

PROFESSIONALISM
AUTHENTICITY
RESPONSIBLE THINKING

assist
trend The logo for assist trend features the word 'assist' in a green sans-serif font above the word 'trend' in the same font. To the right of 'trend' is a green leaf shape containing the lowercase letters 'at' in white.



The Hungarian
Service
Provider



WWW.ASSIST-TREND.HU

WHO ARE WE AND WHAT ARE WE DOING?



Assist-Trend Ltd. founded in 2005 is a member of the **Piszke Group**, an acknowledged and reliable, **100% Hungarian-owned hygiene wholesale supplier of professional products**. Our headquarter is in Lábatlan.

We serve our B2B partners through our six dealership partners and two system partners providing nationwide coverage, and our foreign customers through our ten exclusive export partners.

Our team of professional consultants delivers solutions to our partners' cleaning and sanitation problems in the hotel, kitchen, washroom, personal, laundry and industrial hygiene sectors.

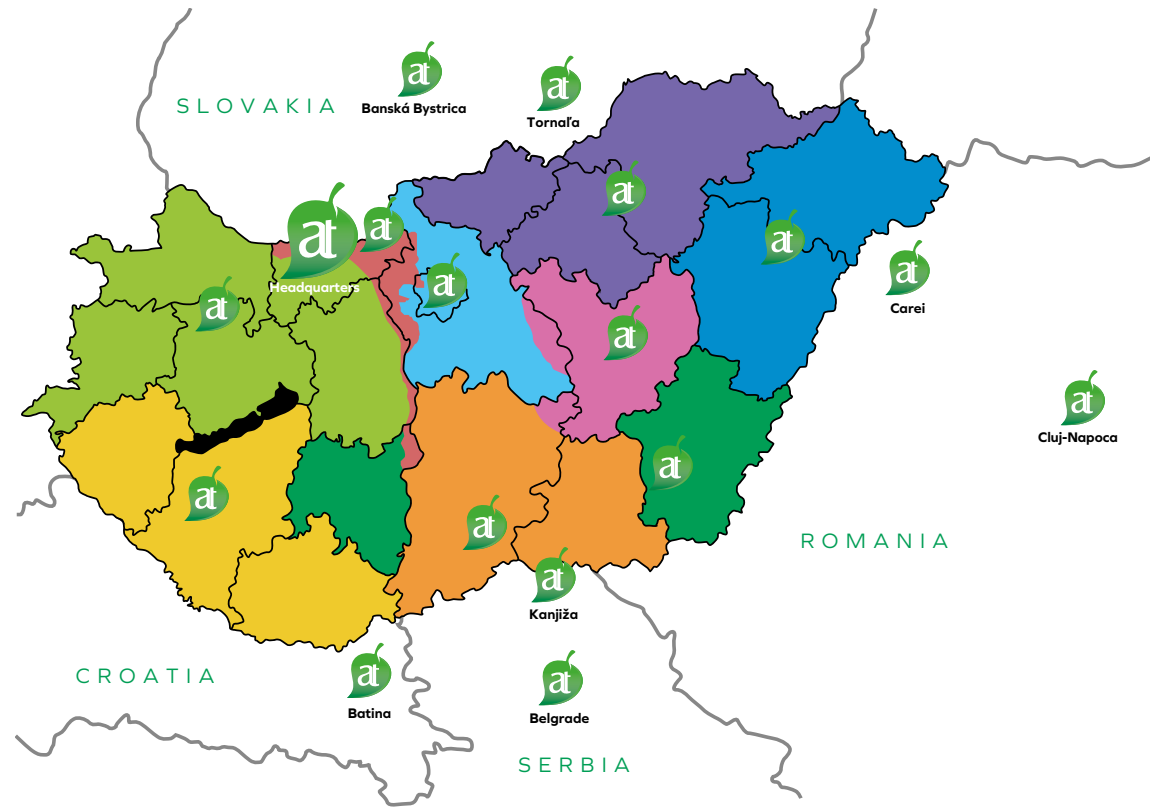
We are working in the HoReCa sector for 20 years. Our work is experience-based, hygiene processes and expectations changed a lot in recent years, communal and personal hygiene areas are in a particular focus since the pandemic. **We were facing constant challenges, always providing solutions to them.**










Assist-Trend Ltd. has always paid attention to environmental protection and social responsibility.

We understand and feel that it is a priority to introduce the green transition in the service and industrial sectors. We are in the front line of this, and we were among the first small and medium-sized enterprises in Hungary to prepare an ESG strategy.

