



FOLLOW US
INTO THE WORLD
OF DREAMS.

— S.O.S.-DEKORACE —



INTRODUCTION



DEAR LADIES AND GENTLEMEN,

YOU ARE HOLDING OUR CATALOGUE OF REFERENCE PROJECTS.
YOU ARE HOLDING A STORY OF OUR COMPANY... COMPANY OF PEOPLE WHO
ENJOY WHAT THEY DO.

ALL OF US SPEND A CONSIDERABLE PART OF OUR LIVES AT WORK. WE ALL HAVE A CHOICE WHAT JOB WE CHOOSE. THE CRITERIA WE ARE USING TO MAKE THAT DECISION, ARE DIFFERENT. LEADING FACTORS ARE UNDOUBTEDLY THE FINANCIAL REWARD FOLLOWED BY COMFORT AT THE POSITION. TO REACH THESE OBJECTIVES, PEOPLE ARE OFTEN WILLING TO DO SOMETHING THAT THEY DO NOT ENJOY AND WHICH DOES NOT BRING THEM FULFILLMENT. IT MEANS THAT THEY SACRIFICE THE PERSONAL LIFE FOR THEIR CAREER THINKING THIS IS THE ONLY WAY. IT ISN'T.

THERE IS A LOT OF EMPLOYEES, BOSSES AND COMPANY OWNERS WHO HAVE A FULFILLING WORK, ONE THAT THEY LOVE. I AM BLESSED BEING ONE OF THEM. I FOUNDED OUR COMPANY WHEN I WAS 24 YEARS OLD. WHAT DROVE ME WAS A HUGE PASSION TO SUCCEED, TO ACHIEVE SOMETHING.

S.O.S. – DEKORACE CELEBRATES HER 22TH BIRTHDAY. SHE WILL BE YOUNGER THAN ME WHEN I STARTED THE BUSINESS. SHE WILL BE MUCH WISER THOUGH THANKS TO THE PEOPLE THAT SHE MET WHILE GROWING UP. SHE WILL HAVE MORE COURAGE THANKS TO ALL THE TRIPS SHE MADE. SHE WILL BE MORE LEVEL-HEADED THANKS TO ALL THE GOOD AND BAD EXPERIENCES SHE MADE. THANKS TO HER AGE, SHE WILL CONTINUE BEING CREATIVE, A LITTLE UNTAMABLE AND CRAZY BUT THAT IS WHAT WE LIKE ABOUT HER.

PLEASE ACCEPT OUR INVITATION TO THE WORLD OF S.O.S. – DEKORACE.
IT IS A WORLD WHERE WORK IS A JOY.

JAKUB OLBERT
CEO

THE PRESENT DAY - 2017

OUR COMPANY IS EXPANDING TO AZERBAIJAN WITH CHRISTMAS DECORATION. WE ARE WINNING OVER FIRST SHOPPING MALLS FROM UNIBAIL RODAMCO COMPANY IN SPAIN. WE ARE DECORATING MAIN AIR GATE OF SHEREMETYEVO INTERNATIONAL AIRPORT IN RUSSIAN FEDERATION. ANOTHER STEP CLOSER TO NEW ADVENTURES, PEOPLE AND DIFFERENT CULTURES. ALSO WE ARE OPENING NEW PROJECTS: RENTAL OF DECORATIONS DEKORENT, WE ARE DECORATING COMPANY EVENTS, BIRTHDAY PARTIES, WEDDINGS AND MANY MORE VARIOUS EVENTS.

2012

THE ECONOMIC CRISIS IS HITTING OUR INDUSTRY. WE ARE FIGHTING THROUGH THAT. IMPLEMENTING PROJECTS IN MONACO AND SPAIN. OPENING REPRESENTATION IN FRANCE AND SPAIN. COMPANY'S PREMISES REACH 10.000 M².

2005

CHANGES ARE MORE COMPLICATED THAN EXPECTED, WE ARE FIGHTING A FLAT ORGANIZATION. WE ARE OPENING A SUBSIDIARY IN SLOVAKIA. PURCHASING EQUIPMENT AND TECHNOLOGY FOR PUR USED FOR PRODUCTION AND SURFACES OF 3D DECORATIONS.

2001

WE ARE RIDING THE WAVE OF SUCCESS. THE TURNOVER INCREASED FIVEFOLD. WE HAVE 10 EMPLOYEES AND DECORATE MORE THAN 30 SHOPPING CENTERS. WE ARE OPENING A NEW WAREHOUSE IN SLOVAKIA. FOR THE FIRST TIME WE ARE LEFT WITH CASH IN OUR ACCOUNT.

