaries. Do you know what's interesting? That some municipalities don't have any mention of etymology, i.e. the origin of their name, on their websites at all. For example, Košariska, where we have a cottage, has it clear. It's from kosar, kosary, i.e. portable fences for sheep, and indeed sheep did and still do graze there. In Karpentná, it is all scree, hilly terrain, as I found out while cycling from Beška to Těšín. Karpentny means rough, bumpy in the dialect. Or for example Karpaty - all your life you hear Karpaty and it doesn't occur to you that it's karpate, i.e. rugged, and that it's mountains. Svatý Kopeček or Dancing Hill above Mikulov is also interesting. I've been looking into why Tanzberg or Dance Hill; pagan dance ceremonies were held there and lasted into the Christian period and still retain that name.

**What was the most complicated name of a village or hill that you deciphered?**

I don't know if it is the most complicated name, but it is close to all of us from Těšín. I was once looking at wherever the name Těšín occurs, and here I came across a place in eastern Poland near the Ukrainian border where there is not only Cieszyn, but also Žukov and Čantoryje. It seems quite likely to me that the



coincidence of the names with our Těšín (and there are even more in that locality) gives the answer to what the original name of Čantoryje actually is. Its peak is "cut in several directions" and whoever cut the sacred mountain is also clear. So it was originally Čertoryje and this name has been preserved near the Ukrainian border, where we encounter the same place names as we do today.

***Do you plan a summer or winter holiday for this cognitive purpose?***

At the Baltic I was interested in local history and listened to lectures. However, I am most attracted to the Amber Trail. One of them led through the Těšín region below Čantoryje. When you come out of the forest at its top, you get a view of the Moravian Gate and then across Hungary to the Adriatic. The Amber Trail has been used for at least three thousand years, and plants that originated in the Mediterranean came under the Čantoryja. I couldn't resist and brought back an amber cross from the Baltic.

***What else do you enjoy?***

I enjoy sports, especially ball sports, I played basketball and football as a youth. I also enjoy hiking and the aforementioned walks around the neighborhood with my dog Hustí, a border collie.

***You mentioned studying theology, can you tell us more?***

First I graduated from the University of Transport and Communications in Žilina. I worked in logistics and in the meantime I was involved in preaching and working with Christian youth. With this motivation, I left for Germany after the revolution in 1995, thinking that I would be better prepared for this ministry. In Germany, I studied a three-year bachelor's program at a Bible school where I deepened my knowledge of German language. Later, when I was employed by the church, I studied theology in Banská Bystrica at the University of Matej Bel. That was study while working, a classic five-year program.

***What made you do it?***

When I was doing the spiritual work, I felt the handicap of not having a school degree in our country. I think you should always be educating yourself in what you're doing. If not formally, at least informally by taking an interest in your field.

***So you've worked as a minister?***

First I worked in this field for six years, and after six years I got an offer to go abroad with my family for three years, so I didn't hesitate. And when I came back, I worked in a church setting for twenty years as a pastor, editor, community center manager.

***What paths led you to FINIDR?***

I needed to make a change in my life. After twenty years of working in Christian churches, I returned to the field of industry. When I was doing ministry work, I was sitting on four chairs. In addition to the clergy work, i.e. preaching, visiting, ceremonies (weddings, funerals), I started a community center (working with the local community, working with children, doing programs for mothers with young children, e.g. "Corking", but also for men - "Men Cook Differently"), and I ended up running the center.

Then I was the editor-in-chief of the Czech-Slovak church magazine "Living Word" and the fourth chair was the leadership of Bible education at the regional level. I was completely burned out by that. And now I am "healing" from wanting to be active everywhere.

***At the beginning of the interview I mentioned that you have had a few interesting positions in production, what were they?***

I joined the industrial engineering department, that's where I started. The first process I monitored was the cutting center. In doing that, I still had some overlap with the logistics I was studying. When there was a shortage of space to deal with pallets of printed sheets, I was put in charge of that. We didn't have racks for the print pallets yet and we had to start stacking. I collected data on all the stacked pallets and monitored whether stacking still reflected into quality after the necessary drying time. We tried it first with black print, then with colour depending on the type of paper. Then I collaborated on the ordering of the racking, drawing and layout of the warehouse rack on Hall B and then the shipping rack on Hall C. This was when I was still in my position as an industrial engineering specialist and monitoring some of the work processes. I did this at FINIDR for about nine months.

I was then put in charge of monitoring the handwork process and when I finished, the owner asked me if I would take a position as a handwork process technician for a while. I really liked it there. Working with the people, the variety, learning a lot of new things, making a few improvements to the layout and equipment, taking over the responsibilities of the original RP process technician, and just when I thought I had the worst of it behind me and would be able to focus on small machines by the end of 2022, a new challenge came along. I was transferred to expedition department because of some personnel changes. My colleague, also an industrial engineer, and I started to address what was needed on the expedition (missing space, new guides, work instructions, etc.).

A month later, another call came up, this time from FINIDR "B", where due to the planned absence of a colleague, it was necessary to cover the position of shift foreman. So I went there to "extinguish fire". But already with the prospect that I could stay there. I liked that because I didn't want to change positions anymore.

I worked my way into the working position to the satisfaction of my superior. Then the end of the Christmas market and the reduction of work came. By the end of February, before all the shifts at my new location started, I was helping the process technician in the manual labour area to get the new box making machine up and running. It's a machine that glues the box at the bottom and the top. To describe it: you prepare the books on a running table by hand, in one, two or four columns. You put a carton on it and load it into the machine, which folds it and seals it on both sides, so that a finished sealed box comes out and is manually stacked on a pallet. However, the stacking could also be automated in the future, but that's a future idea for now.