We love our profession and respect our customers, and we strive to provide our partners with environmentally conscious services and products that support their ESG strategies.

We are committed to expert partnership, striving to achieve the smallest possible ecological footprint and empathetic, demand-focused market solutions through our solutions.



- | | | | |
|---|--|---|---|
|  | Assist-Trend Budapest
Headquarters: Budapest |  | SP Super Papír Ltd.
(system partner)
Headquarters: Nyírbátor |
|  | Assist-Trend Győr
Headquarters: Győr |  | Assist-Trend Tisza
Headquarters: Szolnok |
|  | Assist-Trend Pilis
Headquarters: Tát |  | Assist-Trend Headquarters
Headquarters: Lábatlan |
|  | Assist-Trend Észak
Headquarters: Miskolc |  | Ladó-Rec Ltd.
(system partner)
Headquarters: Balotaszállás |
|  | Assist-Trend Kanizsa
Headquarters: Nagykanizsa | | |

THROUGH OUR CONSULTANCY SERVICES AND PRODUCTS, WE OFFER EXPERT PARTNERSHIP



We believe that, in addition to **high-quality, efficient, and environmentally friendly hygiene solutions**, the **appropriate professional skills and personal presence** are essential.

Our team of experts with considerable experience gives advice focused on three areas, from design to day-to-day implementation. Our references are the satisfied customers, and we take responsibility for our work.

Our main areas of expertise are:

- HoReCa (housekeeping, F&B, wellness, management)
- Industrial services (personal hygiene and production area hygiene)
- Laundry design (from design to day-to-day operation)

A quarter of our nearly 2,000 products are already certified environmentally friendly. For our partners who are committed to **responsible business practices**, we have created a dedicated section on our website to search and select environmentally friendly products, especially to **support the green transition.**

AS A RESULT OF OUR SERVICE:



A clean environment with effective natural cleaning products



Satisfied guests and employees



Demonstrable optimization of human resources, energy, and costs



Successful audits and authority inspections



Reduction of regulatory fines



Increase in economic efficiency can be observed at our partners



HOW DO WE HELP THE GREEN TRANSITION? HOW DO WE SUPPORT THE ESG POLICIES OF OUR PARTNERS?



Characterized by long-term mindset with responsible attitude our company and our group are engaged **with striving for sustainability in everyday operation**. We believe that this is not only a key to our business success, but also a positive example for the national economy, society, and the environment.

We are also in the frontline of leading in the green transition into the services sector. Among the Hungarian small and medium-sized enterprises **we have managed to prepare an ESG strategy foremost**.

With love towards our profession and with respect to our customers we strive for providing environmentally conscious services and products that support the ESG strategies of our partners.

ESG is not just a trendy acronym for us. Our guidelines for the environment (E), society (S) and our company (G) are all influenced by **responsible operations and environmental awareness** in which we offer **expert partnership and solutions** to our customers. We are also **aspiring to achieve the smallest possible ecological footprint and reach the empathetic, demand-focused market solutions**.



WE ARE ABLE TO SUPPORT OUR PARTNERS' ESG STRATEGIES IN ALL THREE AREAS



Environmentally responsible products



Competent, trustworthy and Hungarian experts



100% Hungarian-owned reliable company



Responsible thinking



We provide security of supply



We are market leaders



THE PISZKE GROUP



The company group is named after **Hungarian Piszke Paper Ltd.**, a 30-year-old hygienic paper processing company based in Látatlan, Hungary. One of the leading reliable paper processing companies in Hungary with 30 000 tons annual producing capacity. The best-known products on the consumer market are Crepto and Szilvia, which are available in a foil-free, economical, and environmentally friendly packaging version since 2020. The company's retail web shop is pizkeshop.hu.

Assist-Trend Ltd. is a 20-year-old Hungarian wholesale company dealing with hygiene papers, professional cleaning products and tools. The total annual income exceeds HUF 7 billion with our dealers' network, system partners and exclusive export partners. Responsible operation is also supported by our products and by our expert team. We are in the frontline of the green transition.

We are passionate about promoting Hungarian products and services. Founded in 2006, the **Hungarian Product Nonprofit Ltd.** has the purpose of helping the domestic goods to be easily and clearly identified with its own certification mark and increasing the general demand for Hungarian products. More than 230 companies and more than 5200 products or services are certified by one of the Hungarian product trademarks which indicates our success.

All three companies are linked to the same owner. Professionalism, skill-based professional work, and measurable, authentic performance characterize all of us.

Please feel free to contact us with any questions at szakerto@assist-trend.hu

www.assist-trend.hu

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