AT THE BEGINNING – 1996

LIFE IS EASY... I AM 24 AND FOUNDING AN ASSOCIATION S.O.S. WITH TWO OF MY FRIENDS. THE CAPITAL EQUITY IS 500 EUR, JUST ENOUGH TO GET US TWO TELEPHONES AND A DRILLING MACHINE.

2015

S.O.S. DEKORACE IS CELEBRATING HER 19TH BIRTHDAY. SHE WILL BE YOUNGER THAN ME WHEN I STARTED THE BUSINESS. SHE IS TURNING INTO A YOUNG LADY.

2013

ECONOMY IS DRAGGING ITS FEET. WE ARE HOLDING OUR OWN. WE ARE IMPLEMENTING PROJECTS IN GERMANY, POLAND AND COLOMBIA. OPENING A REPRESENTATION IN POLAND. PURCHASING 7-AXIS CNC MACHINE FOR AUTOMATIC PRODUCTION OF 3D DECORATIONS.

2011

WE ARE ENTERING FOREIGN MARKETS. EXHIBITING AT CHRISTMASWORLD FAIR FOR THE FIRST TIME. FIRST PROJECT IMPLEMENTED IN FRANCE – CARREFOURE CESSON.

2007

OUR GROWTH IS SLOWING DOWN, WE ARE GETTING INTO A STAGNATION. OPENING A NEW HEADQUARTERS WITH PRODUCTION HALL OF 2000 M².

2003

ECONOMY IS BOOMING. WE ARE FOUNDING A DIVISION OF 3D DECORATIONS AND WORKING ON THE FIRST MOVIE SET DECORATION. OUR STAFF REACHES 25 EMPLOYEES.

1999

BUSINESS IS NO WALK IN THE PARK. I AM BUYING 2/3 OF THE COMPANY FOR 1200 EUR. MY WHOLE FAMILY IS ENTRUSTING ME WITH THEIR SAVINGS AND I AM PUTTING THEM INTO ADVERTISING AND AN OLD FORD CAR. I AM HAVING MY FIRST EMPLOYEE AND WE DECORATE THE FIRST SHOPPING CENTER.



HISTORY





CARNAVAL
EKATERINBURG
RUSSIA









VÁCLAV
HAVEL
AIRPORT

PRAGUE 
CZECH REPUBLIC



SHEREMETYEVO
AIRPORT

MOSCOW
RUSSIA 





AUPARK
BRATISLAVA
SLOVAKIA






GALLERY
ŠANTOVKA
OLOMOUC
CZECH REPUBLIC











ČERNÁ
RŮŽE

PRAGUE 
CZECH REPUBLIC



FORUM
LIBEREC

OC FORUM

LIBEREC
CZECH REPUBLIC







OC NOVÝ
SMÍCHOV

PRAGUE
CZECH REPUBLIC





PLZEŇ
PLAZA
PILSEN
CZECH REPUBLIC





PLZEŇ PLAZA

PILSEN
CZECH REPUBLIC



AVION
SHOPPING
PARK

OSTRAVA 
CZECH REPUBLIC





GALLERY
TEPLICE
TEPLICE
CZECH REPUBLIC





CENTRUM CHODOV

PRAGUE 
CZECH REPUBLIC









SLOVANSKÝ DŮM

PRAGUE 
CZECH REPUBLIC







HAMLEYS
PRAGUE
CZECH REPUBLIC



GALLERY BUTOVICE

PRAGUE 
CZECH REPUBLIC



OC NISA

LIBEREC
CZECH REPUBLIC



NOVODVORSKÁ PLAZA

PRAGUE
CZECH REPUBLIC





FORUM
NOVÁ
KAROLINA

OSTRAVA
CZECH REPUBLIC









CHRISTMAS
WORLD

FRANKFURT, GERMANY



CHRISTMAS WORLD

FRANKFURT 
GERMANY



HEADQUARTERS

S.O.S. - DEKORACE, s.r.o.

Dobronická 1256

148 00 Prague 4

Czech Republic

Phone: +420 234 721 110

info@sosdekorace.com

www.sosdekorace.com

BRANCH OFFICES

S.O.S. - DEKORACE, s.r.o.

BVV Výstaviště 1

647 00 Brno

Czech Republic

Phone: +420 541 152 872

brno@sosdekorace.cz

S.O.S. - DEKORÁCIE, s.r.o.

Bratislavská 8

917 02 Trnava

Slovakia

Phone: +421 335 936 804

info@sosdekoracie.sk

ООО «С.О.С. - ДЕКОРАЦЕ»

Bolshaya Posadskaya Street 9/5

197 046 Petersburg

Russia

Phone: +7 926 653 46 49

biala@sosdekorace.com

REPRESENTATIVES

SPAIN

Phone: +420 734 695 261

sales@sosdekorace.com

FRANCE

Phone: +421 991 721 220

sales@sosdekorace.com



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