Three to ten people at the table pack orders into boxes. For smaller orders, manual and machine packing are comparable in performance. For larger orders, machine packing is more efficient because it can be handled by fewer people faster and makes the job easier, which is one of the goals of automation.

The challenge is that we are still in a trial operation. My job is to go through the test run of the machine, to note the anomalies where it doesn't work. I keep statistics and evaluate how the machine works and how to use it, picking out the details. We have an awful lot of box sizes and every time the machine has to be reconfigured, i.e. we try to learn the behaviour of the machine to make it usable for as many box sizes as possible. I still have in my job description what I had at the very beginning when I joined the printing house, namely improving work processes, and that's a really interesting job. I'm happy to be working for a company that is building on more than two centuries of printing tradition in our city, and I wish for myself and all my co-workers that we will come out of the current economic recession stronger in the end. I believe the Giver of Life never forgets any of us.

***Thank you for the interview.***



Jaromír Andrášek

Sign: Scorpio

***What do I appreciate most in my co-workers?***  
Friendship and trust, and when people tell you straight how things are

***What has been your favourite role in life?***  
A student, because I still carry on learning and when I learn I smile

***A place name that surprised me with its simplicity***  
Poniewiec - the name of the stream below the Čantoryje that flows through the flood-plains, meadows and fields

***An interesting place I visited***  
Shechem (Nablus in Palestinian) and above it Mount Kabir, from which Abraham saw the entire Promised Land from Mount Hermon to the Dead Sea

***I'm looking forward to***  
to meeting anyone who, despite their circumstances, is genuinely happy in their life and shows their zest for life



# Enjoy the benefit of physiofit again this year!

The services of our rehabilitation worker are becoming increasingly popular. Since the beginning of the new year, the number of FREE visits within half-year has been increased to TEN (10 x 45 minutes). You can therefore benefit from up to 20 employer-funded visits over the course of the year.

If you use the service regularly, you must have already experienced the benefits that regular rehabilitations and massages bring to our bodies. This is one of the topics we have covered in our 1/2022 issue. You can find this issue on our website in the "Life at FINIDR" section. However, if you have any additional questions on this topic, Mr. Petr Szewieczek will be happy to answer and advise you.

We definitely recommend at least one trial visit. After that, you can decide for yourself if you want to continue with the rehabilitation sessions.

Appointments can be made at the FINIDR secretariat or the FINIDR "A" reception desk at selected times, for dates from Monday to Thursday.

It still applies that rehabilitation services can only be used in person and cannot be used under another name. The ordered service can be cancelled 24 hours in advance (exception is possible only for serious reasons) at the latest.

**Still hesitant to visit?  
It's time to change that!**

## OPENING HOURS:

Monday 6:15–14:00  
Tuesday 6:15–15:00  
Wednesday 6:15–13:00  
Thursday 6:15–10:00

**WHERE:** F:Club

## ORDERING APPOINTMENTS:

At the reception  
Mon–Fri from 6:00 am to 11:00 am  
At the secretariat  
Mon–Fri from 8:00 a.m. to 3:00 p.m.

# Finidrak nově

celý v polském a anglickém kabátě!



Česká online verze



Chceme, aby si všichni naši zaměstnanci mohli přečíst bez zbytečných složitostí veškeré články, které jsou ve zpravodaji.

Proto s tímto číslem přichází Finidrak také v polském a anglickém překladu. Máte tak možnost přečíst si zpravodaj v polské a anglické mutaci, a to v kompletním znění. Považujeme to za velký krok vůči všem našim zaměstnancům. Není to skvělé?

**A kde jazykové verze Finidraku najdete?**

Pohodlně pod těmito QR kody. Stačí jen naskenovat!

# Finidrak teraz

także w polskiej i angielskiej szacie!



Polska wersja



Chcemy, aby wszyscy nasi pracownicy mogli bez zbędnych komplikacji przeczytać wszystkie artykuły w newsletterze.

Dlatego ten numer Finidraka ukazuje się również w tłumaczeniu polskim i angielskim. Mają Państwo możliwość zapoznania się z newsletterem w języku polskim i angielskim, w pełnej wersji. Uważamy to za duży krok dla wszystkich naszych pracowników. Czyż nie jest to wspaniałe?

**A gdzie można znaleźć wersje językowe Finidraka?**

Wygodnie pod tymi kodami QR. Wystarczy zeskanować!

# Finidrak magazine is now

accessible entirely in Polish and English coat!



English online version



We want our employees to be able to read all the articles without any difficulties.

That's why Finidrak is also issued in Polish and English translation. You have an opportunity to read the entire magazine in Polish or English version, what we consider as a big step towards our employees. Isn't it great?

**Where can the language versions of the magazine be found?**

Easily under these QR codes. Just scan them!



# CSR activities in 2022



CSR (Corporate Social Responsibility) has been set as one of the company's priorities for 2022. But what do we mean by this term? It is "the voluntary commitment of an organisation to take into account the needs of its customers, suppliers and employees in its decision-making and day-to-day activities. It is also an important part of the organisation's efforts to minimise the negative impact of its activities on the environment." <sup>1</sup>

One of the most complex but also most important activities in FINIDR was the installation of **solar panels**. Their commissioning was very demanding in terms of administrative, technical and, last but not least, financial aspects. However, according to preliminary calculations, the installed solar panels will save around 15% of electricity consumption. The importance of this implementation is further enhanced by the energy and economic crisis.

One of the technically demanding activities is certainly the replacement of lights in the administration building. For FINIDR, the use of **LED lights** is another step towards energy savings.

Another CSR initiative last year was the **optimization of processes** across the entire production, which we estimate will not only result in significant financial savings, but also contribute to a reduction in the company's carbon footprint.

