

## Exclusive Partner for high-quality Rugs and Runners

For 20 years now, *Teppiche Lalee oHG* has helped shape the face of the carpet wholesale business in Germany. By designing new patterns and creating new material mixes, the company is constantly expanding its portfolio, thus strengthening its position as a one-stop-shop for high-quality carpets.



The management team at the helm of the family enterprise:  
Mr. Shikib Lalee, Mr. Walid Lalee, Ms. Faranus Lalee and  
Mr. Jawid Lalee (from left to right)

*Teppiche Lalee oHG* was founded by Mr. A. Kayoum Lalee in 1986. His aim was to distribute hand-knotted carpets from Afghanistan and Iran; later, the portfolio was enhanced by machine-manufactured carpets. The service-oriented wholesale business has remained in the hands of the Lalee family ever since, and today is managed by the founder's sons, Mr. Shikib Lalee, Mr. Jawid Lalee and Mr. Walid Lalee. The managers' sister, Ms. Faranus Lalee, Head of the Marketing and Financial

Department, talked to us about the successful business concept underlying the company's operations: *"Our core competence is the distribution of machine made carpets. We supply machine-made and hand-knotted carpets in different quality levels. The carpets themselves are made from materials such as polypropylene, acryl, viscose and wool. Our "Exclusive" carpet family is made from the finest virgin wool."* In the future, one additional trademark will be incorporated under the umbrella

brand *Teppiche Lalee*, that being the Pierre Cardin carpet range. With this year's collection, Lalee also launched the "Altinyildiz" carpet range, a trademarked carpet brand from Turkey. Moreover, the enterprise is constantly strengthening its core competence by introducing new material and style mixes. *"2007 has been the year of innovation,"* says Ms. Lalee. *"We have unveiled the "Kathmandu" and "Glamour" ranges, thus introducing our hand-knotted niche products."*

Following strong expansion, *Teppiche Lalee oHG* has grown into a medium-sized enterprise with more than 40 highly skilled employees on its payroll. At its steadily growing premises, the enterprise operates its own warehouses, which are currently subject to extension work. Production is outsourced to subcontracting manufacturers in Belgium, China, India and Turkey.



*"In their capacity as designers and company representatives, my brothers often visit our suppliers to present new patterns and to supervise and control production on location."* This personal approach offers many advantages, as it ensures good communication and an exchange of ideas between the carpet producers and distributors. In addition, *Teppiche Lalee* provides excellent services. *"Our holistic service portfolio constitutes our unique selling proposition and distinguishes us from our competitors in our market niche,"* stresses Ms. Lalee. *"We have the know-how*

and the capacity to design individual patterns, thus creating bespoke carpets in accordance with the customers' wishes." Clients include interior decorators, furniture stores, DIY-stores, mail-order companies such as OTTO Versand, and the wholesale trade. In Eastern Europe, the carpets are also sold in DIY stores. The company's product catalogue as well as the website at [www.lalee.de](http://www.lalee.de) offer a comprehensive

overview of the whole portfolio. The carpets are also marketed at trade fairs such as the imm (leading international furniture exhibition in Cologne) and DOMOTEX (trade fair for the carpet and floor coverings industry in Hanover).

Active on an international level, the enterprise has positioned itself among the leading carpet wholesalers in Europe, generat-

ing 40% of its turnover through export. "We conduct business operations throughout Europe, mainly in Germany, the UK, Spain, and Italy," explains our interview partner. "At present, markets in Eastern Europe, including Lithuania, Poland, and Russia, are

booming. Cameroon is yet another important export country, and we are currently setting up business in the USA."



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