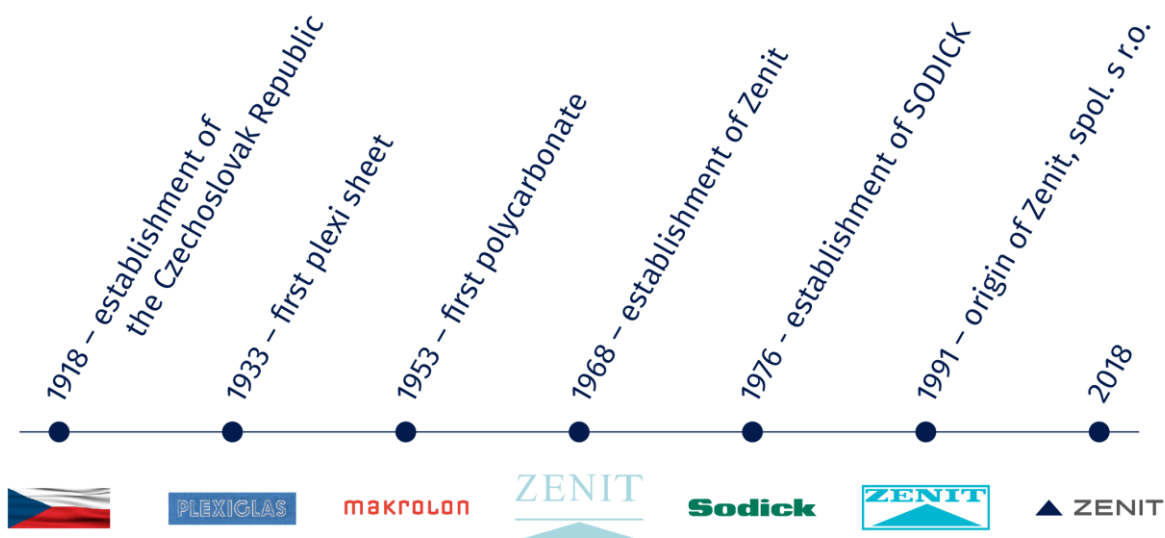




ZENIT is celebrating 50 years

2018 is an important year from the aspect of the history of the Czech state, because the independent Czechoslovak state was established 100 years ago, specifically on the 28th October. Many events took place during the 20th century, which irrevocably influenced the lives of each of us. As well as wars and political events, many significant discoveries were also made, which became an absolutely standard part of our lives.



1918 – establishment of the Czechoslovak Republic

1933 – manufacture of the first acrylic panel in the world¹, called Plexiglas®

1953 – development of polycarbonate², subsequently patented and registered under the Makrolon® brand

1968 – establishment of ZENIT

1976 – establishment of Sodick, currently the biggest manufacture of EDM machines

1991 – transformation of the legal form of business to Zenit, spol. s r.o.

1992 – collaboration with the Plexiglas® and Makrolon® brands initiated

2018 – one hundredth anniversary of the independent Czechoslovak state and the fiftieth anniversary of establishment of the ZENIT Company

Zenit was established as a foreign trade enterprise. The strategic plan was to create an organisation as a stable and reliable partner to major companies from abroad, for distribution, marketing and servicing of their products. From the very beginning its task was to search for products in the wide range of products that would become part of our everyday lives. To obtain strong and stable partners.





It is no coincidence that the company added the Plexiglas® and Makrolon® brands during modification of its product portfolio shortly after its transformation. It endeavoured to introduce these brands onto the Czech market and from 1999 also onto the Slovak market. Products of these brands soon became key products, which the company proudly bases its activities on to this day. Zenit also introduces revolutionary technologies of the highest quality onto our markets by seeking out partners in the machine engineering sector, where the partnership with manufacturers of machines from the EDM machining segment was demonstrated as sound.



From the very beginning Zenit has placed emphasis on key values such as reliability and transparency and on the high value it brings to the supplier chain by means of services, including technical support, marketing, training, servicing, transport, storage and formatting. This emphasis has distinguished it from the time of its establishment from a number of competitors working on a provisional basis and the company has obtained the trust of a number of major companies as a result.



According to its definition the zenith is the point in the sky directly above the observer. The triangle symbolises this zenith and also the summit, which we continue to strive to achieve. The triangle, with its upward pointing peak is also a symbol of creativeness and fruitfulness. It is also the symbol of the pyramid, or stability.



Zenit, spol. s r.o.

Machines - plant Brno: Škrobárenská 6, 617 00 Brno, e-mail: servis@zenit.cz

Plastics - plant Praha: Tiskařská 8a/620, 108 01 Praha 10 – Malešice, e-mail: objednavky@zenit.cz

Plastics - plant Olomouc: Červená Lhota 13, 783 21 Bílá Lhota, Olomouc District, e-mail: olomouc@zenit.cz

www.zenit.cz



The blue colour represents reliability and peace, values that Zenit continues to strive to achieve. Blue is also good for emphasising the importance of the zenith as a point in the sky. The grey text indicates the link to technologies and industry, sectors that are traditional for Zenit.

Our logo is therefore the graphic depiction of values that Zenit represents to us.



Zenit, spol. s r.o.

Machines - plant Brno: Škrobárenská 6, 617 00 Brno, e-mail: servis@zenit.cz

Plastics - plant Praha: Tiskařská 8a/620, 108 01 Praha 10 – Malešice, e-mail: objednavky@zenit.cz

Plastics - plant Olomouc: Červená Lhota 13, 783 21 Bílá Lhota, Olomouc District, e-mail: olomouc@zenit.cz

www.zenit.cz