Our attention was not only drawn to projects and activities aimed at financial savings. Also this year, FINIDR employees were heavily involved in **planting trees** for every order shipped. Together, we have planted 24,396 trees. We

believe that this activity will help to restore the Beskydy forests. This commitment is very positively perceived by our customers, from whom we received a lot of positive feedback at the Frankfurt Book Fair, for example.

An important step in the development of our company is also the partnership with the **Association of Social Responsibility, which is based on the principles of the SDGs** (Sustainable Development Goals), whose main objective is "to teach society to naturally foster responsibility for the place and planet on which we live." <sup>2</sup> The principles from the **SDGs** are gradually being implemented in **FINIDR's strategy**.

It is evident from the above activities that CSR activities are essential for us and we plan to continue them this year. At the same time, I would like to thank all those who have contributed to the changes that will take FINIDR further in its development.

Source: <sup>1</sup> CSR in the Czech Republic - Official portal of the Quality Council of the Czech Republic (narodniportal.cz)  
<sup>2</sup> About the Association | Association of Corporate Social Responsibility (A-CSR) (spolecenskaodpovednost.cz)

# Recap of the year 2022 and first outlook for the year 2023

The year 2022 was marked by revenue growth, starting from the first months. This was partly due to the rise in input prices, with the price of paper rising by almost a third year-on-year. At the same time, for the first time in FINIDR's history, we set a record for the number of books produced in the first half of the year, rather than at the Christmas market as in previous years. This gave us a very good foundation in the first half of the year. And that was fortunate, because in the second half of the year a lot of publishers "stepped on the brake" and the number of orders slowly started to decline. After a long time, we stopped the production for Christmas after the first half of December and took a well-deserved holiday. This also led to a decline in the overall result of our printing business, especially in December, and the resulting profitability of the company declined compared to 2021, even though FINIDR's sales for 2022 climbed to over CZK 1.7 billion.

	year 2022	year 2021	increase in %
Sales (in mil. CZK)	1 704	1 219	39,8 %
Number of orders	12 387	10 642	16,4 %
Number of books (in million units)	33,90	28,03	20,9 %

The number of printed titles was 16.4% higher than the previous year, and our average print run increased slightly by about 100 pieces per order and exceeded 2,500 pieces. For the full year 2022, we produced nearly 34 million books, which meant an increase in production of 20.9%. In terms of the number of books, we produced the most books ever in 2022 - both in number of titles and total units produced.

Just like last year, thanks to all of you who actively contribute to this result with your honest and responsible work in our print shop, either directly or in cooperation.

The year 2023 is just getting started and so far in the first quarter we have seen a slight decline in comparison to the previous year. However, we believe that 2023 will be close to a standard print season, also thanks to the abundance of paper on the market, and hopefully we will have more work again in the second half of the year.





# FINIDR - we are a European player 2009-2014

The world is in the midst of one of the biggest crises in 80 years. There is great uncertainty everywhere, competition is fierce and it is clear to us that only the best will survive in the long term. This is a very challenging period for FINIDR, but also an extremely successful one in many areas.

Jaroslav Drahoš became the sole owner of the printing house in 2009. We begin a drastic revision of our client portfolio, enter the Western markets and succeed in acquiring new creditworthy customers abroad. We are still growing and we want to be known even more. We are visible at all major trade fairs with regional and global renown. We are focusing on a new image for the printing company, changing the website and logo. Marketing activities contribute to a substantial visibility, especially in the markets of Western Europe.

We invest in new cutting-edge technologies and machinery, but above all we invest heavily in the development and training of our employees. In 2012, we established our own in-house training centre, FINIDR Academy, and subsequently introduced a Code of Conduct. We are fundamentally pushing productivity and quality forward, putting FINIDR at the top of the printing industry and enabling it to compete with the best in the business.

Over the past twenty years, thanks to the love of our craft, the hard work of all of us and the goodwill of our clients, the printing house has become the leading producer of paperback and hardback books in Europe. During this period, an average of 60,000 books a day have been sent from our printing house to various countries around the world, in several languages and in a variety of different designs.

2009

## Michal Strnad

Head of Printer Operations

When I came to FINIDR, my knowledge of printing and book production was minimal. Over time, I discovered how demanding, but on the other hand interesting, printing is. I gained experience thanks to the people on my shift who initiated me into the ins and outs of printing and pleasantly surprised me with their independence. Since I started, everything has gone much faster. Production orders used to be printed in the past, now they are electronic. Orders used to be checked out using barcode scanners, now it's much easier on an online schedule. At FINIDR, we are constantly looking for new opportunities and taking on new challenges to push us further. We can always help each other. For example, in the autumn of 2018, we put 19 books in one shubber. On Thursday, we figured out logistically how to make it the fastest. On Friday morning, staff from different departments came to help and in three hours it was done.



2010

## Monika Ociezková

Marketing Specialist  
(currently on parental leave)

What brought me to FINIDR was the desire to learn something new. I was attracted by the environment of books and the background of a big Czech company. It is very important for me personally who I work for, the philosophy of the company, also the working environment and how I am valued. There is a common respect for former employees, there are events, St. Nicholas parties for the children of employees, help with financial difficulties, support for sports and health activities, charity, etc. I have the advantage of comparison with my previous employers and I feel comfortable at FINIDR, it is my heartland. I like the fact that when help is needed in production, people from the office go and pull together. I'm grateful to have connected part of my life with this company and would love to come back here after my maternity leave. I think we have a good future ahead of us, despite the technological advances of e-books. If Gutenberg is watching from heaven, he's happy for us.

2011

## Radka Šušková

New Dimension, s.r.o.

I entered FINIDR for the first time in 2010. A lot has changed in those nine years. The company's turnover has multiplied, it has grown in terms of the number of people, it now has significantly larger premises and a whole range of new technologies that it uses to print books which are dispatched all over the world. But what has remained the same and unique over the years is the heart that the people at FINIDR put into their work. The people at FINIDR are genuine and proud of what they do. Over the years of working with them, I have had the opportunity to get to know many of them and I know that they breathe for FINIDR and the word loyalty is not a platitude. Their relationship with FINIDR starts with Jaroslav Drahoš, with whom people want to create the future. I remember my first meeting with Jarda. Charismatic, energetic, visionary and above all a wonderful person. In one minute he was able to fascinate me with all the ideas he wanted to implement together with us in the company. In his presence, one feels that he can do anything he sets his mind to. He gives energy and the ability to believe in the impossible.

2012

## Vladimír Vlk

production dispatcher

At that time there was no FINIDR Academy, which helps to better orientate new employees when they start. There was no time for longer training to get a better perception and overview of production. Because, as we all know, at FINIDR the summer holidays start in July and the Christmas season starts in August. After one month I was assigned a shift. It was a period of learning and getting to know each other. The shift workers helped me a lot at that time, teaching me and passing on their know-how. I have to say that after my first Christmas season, I could say to myself that I understood a little bit about bookmaking.

## Valerie Děrdová

now Gáborová  
production engineer  
(now process technician)

The "Talent in Manufacturing" program included a workshop where we had to choose an area that needed improvement. This is how the "First Aid Book" project was created, listing the most common problems in folding and how to solve them. I can say for myself that this opportunity gave me a lot. People learn all the time at these machines and it doesn't matter how long they've been there. It's a very varied job, even if it doesn't look like it. The team is also important, which is great on the folding machines. I'm glad to be a part of this company and can help to create something as beautiful as books.



2014







The Casino Royale, or James Bond, style company party was a big party at the end of the year.

**O**n Friday, December 16, 2022, a snow calamity initially tried to stop us, but in the end all the participants managed to show up on time, and for which we were very happy. The party was held after a long time, as due to the covid we did not have this opportunity in previous years.



Since our favourite Kasska in Český Těšín does not have such a capacity, we met unconventionally in the Trisia Cultural House in Třinec, where 480 of us gathered! However, the buses transported the "tour participants" safely there and back.

The whole evening was in a festive spirit, with the ladies wearing evening gowns and the gentlemen suits. We were accompanied by a great band iBand Jiří Zabysrzan and in the



second hall Pristý Band. The accompanying program with casino, roulette, black jack was not to be missed, as well as a souvenir photo or a stylish bar with amazing mixed drinks.

The raffle was very rich, but the biggest success was the free VIP parking space for a year. The whole atmosphere was completed by the tones of well-known songs of our favorite DJ Jiří Halák. What a great party, don't you think?





# ISO 50001 Recertification

Last autumn we managed to defend our ISO 50001 certificate. In preparation for the first surveillance audit of TÜV SUD's Energy Management System (EnMS), we focused on meeting the requirements of ISO 50001, the ability to achieve the intended objectives and identifying areas for potential improvement.



The audit then focused on reviewing changes in the organisation and eliminating non-conformities since the last audit, reviewing documents and records of the management system. This was followed by interviews with EnMS staff and a tour of the sites with an emphasis on sites with significant energy use. The audit focused on continuously improving the energy efficiency of the organisation.

In conclusion, the audit manager stated that the audit objectives were met and our EnMS management system is effective and capable of achieving the expected results. The defined scope of the EnMS meets the requirements for certification and the needs of the organisation. The established process for internal audits and reviews of the EnMS is capable of improving its effectiveness over the

long term and the organisation's management system is in compliance with the requirements of the Criteria Standard and internal procedures.

Therefore, the lead auditor recommended to the certification body the continued validity of our certificate.

Even though we prepared for the certificate during a challenging season, we achieved a great result without finding any non-compliance. With one recommendation for closer monitoring of electricity usage and three positive comments relating to targets, communication and maintenance planning.

I would like to thank everyone who contributed to the result.

## Fair Play for the eighth time

For the eighth year now, every employee can thank his or her colleague through a linden leaf in the area of company values, for example for helping beyond the call of duty or in the area of courtesy, trust, responsibility, mutual respect, honesty, positive thinking or an active approach.



We evaluate this campaign, which we call Employee Fair Play, at the end of each year and award three rankings with absolute winners. Over the past year, we have awarded a total of 628 linden leaf certificates of appreciation.

The absolute ranking with the most letters received is as follows:

1. Ondřej Prokop, Marketing Specialist
2. Kateřina Misiarzová, Assistant to the Managing Director
3. Lenka Hliseníková, HR Specialist

**Congratulations!**

# FINIDR Day 2023



## or an expedition to the North Star

We would like to inform you that on Saturday 20 May 2023 Finidr Day will be held in the Vendryňský Park.



## You can look forward to:

- football tournament
- cornhole
- competitions and quizzes
- photo booth
- DJ and live music
- bouncy castle
- face painting
- mobile planetarium
- horse riding
- fire truck tour
- rich refreshments



You will be informed about the registration deadline and other details in due time via flip charts and LCD screens.





# Every opinion matters!

Have you noticed the giant board at the entrance to the cafeteria?  
From now on, we'll be able to use it to express our opinions.  
Various questions will be asked here, we'll vote, we'll ask questions...

**W**e started by asking you how you like the food. In just two weeks, we've got a pretty good idea.

Thank you for your involvement, as your feedback is a key to improving the quality of the food and we will continue to work with these results.

## What does the word RESPONSIBILITY mean to you?

The second question was a bit trickier. But you still went to the trouble of thinking about something other than whether you had ordered a steak or sirloin steak on your way to have lunch.

We had a number of great responses. Most of them could be classified into one of the following groups:

1. I always put quality first
2. Finishing things up
3. I do the work to the best of my knowledge and conscience
4. I try to save costs and the environment by my actions
5. I do my job with a love for books

And I can't help but agree with that. Thank you for your involvement and we look forward to your further responses and feedback.



## Corporate League

... who is going to win this year?



The next year of the corporate badminton and bowling league is in full swing. Colleagues across the company have already met up several times and there are a few more to come. Who will take home the cup for the best one? We will find out soon!

# Follow us!

Do you want to know what's new with us first hand? Follow our social networks and stay up to date.

 Tiskárna FINIDR



Official company profile

 Finidráci



Corporate Employee Group

 LinkedIn



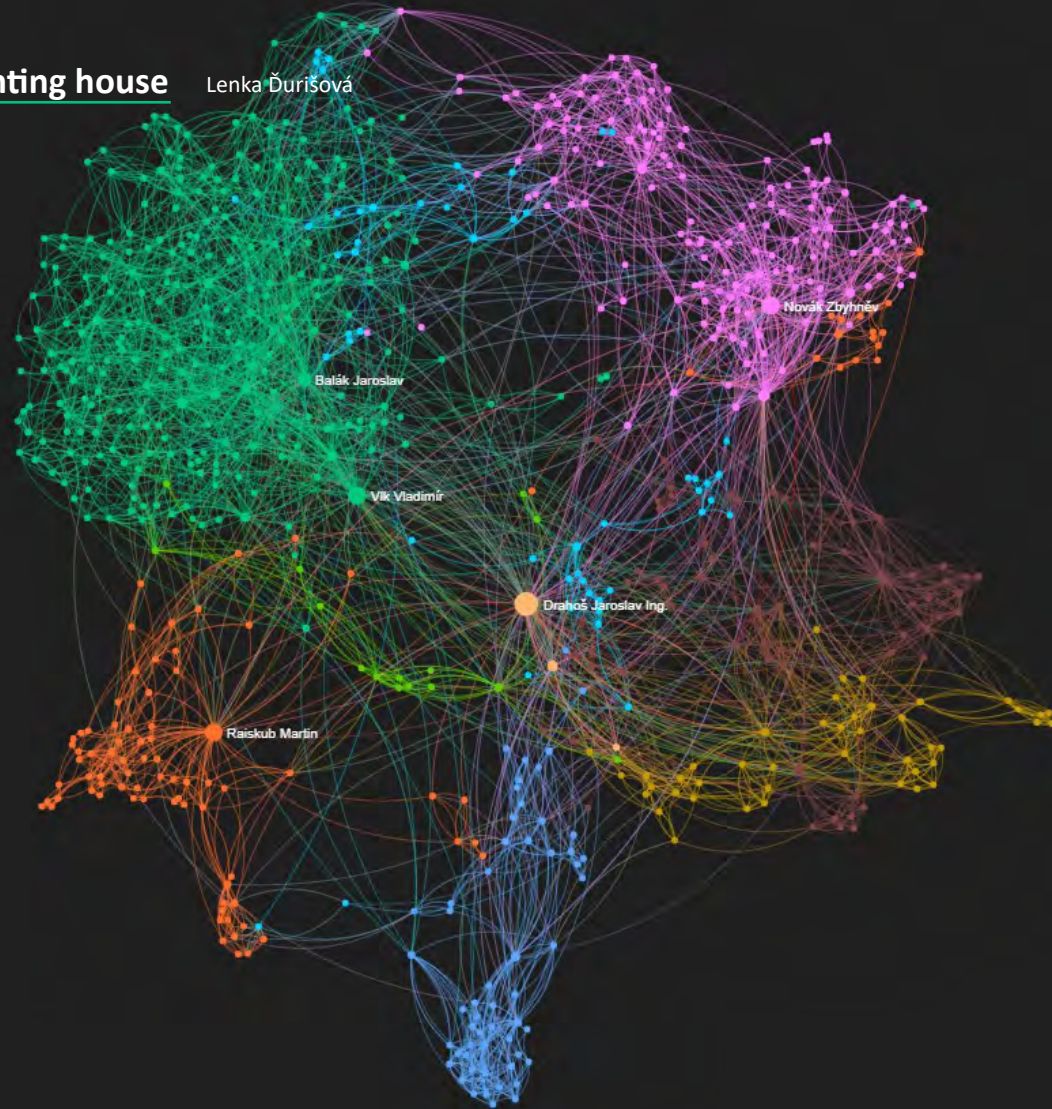
Official company profile

 Instagram



Official company profile





## Focus on communication

Last October, as part of the strategy, we all took part in a company-wide communication survey.

This allowed us to visualize a dense and interconnected network of contacts across the entire printing house. We know where within FINIDR communication is going great and where we need to help so that always and everyone has the information they need and knows who to contact.

In this questionnaire, you have selected colleagues with whom you like to communicate most often and openly. In the language of the young generation, we can call them influencers in one word. 68% of them are executives, which shows that we are a company that can talk openly about problems. The same fact is proven by the result of another

question where we asked what the most important source of information for you about changes and news in the company is. Most of you answered that it is your supervisor.

In February, workshops were held with this group of Finidrakers to put our one-sentence strategy into everyday practice. And why at all? Because having a dialogue on this topic across FINIDR is a priority for us.

As you know very well, communication in personal and professional life is essential and it is necessary to constantly work on it. So thank you again for taking part in the company-wide survey!



## Purchasing department supports the strategy in one sentence

During January, the purchasing department participated in a half-day working meeting to evaluate the functioning of the purchasing process and suggest changes to improve it.

In the first half of the workshop we focused on addressing the strengths and weaknesses of the purchasing department and the purchasing process, not only from our own perspective, but also from the perspective of other departments in the company or suppliers. We were able to describe the current state of the purchasing process and define the areas we want to strengthen. We have also found bottlenecks that we want to work on for even better functioning and networking within the company. For example, we want to focus on fine-tuning substitutability or setting up regular meetings with the warehouse.

In the second half of the meeting, we focused on purchasing strategy with a link to the overall company strategy. We listed specific areas that support the strategy in one sentence: **We pride ourselves on responsibility, quality and timeliness.** We were also able to assign key indicators to each area to help us measure the success of their implementation. We have many tasks and challenges ahead of us, as each of us has listed specific actions that we want to develop and deliver this year. Worthy of note are, for example, setting optimal inventory levels, automating purchase orders, and creating a strategic purchasing concept.

This morning was very intensive in terms of work. At the same time, everything took place in a very pleasant and relaxed atmosphere. The time together helped us to clarify our goals and agree on a direction.





# News in the new year: the helping hand of the state 2023

The cost of living was skyrocketing in 2022. Inflation and rising energy prices are plaguing many households. The year 2023 will bring many legislative changes concerning state social support, help in material need and pensions, for example. Foreigners can also receive help through social benefits, but they need to meet certain conditions, which may vary depending on the specific situation. Let's take a closer look at some of them.

A significant change in January is the increase in the **subsistence minimum and the living subsistence minimum** by 5.2%. The aim is to broaden the range of people eligible for state social support and aid in material distress and to increase these benefits. The minimal subsistence minimum has thus risen to CZK 3 130 per month and the living subsistence minimum to CZK 4 860 per month.

In the area of state social support, **child benefits** were increased by 30% across the board, which in practice means CZK 200. At the same time, in view of the above-mentioned increase in the subsistence minimum, the range of families entitled to this benefit will expand. For example, for a family of four with two children aged five and twelve, the income threshold is CZK 47 736 per month (This is net income. But if the wife is on parental allowance, for example, this also counts towards the income threshold). If the parents have a lower income, they are entitled to the benefit.

One of the most important benefits now available to help families and seniors with rising costs is the **housing allowance**, which is for people who spend more than 30% of their income on housing. The main adjustment is a change in the design of the standard housing cost, which will increase the benefit for people, particularly those in smaller households and in smaller towns and cities. The normative costs for households heating with solid fuels such as coal will also increase. The distribution into groups according to the number of household members is also changing. One- and two-person households will be merged into one category. This allows the allowance to be better targeted at smaller households. The amount of the allowance can be in the thousands of crowns per month in many cases. For example, a senior with a retirement pension of CZK 17 000 and the cost (including SIPO) of a rented flat of CZK 13 000 can receive CZK 7 900 per month from January.

In the area of **material need**, income from pupils' and students' work from practical teaching and practical training and income from employment will not be included in the countable income if it is the income of a dependent child. The new regulation should encourage dependent children to earn a legal income when they are not at school.

In the area of **pensions**, there has been an increase in pensions due to regular indexation and now also the so-called education allowance. This is an increase in the old-age pension for bringing up a child or children. A child is defined as one's own child or an adopted child, but also as a child taken into care in lieu of parental care, so that a foster parent, for example, may also be entitled to an education allowance if he or she has cared for the child to the greatest extent possible for the prescribed period. The aim is to recognise the merits of carers. This is a fixed amount, which will be CZK 500 per month in 2023. In the case of raising more than one child, this amount is multiplied by the number of children. The vast majority of children should be granted childcare automatically without the need to apply.

These innovations represent only a part of the measures the state, or the government, is taking to respond to current social problems and are by no means a panacea for today's difficult times. If a citizen needs and wants to solve his or her unfavourable social situation individually, he or she always has the possibility to take advantage of the help of civic counselling centres. An example of such a service is the **Charity Counselling Centre for Financial and Legal Difficulties**, which are anonymous and free of charge. Clients are treated individually and their situation is always handled discreetly.



## The counselling centre is located:

at ul. Hrabinská 458/33, 737 01 Český Těšín and is open from Monday to Thursday, from 8 a.m. to 2 p.m., except Wednesdays, when it is open for appointments from 9 a.m. to 5 p.m.

Phone: +420 731 454 650, +420 734 796 858.

# Box maker Solema Smart Box

With the purchase of the new box maker, FINIDR is trying to automate operations that do not necessarily need to be done by a human. In the case of the Smart Box, a product of the Italian company Solema, which is one of the leaders in the market of printing machines, the automation of the bottom and top gluing of boxes is involved.

In June 2022, we travelled to Bergamo with prepared samples of books and cartons to see and test the work of the box maker on site. In October, the operation of the Smart Box was already being tested in Hall C in the hand-work sector. After a week's training of the operators by the manufacturer's technician, we created our own manuals, which allow a quicker introduction to the functions and adjustments of the machine. This is mainly to introduce the control panel, machine set-up and smooth carton passage.

At the beginning of the year, I returned to FINIDR "A" to help Eva Kycova with the commissioning of the Smart Box. I started with layout and protecting the machine area from contamination by pallets that have no business being there. Together with Adam Skoczylas we created the export sector including the QR code. Then I equipped the machine with peripherals such as tables, rack or cabinet. Martin Mašek works on the magnetic cover for the machine con-

trol and the support holder. We are continuously working on documentation for the Golden Book, work instructions, cleaning standards and training plans.

The biggest problem so far seems to be the quality and variety of boxes. We are solving the quality problem with the manufacturers. We will have to deal with the variety of boxes ourselves. It is determined by the quantity and size of the orders. At the moment we are in the phase of trial operation and data acquisition, which we are being processed and evaluated.

Finally, I will mention the biggest obstacle I encounter most often, which is ordinary human skepticism. I wish that distrust of the Smart Box would eventually dispel and manual work, like ribbon cutting, would move one step closer to automation.

# Stock inventory

Due to the fact that I was asked if I would temporarily take over the warehouse during the absence of the new warehouse manager, at the end of the year the inventory of stock also "fell" on me. I found it an interesting challenge.

Prior to the stock-taking, several meetings were held with the purchasing, IT, economics and warehouse departments. At these meetings we went through the instructions and a test version of the inventory in Syteline. It is our internal information system that covers all operations in the company. The physical part of the inventory took place on 21 and 22 December.

The physical part means the beeping of QR codes, which we use to mark pallets with paper and cardboard. The reports and applications that make this possible are the creation of our IT department, which, although constantly overwhelmed with requests, cooperated perfectly for this event. They also tirelessly answered my many questions.

Overhead materials such as ribbons, capitals, glues, and other items needed to produce the book are inventoried manually. This means that a comparison is made between the system and the actual stock of materials. In practice, this means that each individual pallet needs to be "tipped" and the actual quantity for the unpacked pallets needs to be determined.

To give you an idea: the physical inventory took a total of 17 hours and involved 18 people. There were 2 975 types of items to go through.

In conclusion, I would like to thank everyone involved for their responsible and high quality work.



# What trade fairs are we going to this year?

We all know that if we want to resolve something or get to know someone, one face-to-face meeting is more useful than ten emails. That's why we are already planning our participation in major European book fairs, which are always the epicentre of everything important for our industry.

**T**he **London Book Fair** will take place on 18-20 April. Hundreds of exhibitors and many times more visitors, not only from the Commonwealth countries, will once again fill the beautiful Olympia complex.

The second upcoming trade fair will take place immediately afterwards, from 27 to 30 April in **Leipzig, Germany**. This will be the first time since 2020 that we will be going there after a really long covid break. And our sales representatives for the Austrian and German markets are looking forward to this event.

The biggest Czech book fair **World of Books** is waiting for us on 11 - 14 May. This important literary and cultural event will be themed "Authors without Borders" this year.

Hundreds of talks, author readings, bargain book purchases and great street food may tempt you to make a trip to Prague.

After the summer break, the most important global literary event awaits us. We cannot miss the the 75th anniversary of **Frankfurt Book Fair**. This book festival will take place from 18 to 22 October and we are already looking forward to welcoming our guests from all corners of Europe. In the autumn months, we will most likely participate in **a book fair in Bratislava**.

You will be able to read about the most interesting of all these book fairs on our website, social networks and, of course, in the pages of the next issues of Finidrak.

## How does it work in another workplace?

**I**n December, we continued with training courses within the framework of EU subsidies. This time, the Professional Printing II training, under the auspices of our internal training centre FINIDR Academy, was attended mainly by our matadors, colleagues who have been working with us for years and know and master their process very well. However, they learned how it works in another workplace at a course prepared especially for them.

Mirek Staszko, an experienced lecturer of Professional Printing I and II, guided the participants through this branch of printing during the week. The initial reluctance soon turned into enthusiasm. The trainees became enthusiastic colleagues who were interested in learning what happens on the machines and processes in front of them or what follows when they hand over their work. We are glad that the training was beneficial.



scroll down to continue reading...





# Iwona

## How we don't know them

My name is Iwona. I come from a small town Jaworzynka, which is located in the south of Silesian Beskydy. That is where my adventure with cross-country skiing began, which I later took up professionally as a member of the Polish national team. This sport required frequent trips to training camps, mostly in the mountains.

I currently live in Cieszyn. My friend convinced me to go hiking. My biggest "success" was con-

quering Rysy. It was my first real expedition. The way to the top was challenging at times, but also exciting, especially the sections where it was necessary to hold on to chains. The views that were all around rewarded all the effort and hardships of climbing. On the way to the top I discovered beautiful mountain nooks, mountain forests, gurgling streams and crystal clear mountain lakes. This vastness of rocks and space made a great impression on me. When I reached

the summit after a few hours of climbing, I was filled with a sense of pride and satisfaction that I had conquered and overcome all the obstacles. The panorama that stretched out when viewed from the summit was breathtaking and gave a sense of freedom. Those who have not seen it may regret it.

I highly recommend this type of relaxation. It was definitely not my last climb. I am planning to climb Gerlach.

Jana Byrtusová  
support in prepress



I often heard from my good friend how happy she was at work. And when she told me that a position was going to open up after her colleague retired, I immediately applied for the position. A good thing happened and I am now part of this great company. The work environment is very pleasant and you are greeted with a smile and a hello at the front desk when you arrive at work. Colleagues are friendly, willing to give advice and help with anything. I would like to thank everyone for this. I enjoy my work and I am glad that I can be at the birth of printed stories that people read not only in the Czech Republic but also abroad.



Kateřina Czempková  
personnel officer



I have been part of FINIDR for almost half a year, but thanks to the quick adaptation and the good team I feel like I have been working here for much longer. This position was and still is a challenge for me. I have been working as a personnel officer for a relatively short time, so I appreciate this opportunity to learn new things and gain more professional experience. I would say that my job is varied, and that's what I enjoy about it. I am also happy that I can use English at work and continue to improve it. I really appreciate the pleasant working environment and the friendly colleagues who are always willing to help me and thanks to whom I enjoy coming to work. In addition, I like the fact that the company emphasizes ecology and has joined the tree planting activity, which I was happy to participate in and thus had the opportunity to support a good cause.



# FINIDR's Tree of Life...

Congratulations on your anniversary



**Jaroslav Niemczyk**  
security of property



**Tomáš Tomiczek**  
team machinist in production



**René Baran**  
printer



**Beata Iwona Chroboczek**  
machine operator in production



**Eva Poláková**  
production worker



**Kamila Jendrulková**  
pre-press inspection worker



**Michal Broda**  
manager of the finance department



**Veronika Šedová**  
press data control



**Kamil Novák**  
sales manager



**Jan Jadamus**  
printer

## On your retirement



**Erika Bubiková**



**Jana Filipczykova**



**Ludmila Sosnová**



**Oto Zapletal**

## Congratulations on your anniversary

Viera Zacková, *production worker*  
Karin Pelcová, *machine operator in production*  
Radomír Možíš, *printer*  
Martin Štourač, *sales manager*  
Grace Carandang Adona, *production worker*  
Flora Briones Garcia, *production worker*  
Neil Nino Adran Abobo, *production worker*  
Eliška Chlebusová, *production worker*  
Kristina Pořízková, *machine operator in the warehouse*

Małgorzata Stawarczyk, *machine operator in production*  
Lukáš Bura, *electromechanic*  
Kateřina Czempková, *personnel officer*  
John Kevin Malacad Mahalin, *production worker*  
Mariz Parajes Catalo, *production worker*  
Nicole Joyce Crisostomo Lumangtad, *production worker*  
Šimon Pryszcz, *production handler*  
Konrad Andrzej Czupryna, *production handler*  
Marcin Dominik Pierzgalski, *production handler*

## They've been here with us

Radomír Lakota, *production planner*  
Martina Křístková, *technologist of bookbindery division*  
Michal Lokajíček, *printer*  
Petr Kohut, *printer*  
Taťána Babiarová, *production worker*  
David Hruška, *team machinist in production*  
Petr Bubík, *metalworker - turner*  
Lenka Boráková, *customer service*  
Alena Franková, *machine operator in production*

25 let	Marta Grzegorzová, <i>machine operator in production</i>	5 let
25 let	Natalia Daria Obracaj, <i>production worker</i>	5 let
20 let	Dobrosław Karol Buzek, <i>team machinist in production</i>	5 let
15 let	Anna Katarzyna Moskała, <i>production foreman</i>	5 let
15 let	Barbara Iwona Strządała, <i>machine operator in production</i>	5 let
15 let	Jaroslava Kněžíková, <i>production worker</i>	5 let
10 let	Martin Mašek, <i>industrial engineer</i>	5 let
5 let	Ewa Agnieszka Zalewska, <i>production worker</i>	5 let
5 let		

## They were born



**Kvido**  
mother Lenka Kopiczková



**Tobiáš**  
mother Iveta Brodová





# Cycling along the Jura Krakowska

A few dozen kilometres to the north, in the neighbouring country, about 50 km from Katowice, is the Eagle's Nest Landscape Park.

It is a limestone highland that is interspersed with rocks, beautiful castles, chateaus and ruins. There are more than 15 castles and ruins in this small piece of land. Anyone who enjoys cycling, nice walks through beautiful countryside and having amazing views of monumental historical buildings should visit this corner of the country.

For fans of cycling, I recommend starting in the town of Ogrodzieniec, which is located below the landmark of the region, **Ogrodzieniec Castle**. The ancient ruins, built on a rock at 500 m above sea level, will completely captivate you and only whet your appetite to get to know the area better.

Further north, you ride along quiet cycle paths that lead to another castle - **Bąkowiec**, where you can marvel at the precision with which our ancestors built a small fortress in the rocks. There is also an opportunity to refresh yourself in a cosy café before continuing on your way to **Góra Zborów**.

Here, on the other hand, you will enjoy the rock formations and a small rock labyrinth. Then just drive through a beautiful pine grove and find yourself under the **Mirów Castle**. Wonderful views and a pleasant journey through the hills, on foot or by bike, I can only recommend.

On the way back I would definitely visit the nearest sandy desert - **Pustynia Błędowska**.



## Spinach quiche

I would like to share with you one of my most favourite recipes, according to which I often bake and this dish is always a hit. This is a French quiche or savory pie. I like spinach quiche, but the advantage is that you can prepare the filling according to your taste or liking and change the spinach for broccoli, courgette, leek, mushrooms or even meat. So go to the kitchen!

### Ingredients

#### For the dough:

- 180 g plain flour
- 80 g of softened butter
- 2 tablespoons of cold water
- teaspoon of salt

#### For the filling:

- 200 g of English bacon
- 150 g of blue cheese
- 1 piece of onion
- 150 g of frozen leaf spinach
- 4 eggs
- 200 ml cooking cream 12%
- salt and pepper

### Procedure

1. Put the flour, salt, diced butter and two tablespoons of water in a bowl. With your hands, work the dough, which should not stick. Place the dough in the fridge for about 30 minutes.
2. Meanwhile, prepare the filling. Chop the onion, English bacon and fry everything in a frying pan until golden brown. Then add the frozen spinach and let it loosen. Season with salt and pepper and remove from the heat to allow the mixture to cool a little.
3. In a bowl, whisk the eggs, add the cream, salt, pepper and half of the grated niva blue cheese. Then mix with the spinach mixture.
4. Transfer the rolled out dough into a round mould with a diameter of 24 cm and press it with your finger on the sides up to the edge of the mould. Prick the dough with a fork and bake in a preheated oven at 180 °C for 15 minutes.
5. Pour the filling on the pre-baked dough and sprinkle with the other half of the grated niva. Bake the quiche for about 30 minutes.
6. Let the finished quiche cool and then cut it.

**Bon appétit!**







Together we have  
planted

24 396

new trees in the Beskydy  
Mountains

